



# A REVIEW OF OUR 2014 GLOBAL IMPACTS

LEAF - INSPIRING AND ENABLING SUSTAINABLE FARMING

[www.leafuk.org](http://www.leafuk.org)



LEAF (Linking Environment And Farming) is the leading organisation delivering more sustainable food and farming. LEAF works with farmers, the food industry, scientists, environmentalists and consumers to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities. LEAF promotes Integrated Farm Management (IFM), a whole farm business approach that delivers sustainable farming.

**Our vision ...** a world that is farming, eating and living sustainably

**Our mission...** to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities.

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# THERE ARE 7 BILLION PEOPLE IN THE WORLD TODAY

By 2050 there will be 2 billion more



## HOW ARE WE GOING TO FEED THEM?

Our fertilizers help farmers to enjoy better harvests with less wastage.

We use modern processes and pure ingredients and we work in partnership with farmers all over the world.



## FOREWORD



We are delighted to present LEAF's third global impacts report. The publication highlights the 2014 information on the impact LEAF members and LEAF Marque certified businesses are making to the delivery of more sustainable food and farming across the globe.

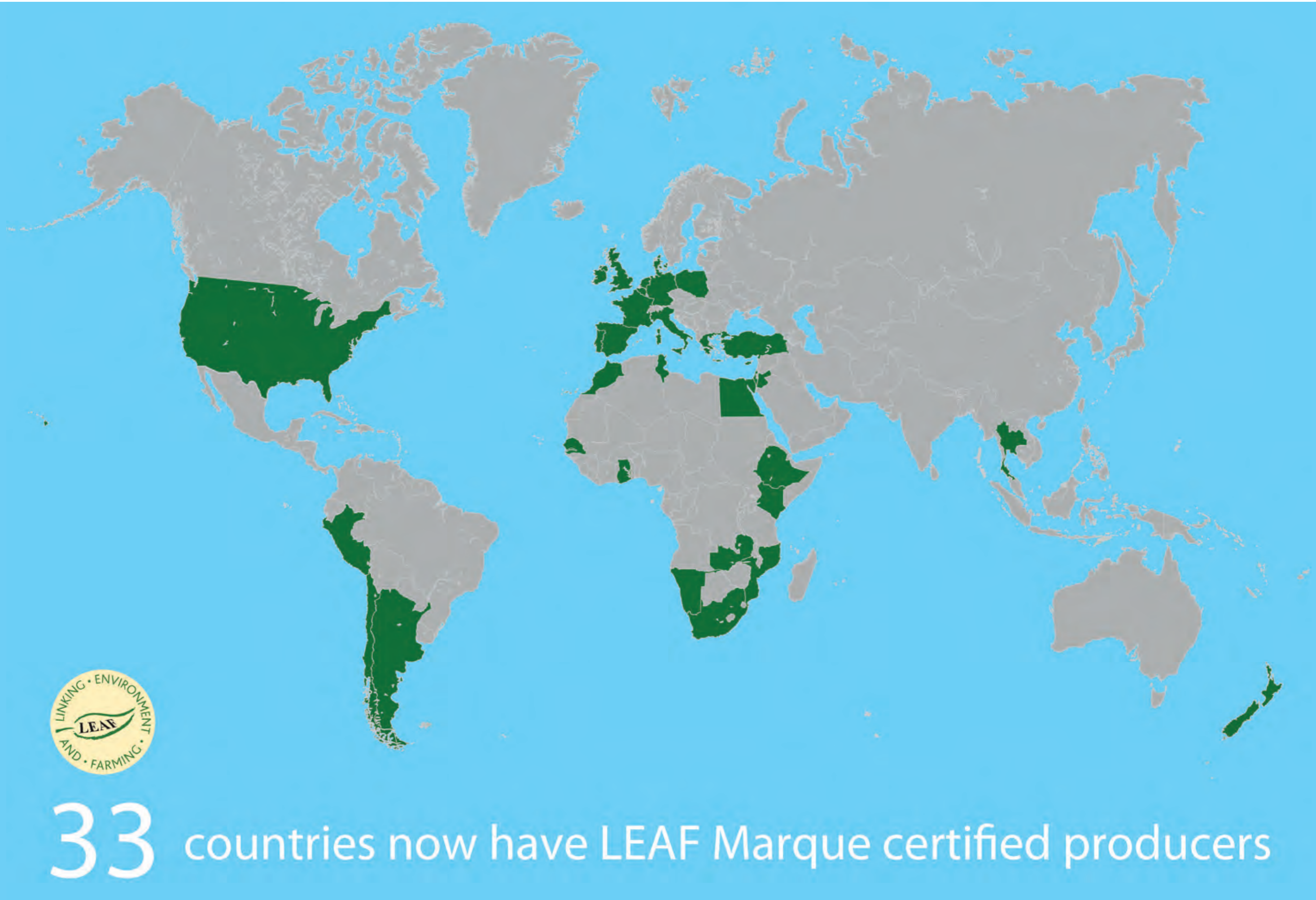
Continued growth can be seen in the area of crops grown on LEAF Marque certified businesses, which

for the first time has reached more than 250,000 hectares and we are delighted to report that there has been a 29.8% increase in the area of crops grown under the LEAF Marque standard system in Northern Europe. The report also demonstrates the substantial improvements made by LEAF Marque certified businesses in key aspects of sustainable farming, in particular, more LEAF Marque certified businesses are measuring energy consumption and water efficiency. There has also been a growth in the hectareage of crop on LEAF Marque certified businesses where a carbon footprint assessment has been carried out and similarly, an increase of 17.3% in the area of crop where nitrogen use efficiency is being measured. We are particularly proud to report on the positive gains made by LEAF Marque certified businesses in the livestock sector as we look to strengthen and develop our work in this area.

Evaluating and assessing the impact of our work and ensuring that our activities are as effective as possible is key to LEAF's ongoing growth. Only by looking objectively at the progress we have made and learning from both our successes and challenges, can we move forward with confidence, continually improving how we work and building on the positive impact of our activities.

Our Vision of farming, living and eating more sustainably can only be achieved through working together across the industry with our farmers and members. We are especially proud of these partnerships with supply chains, retailers, environmental NGOs, funders and governments. The positive results reported in this publication are due to collaboration with our corporate partners which include a number of leading UK retailers, Waitrose and M&S, as well as global brands such as Unilever and Florette and smaller scale artisan producers such as Farrington Oils and Burts Chips. It is their foresight and commitment to a better, more sustainable global agriculture, through Integrated Farm Management, which is bringing about meaningful change – thank you.

While we are proud of how far we have come, we recognise that we can go further and achieve more, extending the reach of LEAF Marque certification across the globe and within more sectors of agriculture and improved measurements of impact. We can only achieve this by working in partnership with others to create more positive outcomes for farmers, wider society and our planet. Together, we can make a real difference.



**33** countries now have LEAF Marque certified producers

## EXECUTIVE SUMMARY

2014 has seen significant growth in LEAF's global activities, largely due to the number of alliances we are establishing with several global brands including Unilever and Florette as well as strengthening our activities with leading UK retailers Waitrose and M&S and our corporate partners such as Farrington Oils, ADM and Fram Farmers.

The area of crops grown to LEAF Marque standards in 2014 has broken through the 250,000 hectare barrier for the first time and now stands at 266,324 hectares, an increase of 7.8% on the 2013 figure. There has also been a 9.2% growth in the area of crop in the British Isles being grown to LEAF Marque standards and also a significant increase of 29.8% in the area of crop grown to the LEAF Marque standard system. In the area of crop grown to the LEAF Marque standard system. In 2014, the fastest growth in use of the LEAF Marque standard system was in Northern Europe, with the area grown to the LEAF Marque standard up by nearly 30% to just over 16,000 hectares.

