



LEAF Marque: Helping caterers to realise the opportunities of the

London 2012 Food Vision

Sustainability lies at the very heart of the Food Vision for the London 2012 Olympic and Paralympic Games. It calls for catering that delivers a tastier, healthier and greener Games. Companies tendering for catering contracts will need to demonstrate how specific benchmark standards and aspirational targets will be achieved and that they are building sustainability into their businesses. The LEAF Marque is one of the official aspirational standards for product sourcing and affords caterers the opportunity to meet many of the core objectives of the London 2012 Food Vision.

Catering for the London 2012 Olympic and Paralympic Games is being referred to as 'The largest peace-time catering operation in the world'¹. With approximately 9,210,000 people taking part in, attending or working at the games, consuming an anticipated 14 million meals.

The LEAF Marque is an assurance scheme developed by LEAF (Linking Environment And Farming) based upon environmentally responsible farming principles which support farmers to produce good food, with care and to high environmental standards.

LEAF Marque growers produce a wide range of products including fruit, salads, vegetables, cooking oils and flowers. They care for the environment in a number of ways including carefully managing hedgerows to provide habitats for food and wildlife, using pesticides and fertilisers only when absolutely necessary, recycling waste and conserving energy.

In addition to developing the LEAF Marque assurance scheme, LEAF is a farming charity that helps farmers to farm with environmental care and to build public understanding and trust of food and farming through Open Farm Sunday and visits to a national network of Demonstration Farms.

To find out further information about LEAF Marque producers and suppliers please visit <http://www.leafuk.org/leaf/foodchain/supplychaindirectory.aspx> or contact:

Jeremy Boxall, LEAF Commercial Manager

T: 02476 413911

E: jeremy.boxall@leafuk.org

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For further information, images, to arrange an interview or to obtain industry comment:

Ailsa Jensen

LEAF Press Office

T: 01189 475 956

E: ailsa.jensen@ceres-pr.co.uk

For further information on all LEAF's work and activities, visit www.leafuk.org

Editors' Notes:

- LEAF Marque is an assurance scheme based on LEAF farming principles. It is independently inspected and certified by third party certification bodies. Farms certified as LEAF Marque can use the LEAF Marque logo on all the produce they sell, direct to the consumer or to retail outlets
- LEAF's Integrated Farm Management (IFM) approach combines the best of traditional farming methods with modern technology, allowing farmers to manage their farms in an informed, professional and caring way. IFM encourages farmers to maintain the highest standards of food production with the minimum environmental impact
- Open Farm Sunday (taking place on 12 June 2011) is a national flagship event when hundreds of farms open their gates to the general public. It is a great opportunity for visitors to see at first hand how farmers produce the food they eat and care for the countryside. For more information visit www.farmsunday.org
- There are 49 LEAF Demonstration Farms across England and Scotland. A variety of different groups visit LEAF Demonstration Farms including farmers, MPs, MEPs, government groups, farming, wildlife and conservation groups (including Young Farmers, Wildlife Trusts, RSPB groups) WI groups, schools, teachers and other educational bodies
- Let Nature Feed Your Senses – LEAF and the Sensory Trust are working together on a flagship project to connect disengaged groups and individuals with nature and the countryside, through food and farming. The project involves sensory rich visits to farms and nature reserves across England and is part of Natural England's Access to Nature programme, which is funded by The Big Lottery Fund's Changing Spaces programme
- ¹ Food vision for the London 2012 Olympic Games and Paralympic Games, December 2009