



Press Release

January 2012

## **THE NATIONAL TRUST FLY THE LEAF FLAG**

LEAF Marque potatoes, supplied by E. Park & Sons, are now being sold nationally under the National Trust brand through Asda, The Co-operative and Nisa Today.

Since the phased launch of the National Trust own brand for food and drink, E. Park & Sons, (who are the sole licensee for National Trust potatoes and vegetables), have sold 2,000 tonnes of LEAF Marque potatoes. The LEAF Marque is a leading sustainable food label showing that food has been grown by farmers with environmental care.

The National Trust is the UK's largest landowner. They are backing the LEAF Marque as one its food labels of choice because it supports their commitment to producing sustainable food. They are actively encouraging all their 2000 tenant farmers to become LEAF Marque certified.

Jeremy Boxall, LEAF's commercial manager says: "A quarter of all fresh produce grown in the UK is LEAF Marque certified - as it increasingly becomes the standard of choice for many forward thinking farmers, brands and retailers. LEAF is delighted that the National Trust is both specifying LEAF Marque and placing the logo on pack. This enables the public to buy food that has been grown to high environmental standards.

Following the success of the National Trust LEAF Marque potatoes, E. Park & Sons is working to procure additional vegetables for the range and is in discussions about supplying fresh produce to National Trust restaurants.

LEAF Marque can be found on many foods including Burts Crisps, Farrington Oils, Yorkshire forced rhubarb, Ferryfast plums, WOW herbs and Trehill Farm Pembrokeshire potatoes.



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

Kathryn Race / Edie Barton-Harvey

LEAF Press Office

T: 01189 475 956

E: [kathryn.race@ceres-pr.co.uk](mailto:kathryn.race@ceres-pr.co.uk) / [edie.barton-harvey@ceres-pr.co.uk](mailto:edie.barton-harvey@ceres-pr.co.uk)

For further information on all LEAF's work and activities, visit [www.leafuk.org](http://www.leafuk.org)

**Editors' Notes:**

- LEAF (Linking Environment And Farming) is a farming charity at the forefront of sustainable agriculture promoting Integrated Farm Management. For more information please contact the LEAF office on 024 7641 3911 and [enquiries@leafuk.org](mailto:enquiries@leafuk.org) or visit: [www.leafuk.org](http://www.leafuk.org)
- 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.