The greatest gains were made in the number of livestock produced to LEAF Marque standards, although overall penetration remains low in the sector. For the first time more than a quarter of the UK's fruit and vegetable production (including potatoes) is grown to LEAF Marque standards, with 73% of British lettuce LEAF 'Marqued'. The area of cereal crops grown to the LEAF Marque standard system has also increased by 12% to more than 125,000 hectares.

Aside from the increase in the number of livestock produced under the LEAF Marque Standard System, the two other greatest improvements have been the 17.3% increase in the area where nitrogen use efficiency is measured to nearly 126,000 hectares.

This year has also seen the introduction of the LEAF Sustainable Farming Review. It replaces the LEAF Audit which for 20 years has allowed LEAF members to track their sustainability performance. The new resource is simple to use, can help support farmers in their implementation of Integrated Farm Management and contains links to further information and advice. From next year, it will also allow benchmarking against other businesses. Users are already welcoming its functionality and value.

From the analysis of the LEAF Audit in 2014, we see improvements in sustainability continue to be made by LEAF members. It is estimated that more than 400,000 hectares of land is now covered by the LEAF Audit. 76% of LEAF Audit statements reporting the same or an increased benchmark in 2014 compared with the same question in 2013. More than 90% of LEAF Audit respondents now consider themselves to have fully achieved having a Crop Protection Policy, while 90% are using Livestock Health Plans where appropriate.

Open Farm Sunday will celebrate its 10th Anniversary in 2015, in 2014 more than 207,000 visitors went out onto over 375 farms across the country on Open Farm Sunday. This demonstrates the growing community engagement by farmers, also reflected by LEAF Audit users. The impact of Open Farm Sunday can be seen in the LEAF Audit responses, with more than 50% of respondents reporting regular contact with the wider community.

LEAF members and LEAF Marque producers are at the forefront of producing sustainable crops and livestock while caring for wildlife and the landscape. This is increasingly being recognised by food processors, retailers, policymakers and the public who require good quality affordable food produced in a way that protects the planet.

This report draws on LEAF Marque data and the results of the LEAF Audit to demonstrate the depth of commitment to sustainable farming by LEAF members and LEAF Marque certified producers. It also refers to an ongoing sustainability questionnaire for LEAF members and a special survey of the food industry in conjunction with the IFE International Food and Drink Event 2015 where the report was launched.

## KEY HIGHLIGHTS

**266,324 hectares of crop on LEAF Marque certified businesses – a 7.8% increase on 2013**

**33 countries across the globe with LEAF Marque producers**

**A 29.8% increase in the area of crops grown under the LEAF Marque standard system in Northern Europe**

**12% increase in the area of cereals grown on LEAF Marque certified businesses to more than 125,000 hectares**

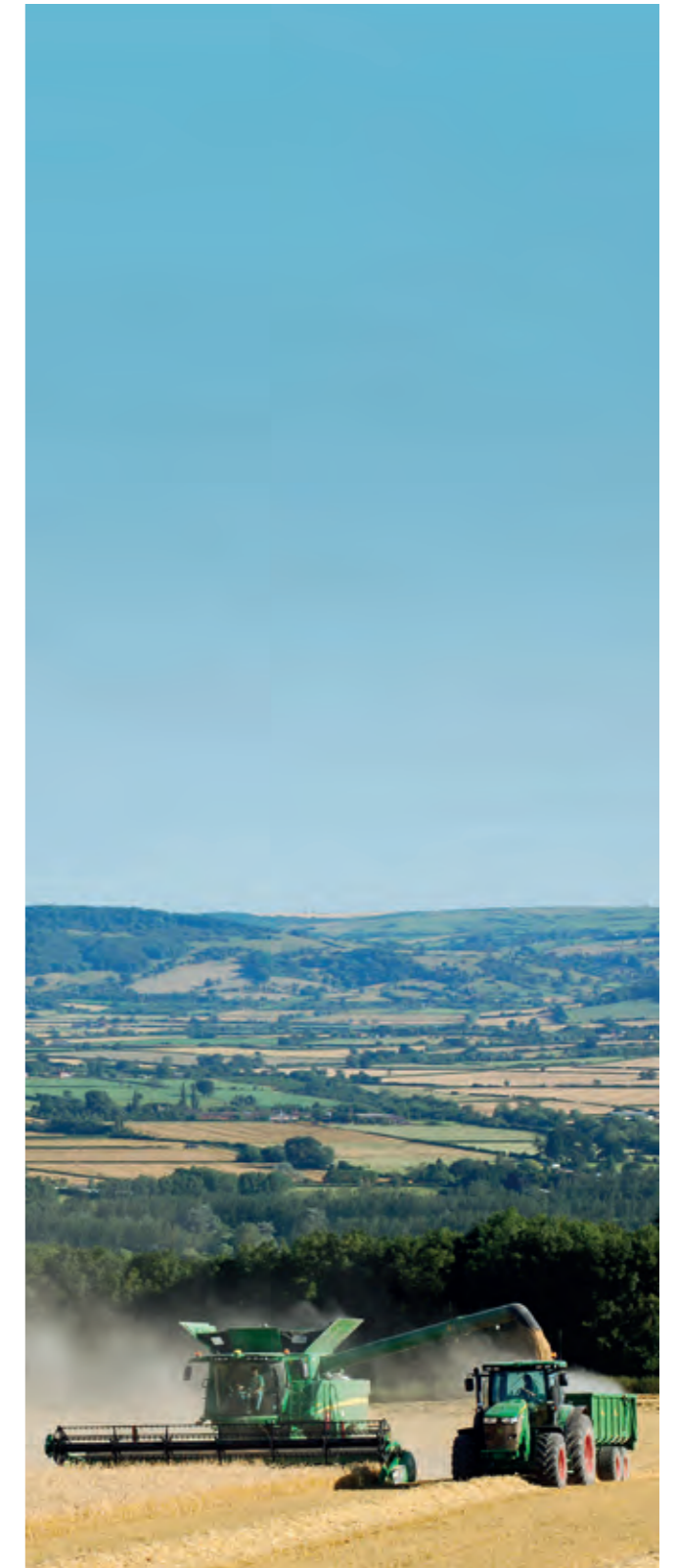
**More than 100,000 hectares of crops on LEAF Marque certified businesses have carried out a 'carbon footprint' assessment**

**A 17.3% increase in the area of land on LEAF Marque certified businesses where nitrogen use efficiency is measured to nearly 126,000 hectares**

**9.2% growth in the area of crops grown under the LEAF Marque standard system in the British Isles**

**25% of UK fruit and vegetable crop are grown on LEAF Marque certified businesses**

**A 400% increase in the number of animals on LEAF Marque certified businesses where a Livestock Health Plan is being actively applied**



# SUSTAINABILITY SURVEYS

## Farms more financially, socially and environmentally sustainable than five years ago

A survey of LEAF farmers suggests that most think their businesses are more financially, socially and environmentally sustainable than they were five years ago, despite confidence in the sustainability of businesses being eroded in the last year.

The ongoing LEAF survey has had 22 responses so far. Of those, 41% say their businesses are more financially sustainable than five years ago, with 27% saying they are less financially sustainable. There is no single method that farmers use to measure the financial sustainability of their farms with the obvious benchmark of profitability of profit mentioned by some, while others mentioned costs per tonne produced or return on investment. HLS income was another method of measuring financial sustainability mentioned by one respondent, while there was even an admission that there is no measure of financial sustainability on one farm.

When it comes to social sustainability, 45% say their position is ahead of where it was five years ago, with just 14% saying they have fallen back over that time. Engagement with the local community and informing it of farm activities is important to many respondents as a measure social sustainability, while others put value on staff retention and satisfaction. An indication that social media is now a valuable tool in engaging with the wider world was apparent in the response: "I measure social sustainability in the number of visitors to the farm both in person and to the farm's Facebook page."

## Environmental sustainability

There was more agreement on the progress of environmental sustainability. Nearly three quarters of respondents said their businesses are more environmentally sustainable than five years ago and just 9% saying they were less sustainable. Increased species numbers and the creation and enhancement of habitats were named by most respondents as methods of measuring environmental sustainability along with improving soil organic matter and reducing fuel use.

