



Press release:  
Thursday 11<sup>th</sup> October 2012

## **A showcase for sustainable farming**

**An arable and sheep farm, located near Tewkesbury has joined an elite group of farms, showcasing the very best of sustainable farming practices.**

Overbury Farms was launched today as a LEAF Demonstration Farm. It will play an important role in hosting visits to farmers, community groups, conservation organisations and local schools, to show how they are combining commercial farming with the highest standards of agricultural best practice and environmental care.

Overbury Farms comprises of 1,538 hectares set within the Cotswold Area of Outstanding Natural Beauty on the historic slopes of Bredon Hill on the Worcestershire/Gloucestershire border. They have been members of LEAF since 2003 and all their lamb is LEAF Marque certified, which gives consumers an easy-to-spot symbol that indicates their food has been sourced sustainably, to high environmental standards.

Jake Freestone, who has managed Overbury Farms since 2003 spoke today of his delight at joining LEAF's nationwide network of Demonstration Farms,

“Overbury has a long tradition of farming with nature. Following the sustainable farming principles of Integrated Farm Management, we are able to strike the right balance between commercial farming, environmental sensitivity and linking with our local community. We want other farmers to be inspired by what we are doing and to help the public get a better understanding of how their food is produced as well as how their countryside and its wildlife are cared for. We look forward to reaching out

to diverse groups and showing them what we are trying to achieve here at Overbury Farms.”

Caroline Drummond, LEAF’s Chief Executive added:

“Overbury Farms is certainly a special place. They demonstrate what can be achieved with a forward thinking, innovative, business approach that combines a clear commercial outlook alongside careful environmental stewardship and a genuine interest in embracing the local community. Overbury Farms joins over 40 LEAF Demonstration Farms who are carrying out amazing work to inspire, educate and enthuse us all about sustainable farming. A very warm welcome to Penelope Bossom, Jake Freestone and their dedicated team.”

We are very grateful to local farmer, Mark Tufnell from Calmsden Farms, for launching Overbury Farms as a LEAF Demonstration Farm.

**Notes to Editors:**

- LEAF (Linking Environment And Farming) is a farming charity at the forefront of sustainable agriculture, promoting Integrated Farm Management (IFM). LEAF supports farmers to produce good food, with care and to high environmental standards. These standards are identified in store by the LEAF Marque logo.
- LEAF was set up in 1991 and celebrates its 21<sup>st</sup> anniversary this year.
- There are currently over 40 LEAF Demonstration Farms all over the UK. They host visits throughout the year to a wide variety of invited groups to demonstrate the sustainable farming principles of Integrated Farm Management (IFM).
- LEAF’s Integrated Farm Management 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.
- Overbury Farms joined LEAF in 2003 and became LEAF Marque accredited in 2007. Further information about Overbury Estate can be found at [www.overburyfarms.co.uk](http://www.overburyfarms.co.uk) and images of the farm and the launch today are available from [kathryn.mitchell@leafuk.org](mailto:kathryn.mitchell@leafuk.org).
- To find out more about LEAF, visit [www.leafuk.org](http://www.leafuk.org) or email: [enquiries@leafuk.org](mailto:enquiries@leafuk.org)

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