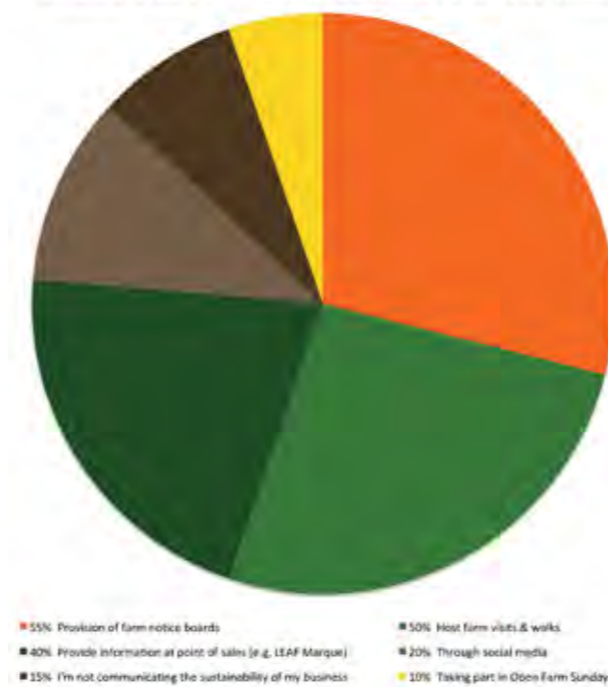


## Communicating sustainability

When asked 'how do you communicate the sustainability of your businesses to customers?', a fifth of respondents said they use social media, but the most popular method is the provision of farm notice boards with 55% of respondents saying they use them. Half of respondents host farm visits and walks with 40% providing information on packs (e.g. LEAF Marque). A tenth of the respondents take part in Open Farm Sunday, but there were still 15% who do not communicate the sustainability of their businesses at all.

There has been considerable progress in communicating sustainability in the past year in some areas, although again it has to be stressed that while the questions are the same, it is not the same respondents. Farm notice board use has increased considerably as has participation in Open Farm Sunday. However, there has been an increase in the number of people not communicating business sustainability.

HOW ARE YOU COMMUNICATING THE SUSTAINABILITY OF YOUR BUSINESS PRACTICES TO YOUR CUSTOMERS? IN % OF TOTAL



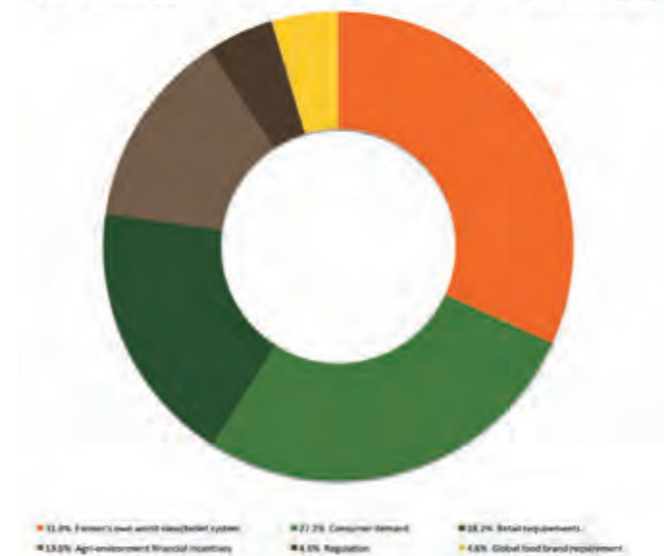
## Future sustainability

More people think that the future sustainability of their business is in their own hands than any other single factor. When asked which one driver will be the most influential in shaping future farm sustainability in the next five years, 32% said it would be their own world view or belief system. Consumer demand will be the biggest driver according to 27% of respondents with 18% saying it will be retail requirements. Just 14% said it will be agri-environmental financial incentives and 5% regulation.

The belief that sustainability will be because of a farmer's own view has increased from 25.7% to 31.8% over the last year, with a 14.3% increase in respondents saying that consumer demand will be the main driver and a 22.1% increase in those thinking retail requirements will be the main driver. In contrast, agri-environmental financial incentives, regulations and food brand requirements are seen as less important drivers.

To take part in the ongoing farmer sustainability survey, follow the Survey Monkey link to: [www.surveymonkey.com/r/X3QF3FL](http://www.surveymonkey.com/r/X3QF3FL)

WHICH ONE DRIVER DO YOU THINK WILL BE MOST INFLUENTIAL IN SHAPING THE FUTURE SUSTAINABILITY OF THE FARMING INDUSTRY OVER THE NEXT FIVE YEARS?



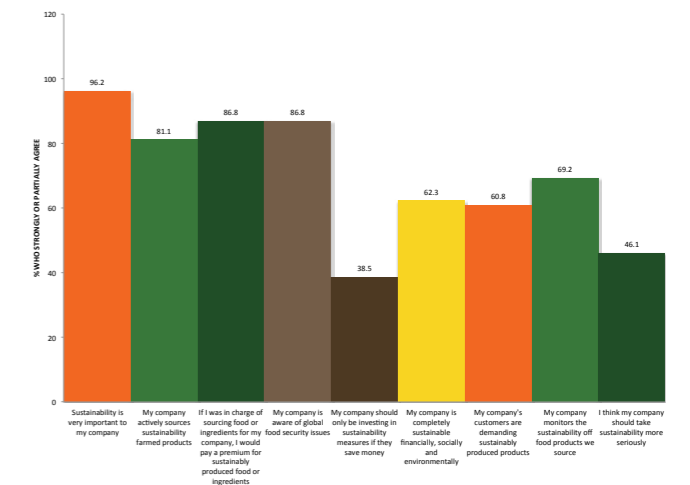
## Sustainability is important for food companies too

To coincide with the IFE 2015 Food and Drink exhibition in London in March 2015, LEAF asked past IFE attendees for their views on the sustainability of the food and ingredients they buy. There were 53 respondents. Almost all (96.1%) said sustainability is important to them with nearly 90% saying they would pay a premium for sustainable products if it was their decision and a similar proportion aware of the global food security issues that drive the need for greater sustainability.

More than 80% actively source sustainable products despite only 60% saying that there is a customer demand for sustainable products. A similar number thought that their own businesses are financially, socially and environmentally sustainable, although 46% still think that they should take the issue of sustainability more seriously.

Interestingly, only 38.5% of people think their businesses should invest in sustainability if it saves their company money. That suggests there are wider Corporate Social Responsibility or even moral drivers to adopting more sustainable sourcing.

THE IMPORTANCE OF SUSTAINABILITY TO FOOD BUSINESSES: DO YOU STRONGLY OR PARTIALLY AGREE TO THESE STATEMENTS IN %



# LEAF (LINKING ENVIRONMENT AND FARMING) | THEORY OF CHANGE



*Our mission is to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities*



LEAF's Demonstration Farms and Innovation Centres

LEAF Marque certification system

LEAF Marque Chain of Custody

Farming's National Open Day  
Open Farm Sunday

The LEAF Sustainable Farming Review provides a complete on-line health check for Farming businesses

Technical Resources for Farmers

207,000 visitors to Open Farm Sunday 2014

Annual LEAF President's Event

4,000 children visited a farm as part of Open Farm School Days

2,201 LEAF Members

22% of horticultural crops in the UK are produced to LEAF Marque standards

Area of land around the world growing LEAF Marque crops reaches 247,053 ha.

375 farms opened their gates for Open Farm Sunday 2014

33 Countries around the world with farms producing to LEAF Marque standards

Growers



Organisation and Planning



Soil Management and Fertility



Crop Health and Protection



Pollution Control and By-Product Management



Animal Husbandry



Energy Efficiency



Water Management



Landscape and Nature Conservation



Community Engagement

## INTEGRATED FARM MANAGEMENT

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[www.agrii.co.uk](http://www.agrii.co.uk)



## KEY LEAF MARQUE ACHIEVEMENTS



266,324 hectares of crop on LEAF Marque certified business - a 7.8% increase on 2013



33 countries across the globe with LEAF Marque producers



A 29.8% increase in the area of crops grown under the LEAF Marque standard system in Northern Europe



12% increase in the area of cereals grown on LEAF Marque certified businesses to more than 125k hectares



More than 100k hectares of crops on LEAF Marque certified businesses have carried out a 'carbon footprint' assessment



A 17.3% increase in the area of land where nitrogen use efficiency is measured to nearly 126,000 hectares



9.2% growth in the area of crops grown under the LEAF Marque standard system in the British Isles



25% of UK fruit and vegetable crop are grown on LEAF Marque certified businesses



The addition of a number of large pig herds led to a 400% increase in the number of animals in LEAF Marque certified businesses where there is an actively applied Livestock Health Plan



## LEAF MARQUE GROWTH



LEAF Marque is a farm assurance system recognising more sustainably farmed products. It is based on LEAF's nine sections of Integrated Farm Management with farm businesses independently measured and certified against those principles.

Since LEAF Marque was introduced in 2003, as an independently inspected standard, it has been recognised by farmers, food manufacturers, retailers, consumers and Governments as a leading Standard System delivering more sustainable methods of food production. LEAF Marque may have originated in the UK, but it is now truly global with farmers in 33 countries producing to its standards. In 2014, the fastest growth in use of the LEAF Marque standard occurred in Northern Europe with the area of crop grown to the standard up nearly 30% to just over 16,000 hectares, as buyers required producers to grow to LEAF Marque

standards. The British Isles remains the largest single region accounting for 77.5% of the global LEAF Marque crop area, where growth in the use of the LEAF Marque standard in 2014 is 9.2% totalling more than 200,000 hectares for the first time.

Three regions saw a decline in LEAF Marque area in 2014 – Southern Europe, Southern Africa and West Africa. This was largely due to a change in the sourcing requirements of a large retailer.

Overall positive growth was achieved by LEAF Marque in 2014 against a background of pressure on global commodity prices.

The near 8% growth in the area of crop grown by LEAF Marque businesses means that for the first time more than a quarter of a million hectares of farmland is being grown under certified sustainable systems. Although growth in 2014 was not as strong as the 31% seen in 2013, it does mean that in the two year period to 2014, growth has been impressive at 42%.

Another significant landmark was also achieved in 2014 with 25% of all the UK's fruit and vegetable crop area being on LEAF Marque certified businesses.

There was also a significant 12% increase in the area of cereals grown on LEAF Marque certified businesses in 2014 meaning that the sector has edged in front of horticulture for the first time (see table 3).

LEAF Marque also made gains in the livestock sector with nearly 200,000 animals now produced by LEAF Marque certified businesses. While the rate of growth in the livestock sector has been strong, there is still potential for

further penetration into a sector where incomes have been under pressure and there is a need for improved business management systems. The addition of more livestock produced to the standard contributed to a 10% increase in grass area under LEAF Marque.

There are 15 crops where more than 3,000 hectares is grown on LEAF Marque certified businesses to LEAF Marque standards with wheat accounting for nearly 70,000 hectares, potatoes 24,500 hectares and oilseed rape 21,000 hectares. However, the scope for LEAF Marque is still massive as figures from the UK highlight. Some crops have a very high penetration by LEAF Marque with 73% of all UK lettuce grown under the standard. Apples fare well with a third grown to LEAF Marque standards while nearly 16% of all potatoes are grown to the standard. But although wheat is the largest single LEAF Marque crop, the fact that 1.6 million hectares of the crop is grown in the UK means the LEAF Marque standard's penetration is still only 5%.

**Table 1: Areas of crop grown by LEAF Marque certified businesses**

Region	Hectares (2013)	Hectares (2014)	% Change	% of total in 2014
British Isles	188,996	206,451	+9.2%	77.5%
Northern Europe	12,397	16,092	+29.8%	6.0%
Southern Europe	17,820	15,530	-12.9%	5.8%
North Africa	8,034	8,604	+7.1%	3.2%
South America	4,912	5,146	+4.8%	1.9%
Southern Africa	5,111	4,689	-8.3%	1.8%
Other	3,883	3,845	-1.0%	1.4%
Eastern Africa	3,184	3,315	+4.1%	1.2%
West Africa	1,423	1,351	-5.1%	0.5%
Middle East	1,295	1,301	+0.5%	0.5%
<b>Total</b>	<b>247,055</b>	<b>266,324</b>	<b>+7.8%</b>	

See more on the LEAF Marque at: [www.leafuk.org/leaf/farmers/LEAFmarquecertification.eb](http://www.leafuk.org/leaf/farmers/LEAFmarquecertification.eb)

**Table 2: LEAF Marque Development 2012 to 2014**

Indicator name	2012	2013	2014	Change (from 2013-14)
Area of crop on LEAF Marque certified businesses (Hectares)	187,883	247,055	266,324	7.8%
% of UK fruit & vegetable crop on LEAF Marque certified businesses	18%	22%	25%	+9.7%
Number of crop available from LEAF Marque certified businesses	137	137	136	-0.7%
Number of livestock produced on LEAF Marque certified businesses	49,577	117,159	197,934	+68.9%
% of UK livestock production on LEAF Marque certified businesses	0.03%	0.03%	0.10%	+222.2%
Number of countries with LEAF Marque producers	29	33	33	0.0%
Number of LEAF Marque producers	896	955	995	+4.2%
Membership length (years)	n/a	5.8	6.2	+6.6%

**Table 3: Area of crop grown by LEAF Marque certified businesses**

Crop type	Hectares (2013)	Hectares (2014)	Change
Cereals	113,863	126,963	+12%
Horticultural	121,136	126,884	+5%
Grass	7,670	8,418	+10%
Plants	2,697	2,729	+1%
Biofuels	1,688	1,763	+4%

**Table 5: LEAF Marque's penetration in key crops**

Crop	LEAF Marque area (2014)	Total UK crop area	% of total (2014)	% of total (2013)
Lettuce	4,322	5,935	72.8%	72.9%
Wheat	67,840	1,615,000	4.2%	4.7%
Potato	21,870	139,293	15.7%	14.1%
Apple	2,849	8,757	32.5%	32.6%

Calculations using Defra's June 2014 agricultural census.

**Table 4: Crops grown by LEAF Marque certified businesses**

Crop	2014 Area (Hectares)
Wheat	69,673
Potato	24,586
Oilseed Rape	21,246
Barley	13,049
Lettuce	9,653
Onions	8,819
Sugar beet	8,543
Sweetcorn & maize	8,277
Carrot	6,546
Peas	4,547
Broccoli	4,040
Cauliflower	3,760
Apple	3,612
Cabbage	3,438
Orange	3,029

### Case Study: LEAF Marque Business Benefits

David Pendlington, Director of Procurement operations and sustainable agriculture at Unilever, explains the positive impact sourcing 100% sustainable rapeseed oil is having on the supply chain

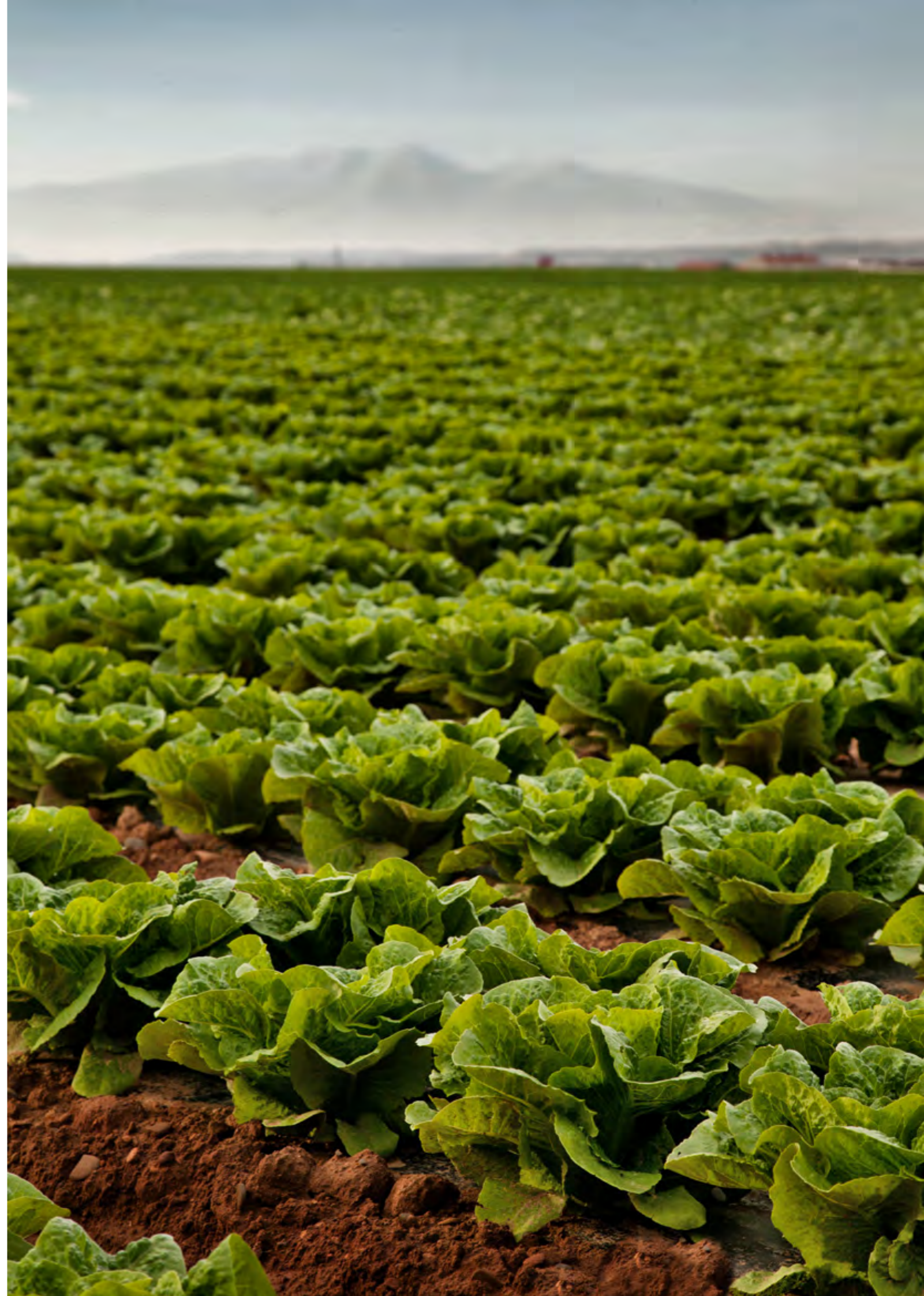
*"It all started with the Unilever Sustainable Agricultural Code which sets out our ambitious target of sourcing all of its agricultural materials sustainably by the end of the decade. And specifically, to source 100% sustainable rapeseed by 2015. We knew it would be a huge challenge and the key would be to form alliances with others.*

*We didn't have direct connection with farmers so we wondered how to start implementing the code. So we formed a partnership with American global food processing corporation – Archer Daniels Midland Company (ADM) to source its ingredients. ADM buys the rapeseed from the farmers, crushes and refines, but it was clear that they probably wouldn't be able to source enough rapeseed in the volumes that we would need to meet our target.*

*The solution was to find a network of farmers who were already growing crops sustainably. We turned to LEAF and worked with their LEAF Marque certified farmers to grow rapeseed for us to the LEAF Marque standard, which we benchmark against our own Sustainable Agriculture Code. By implementing the principles of Integrated Farm Management (IFM), LEAF Farmers balance all their decisions against what's good for the environment, what's profitable, how they care and train their workers and how they manage biodiversity. We wanted to link with these brilliant farmers.*

*Working with LEAF has proved to be a productive partnership. They have been really responsive to our requirements. They're a great partner and I'm confident that with LEAF's help, we will cover our entire volume of sustainable rapeseed with ADM in 2015. That's a great story for Unilever, for the farmers we work with and our customers.*

*It is vital that companies like Unilever keep driving forward change. Making a difference is the fun."*



## DEFINING OUR GLOBAL IMPACT THROUGH IFM

LEAF's approach to Integrated Farm Management is approaching its 25th birthday in 2016. It is a concept that is even more relevant today than it was in 1991.

Farmers are producing in an ever changing climate. Additionally, they are operating in more global markets with cereal prices fluctuating significantly since the crop price spike of 2007 and 2008. Meanwhile, pressure on incomes and changing consumer habits have put pressure on consumption of crop and livestock products.

Farmers want a system that allows them to farm productively and profitably, while consumers want to know that the food they are buying is not damaging the environment or over-using precious resources. Integrated Farm Management offers farmers just such a system, whilst the LEAF Marque standard helps farmers to measure and track performance as well as demonstrate their environmental credentials.

There are nine sections to LEAF's Integrated Farm Management approach. They cover all aspects of farm production.

- Organisation and Planning
- Soil management and Fertility
- Crop Health and Protection
- Pollution Control and By-Product Management
- Animal Husbandry
- Energy Efficiency
- Water Management
- Landscape and Nature Conservation
- Community Engagement

The LEAF Marque standard system is based on these nine sections. The following pages track the progress made by LEAF Marque certified businesses in 2014.



## ORGANISATION AND PLANNING



Worldwide, dramatic changes are taking place in farming worldwide as a result of globalisation, liberalisation and rapid urbanisation. Farmers are increasingly adapting existing patterns of production and diversifying their farm enterprises in an attempt to improve their livelihoods. Technical know-how is not enough. In order to be competitive and take advantage of the new opportunities that are arising, farmers increasingly have to adapt their farm business to market changes and improve efficiency, such as through LEAF Marque. The desire to increase income by taking advantage of market opportunities requires farmers to become better decision makers and more skilled at competing in this new environment.

The emphasis on the market and the need of farmers to be competitive, calls for smarter farm management skills. The LEAF Audit and the new LEAF Sustainable Farming Review support farmers in creating an essential framework and decision process to meet these challenges.

Marketing and farm management have rapidly gained predominance globally over the last two decades. Farm

business management skills and knowledge is recognised as important for farmers to effectively respond to present day farming challenges.

Visits to the LEAF Demonstration Farms and the LEAF Innovation Centres supports farmers in adopting more sustainable farming practices and new innovations.

In this report, we track the number of hectares of crop on LEAF Marque certified businesses, which has increased in 2014 by 1.2% to 266,324 hectares.



Organisation and Planning				
	2012	2013	2014	Change: 2013-14
Hectares of crop on LEAF Marque certified businesses	187,883	247,053	266,324	+7.8%

# sustainability impact

3Keel is pleased to have helped LEAF quantify and communicate its sustainability impact for the second year.

3Keel is an Oxford-based advisory firm specialising in food systems and natural resource management. We provide research services, technical expertise and sustainability advice to support businesses, NGOs and governments in the UK and internationally.

### Landscapes

Natural resource management advice for land-based enterprises.

### Supply chains

Sustainable retail, food service and manufacturing specialists.

### Food systems

Food security and international development research and policy.

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## SOIL MANAGEMENT AND FERTILITY

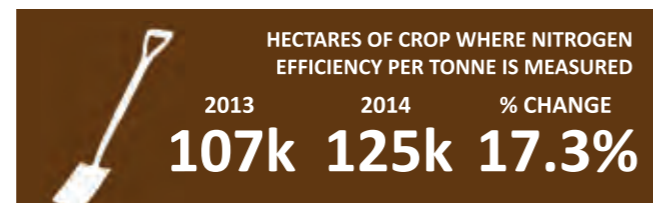


The vital role that soil plays in agricultural production is being recognised globally in 2015 with the UN declaring it International Year of Soils. The UN says the sustainable use and management of soils is linked to many different areas of sustainable development – poverty reduction, hunger eradication, economic growth and environmental protection. It has eight areas of recommended action on soils:

- Provide suitable technologies, sustainable and inclusive policies, effective extension programmes and sound education systems so more is produced with less;
- Promote soil protection, reclamation and sustainable land management projects in emerging markets
- Get Governments to recognise the increasing need to preserve soils;
- Promote management practices for climate change adaptation and mitigation;
- Promote the use of regulations preventing the accumulation of soil contaminants
- Increase the area under sustainable soil management practices;
- Support the development of national soil information systems;
- Increase investment in sustainable soil management.

Many of these goals are already being achieved on the ground by LEAF Marque certified businesses across the world. The last year has seen further progress, particularly in the area of measuring nitrogen use efficiency. Lower crop prices have made this measurement even more important as growers seek to reduce their production costs, while maintaining yield and output.

The number of hectares of crop on LEAF Marque certified businesses with a soil management plan rose by 1% in 2014 with the area of crop on LEAF Marque certified businesses where nitrogen efficiency per tonne of product is measured, has risen by 17.3% to almost 126,000 hectares.



Soil Management and Fertility				
	2012	2013	2014	Change: 2013-14
Hectares of crop on LEAF Marque certified businesses with a Soil Management Plan	N/A	193,933	195,908	+1.0%
Hectares of crop on LEAF Marque certified businesses where nitrogen efficiency per tonne product is measured	72,186	107,361	125,961	+17.3%

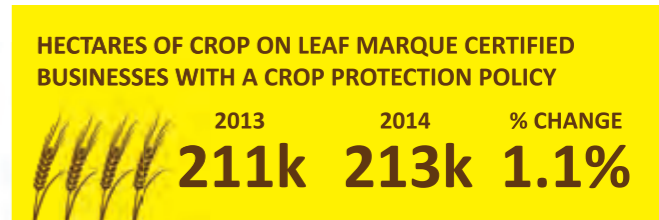




## CROP HEALTH AND PROTECTION

Integrated Pest Management (IPM) is a core component of Integrated Farm Management. IPM takes a holistic approach to crop health and protection, combining cultural, biological, thermal, mechanical and where necessary, chemical strategies to protect crops. Good stewardship of plant protection products has never been more important. In the European Union, the use of a number of active ingredients or Plant Protection Products (PPPs) is threatened, while the introduction of new PPPs is not so frequent as it was in the past. Across the world, Governments are tightening the use of PPPs.

Crop Protection Plans remains the most widely adopted of all protocols by LEAF Marque members. In 2014, nearly 214,000 hectares were grown under a Crop Protection Policy, up 1.1% on the year before and 39% higher than the previous 2012 figure.



Crop Health and Protection				
	2012	2013	2014	Change: 2013-14
Hectares of crop on LEAF Marque certified businesses with a Crop Protection Policy	154,070	211,420	213,767	+1.1%
Hectares of crop on LEAF Marque certified businesses where steps are taken to minimise damage to beneficial organisms and wildlife	141,020	206,470	205,669	-0.4%

UK LEAF Marque users of the LEAF Audit made a significant contribution to the fact that 1.74 million hectares of crops are grown under Integrated Pest Management Plans in early 2015. These online plans allow farmers to track what pest management systems they are using and identify improvements.

# FARMING FOR THE FUTURE

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## POLLUTION CONTROL AND BY-PRODUCT MANAGEMENT



Poor pollution control is an economic and environmental loss as well as a reputational risk factor. Inputs that should have been used to feed or protect a crop that find their way into the soil or water are wasted as well as posing a short-term threat to the local environment and a long-term greenhouse emission threat. Regulation around the world is aimed at reducing the environmental impact of farming.

Nearly every process and practice results in the generation of 'by-products' or 'wastes' and therefore poses a potential risk of pollution and a threat to the environment. Well managed pollution control and by-product management is an important part of IFM and helps farmers make best use of resources, avoid pollution and save money as well

as playing an important part in protecting water, energy, biodiversity and soil management.

Globally, water, air and soil pollution are costly, create health problems and cause biodiversity pressures. Mitigating against these issues is a key part of IFM. Farm wastes are seen as a valuable resource to be used to their optimum, helping to save costs and decrease pollution risk.

There has been good progress by LEAF Marque members to understand the impact that their operations have on the environment. In 2014, for the first time, more than a 100,000 hectares of crop on LEAF Marque certified businesses had carried out a 'carbon footprint' assessment, up 9% on the 2013 figure.

### Pollution control and by-product management

	Hectares (2012)	Hectares (2013)	Hectares (2014)	Change: 2013-14
Area of crop grown on LEAF Marque certified businesses where a 'carbon footprint' assessment is carried out	47,602	93,767	102,164	+9.0%
Area of crop grown on LEAF Marque certified businesses with a Farm Pollution Risk Assessment	124,867	174,353	178,311	+2.3%

### Case Study: Pollution control and by-product management

The principles of IFM and LEAF's management tools enable farmers to take a step back and evaluate their day to day farming operations. Andrew Nottage from Russell Smith Farms in South Cambridgeshire carried out a review of all his sprayer operations and he shares with us the measures he has put in place to help reduce pollution risks.

*"We wanted to improve the way we were dealing with our sprayer washings and review how we were filling sprayers, our handling area and chemical storage. After looking at a number of options we decided on phytobacs which we'd seen working really successfully in another country. We thought it was the best option for us to improve the way we were disposing of our sprayer washings.*

*Phytobacs are closed systems, that take liquid from the bundled spray fill area, through a silt trap then liquid from a pre-holding tank is pumped straight into the phytobac. The phytobac is essentially a concrete box that holds a mix of soil and straw. The microbes in the soil help the natural breakdown of active ingredients. the liquid coming from the area is actually pumped and then distributed over the surface of the material by drip irrigation. The roof over the phytobac helps to promoting radiation inputs so there is heat coming in which in turn, assists evaporation. The wind also moves material away as it evaporates.*

*When reviewing our sprayer operations, we took the decision that we wanted a covered filling area. So we've moved our sprayer filling area under an existing barn, built a bunded filling area to catch any spillages, then pumping from that into a silt trap into another holding tank and on from that the holding tank is pumped into the phytobac for final treatment of the washings.*

*Working within the framework of IFM and carrying out the LEAF Audit, helped us to take an objective look at our sprayer operations and make improvements. We are confident that the phytobac system will significantly reduce our risk of any point of source pollution and any negative environmental impact of our farming operations."*

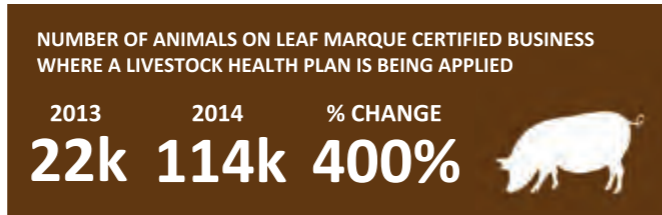


# ANIMAL HUSBANDRY



2014 saw significant growth in the number of animals on LEAF Marque certified businesses. This indicates that LEAF members are taking advantage of the added value opportunities of LEAF Marque certification.

The addition of a number of large pig herds meant that there was a 400% increase in the number of animals in LEAF Marque certified businesses where a Livestock Health Plan is being actively applied. In addition, the number of LEAF Marque certified businesses which comply with best practices in the storage of organic material, digestate, compost, silage, silage effluent, slurry and solid manure, increased by 8.5%.



Animal husbandry				
	2012	2013	2014	Change: 2013-14
Number of animals in LEAF Marque certified businesses where a Livestock Health Plan is being applied	28,996	22,896	114,571	+400.4%
Number of LEAF Marque certified businesses complying with organic and animal waste best practice	178	235	255	+8.5%





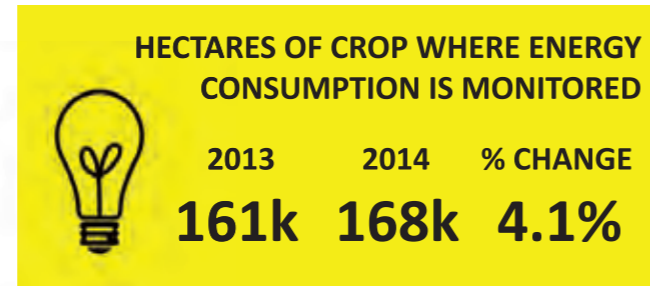
## ENERGY EFFICIENCY



The recent and rapid decline in oil and gas prices will have been welcomed by farmers across the world. They provide an ideal opportunity for farmers to save money and invest some of those savings in systems that reduce energy use in the future. These efficiencies across the whole farm business lie at the heart of IFM. Agriculture is in an unusual position in that it is able to generate large amounts of energy in addition to being significant users of energy.

In 2014, there was a 4.1% increase in the number of hectares of crop on LEAF Marque certified businesses where energy consumption is monitored. The number of LEAF Marque certified businesses who have carried out an

energy efficiency audit was up 2.8% to 519. This represents 52.1% of all LEAF Marque certified businesses.



Energy Efficiency				
	2012	2013	2014	Change: 2013-14
Hectares of crop on LEAF Marque certified businesses where energy consumption is monitored	114,764	161,788	168,481	+4.1%
Number of LEAF Marque certified businesses who have carried out an annual energy efficiency audit	420	505	519	+2.8%

### Case Study: Solar powered irrigation

IFM provides a framework for farmers to adopt sustainable business solutions. By using the most appropriate technology, science and innovations together with tried and tested approaches, skills, experience and knowledge, IFM delivers a productive agriculture alongside minimal environmental risks. LEAF first came across this innovation when working on the DFID funded FRICH project in Kenya. It is a clever 'green' technology to reduce on-farm energy use, keep fuel costs low as well as save time and labour. Plus it also inspired other farmers to make similar changes.

One visiting farmer to the demonstration said, "We learnt about harnessing the sun's powers to help pump water directly from the river to the fields without the need for any diesel fuel. Most of our fields have water bodies near them. On this farm they have a river; getting the water from the river to the field would be an uphill task. You could use a diesel powered pump but it would be expensive to buy and to run. So choosing something that costs a little to buy but with low running costs is important."

The solar panels catch the solar energy which then powers the pump down at the river which pumps water up into raised tanks

in the field. Then, drip by drip, the water drops on the plants in the field. As the water in the tanks is used, more water is pumped up. It takes some investment at the start but it means the farmers have low-cost drip irrigation on the farm. The technology is really catching on amongst farmers across Africa."



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# WATER MANAGEMENT

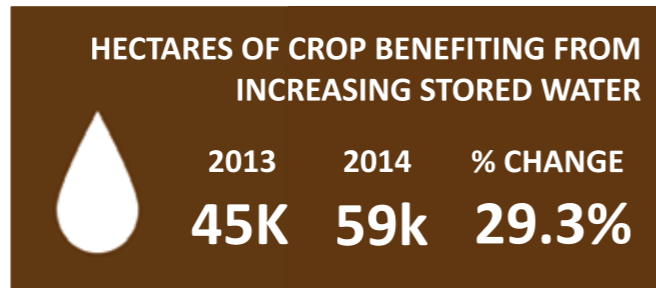


There is evidence that weather patterns are changing. Announcing that 2014 was the warmest year on record globally, head of the World Meteorological Organisation, Michel Jarraud said:

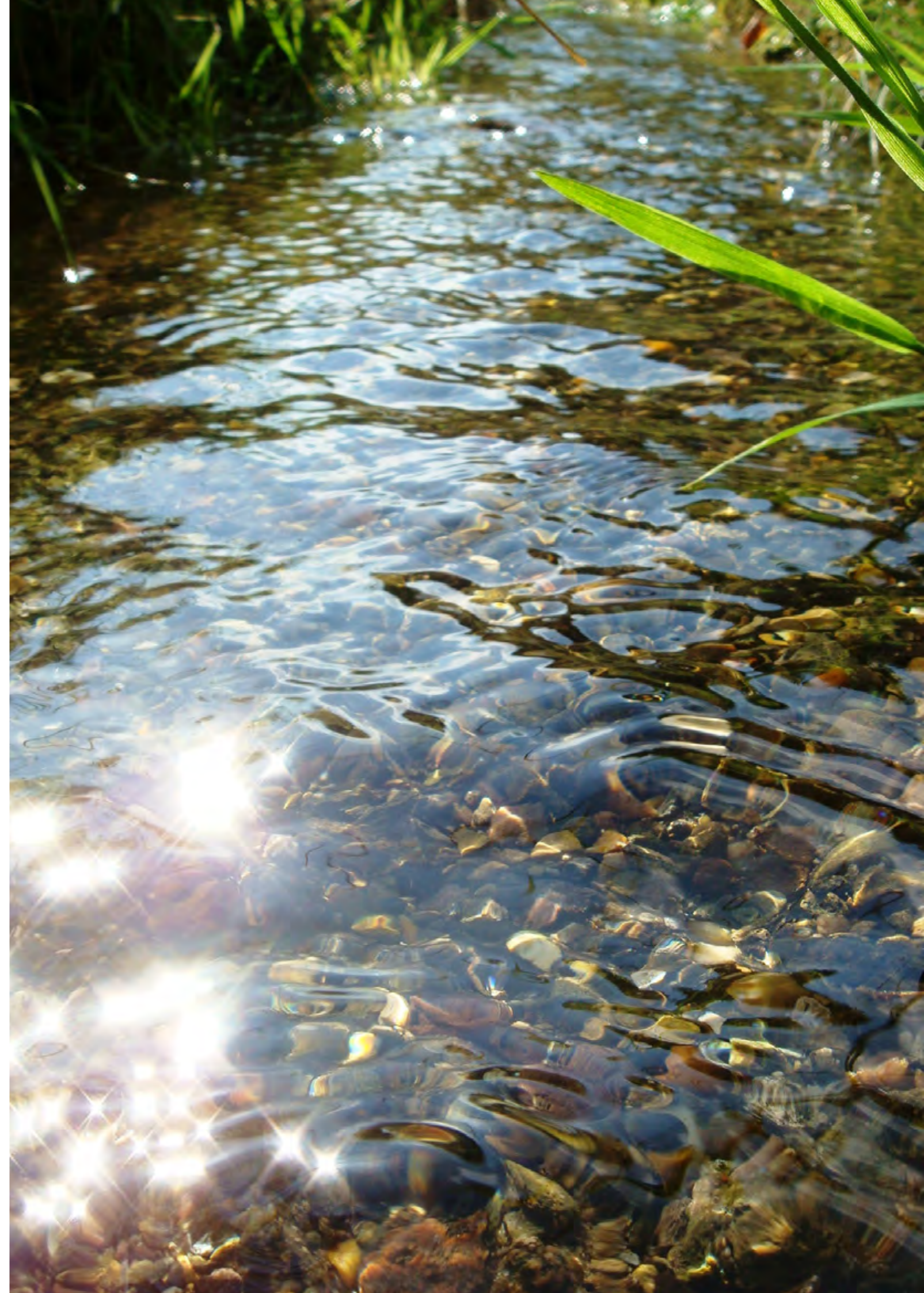
*“In 2014, record-breaking heat combined with torrential rainfall and floods in many countries and drought in some others – consistent with the expectation of a changing climate. We expect global warming to continue, given that rising levels of greenhouse gases in the atmosphere and the increasing heat content of the oceans are committing us to a warmer future.”*

The building of resilient systems to cope with increased threat of flood or drought is important for all farmers.

LEAF members are encouraged to increase their percentage of stored water from periods of natural rainfall abundance over direct abstraction and develop rainwater harvesting and water re-use options on an annual basis.



Water management				
	2012	2013	2014	Change: 2013-14
Hectares of crop on LEAF Marque certified businesses where water efficiency is measured	81,240	114,786	133,194	+16.0%
Hectares of crop on LEAF Marque certified businesses benefitting from increasing stored water	23,436	45,764	59,162	+29.3%



# COMMUNITY ENGAGEMENT

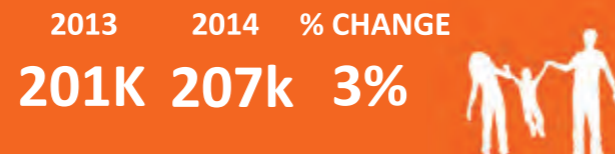


LEAF's Open Farm Sunday is celebrating its 10th Anniversary in 2015. In its first nine years, more than 1.25 million people have visited hundreds of farms in the UK and a handful elsewhere. Open Farm Sunday has contributed to a better understanding of where food comes from and the role of farmers as food producers and custodians of the countryside. The event introduces a new audience to farming with one in five visitors never having been to a farm before. Since 2013, LEAF has also organised Open Farm School Days, enabling children to visit a farm to discover more about how their food is produced.

LEAF's work in encouraging stronger community engagement through Open Farm Sunday and Open Farm School Days and the opportunity for consumers to demand LEAF Marque produce in store, clearly demonstrates an increase in the public's growing understanding and desire for sustainable food and farming.

The number of visitors visiting Open Farm Sunday farms rose by 3.0% in 2014 to 207,000. There were 365 farms taking part in the event. The number of school children visiting Open Farm School Days rose by 3.0% in 2014 to 4,000.

## VISITORS ON FARMS PARTICIPATING IN OPEN FARM SUNDAY



### Community engagement

	2012 (Numbers)	2013 (Numbers)	2014 (Numbers)	Change: 2013-14
Visitors on farms participating in Open Farm Sunday	150,000	201,000	207,000	+3.0%
School children visiting Open Farm School Days events	N/A	3,000	4,000	+ 3.0%



## LANDSCAPE & NATURE CONSERVATION

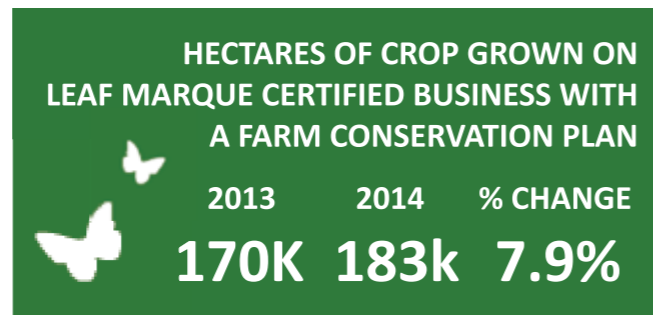


A key part of LEAF membership and the LEAF Marque standard system is to demonstrate the level of commitment from LEAF Members to wildlife and environmental enhancement. Many of them invest time and resources beyond any incentives or regulations in protecting and enhancing habitats.

The number of hectares of crop grown on LEAF Marque certified businesses with a Whole Farm Conservation Plan rose by 7.9% to 183,877 hectares in 2014, building on the 36% growth seen between 2012 and 2013.

There was a 3% fall in the number of LEAF Marque certified businesses with at least 5% of their farm area available for

habitat management - for example, not used for cropping and food production.



Landscape and nature conservation				
	2012	2013	2014	Change: 2013-14
Hectares of crop grown on LEAF Marque certified businesses with a Farm Conservation Plan	124,973	170,412	183,877	+7.9%
Number of LEAF Marque certified businesses with a minimum 5% of land for habitat management	509	632	613	-3.0%

### Case Study: Landscape and nature conservation

Phineas Kibaka, is Farm Manager at Ontilili Farm in Nanyuki, Central Kenya, situated just under Mount Kenya. Ontilili Farm is part of the KHE (Kenya Horticultural Exporters) group, supplying mange tout, sugar snap peas, baby corn, courgettes, leeks and carrots to Waitrose. Phineas tells us how following LEAF's IFM principles has enhanced the biodiversity on the farm:

*"More biodiversity means that you are going to have more beneficial insects which, instead of using chemicals, can be used to control pests – saving us money and improving the environment. There are two basic things we do here at Ontilili Farm to encourage biodiversity – maintain habitats and create new ones.*

*Looking after what we already have on the farm is a really important part of our work. Completing the LEAF self-assessment Audit has helped us to look at the farm with a fresh pair of eyes and identify areas which are most beneficial to wildlife like areas of woodland and canals. Quite often, we leave nature to do what it is supposed to do and it doesn't cost us anything.*

*No matter how much biodiversity you have, you can always create more. We carry out a regular programme of tree planting on the farm and have also planted a long row of shrubs along the farm, which acts as a wind break and provides a home to an entire city of beneficial insects and small mammals.*

*The wind break also helps with soil erosion problems and is a nutritious and protein rich source of food for our livestock.*

*As well as providing insects somewhere to live, we also give them food by planting rows of nectar rich flowers around the farm. This way our beneficial insects always have plenty to eat.*

*Following LEAF's IFM principles has really made a difference to how we farm at Ontilili Farm – helping us to value what we have and encouraging us to always improve on what we are doing."*



## THE LEAF SUSTAINABLE FARMING REVIEW

### A new way of monitoring environmental and business performance

The LEAF Audit has provided one of the most in-depth pictures of environmental and business performance on farms since its introduction in 1994. It is now being replaced by an enhanced resource, the LEAF Sustainable Farming Review that is available to all LEAF members allowing them to monitor and improve their businesses.

The introduction of the LEAF Sustainable Farming Review will allow LEAF members to track the performance of their farms more simply and comprehensively.

Speaking at the launch of the LEAF Sustainable Farming Review at the end of 2014, LEAF Chief Executive Caroline Drummond said:

*"Being able to measure assess, evaluate and, most importantly, improve performance is at the heart of why LEAF first developed the LEAF Audit back in 1994. Today, after 20 years of doing just this, we have replaced the LEAF Audit with the new and improved LEAF Sustainable Farming Review which will be the bedrock of helping our members implement Integrated Farm Management. We've worked closely with farmers, listened to what matters to them and believe this new management tool will make a real, practical difference to more sustainable farming."*

Her words were echoed by Defra Farming Minister George Eustice who said:

*"Our push for better food labelling across Europe, and supporting the opening of new export markets are just two ways we are working to help this crucial sector grow. Reviewing performance is key to improvement and the LEAF Sustainable Farming Review is a practical way of helping farmers measure and evaluate their progress."*

Key benefits of the LEAF Sustainable Farming Review include:

- Supports site-specific implementation of Integrated Farm Management
- Practical management tool to help continuous business improvement
- Provides guidance and further information through documents and website links
- Opportunity to create personalised action plans
- From 2016, benchmarking amongst other users will be available
- CPD (Continuous Professional Development) points for BASIS, NRoSO and DairyPro are available on completion
- Completion of the LEAF Sustainable Farming Review is an essential part for a business to become LEAF Marque certified

One early user of the LEAF Sustainable Farming Review comments:

*"We found the new LEAF Sustainable Farming Review much more comprehensive than the previous LEAF Audit. Having options to record actions and upload documents is very useful and we will use these options more and more as it really helps track actions we have to make in future years. It is also good to rename this resource a review rather than an audit as it better reflects what it does and its value as a business management tool."*

More information on the LEAF Sustainable Farming Review can be found at: [www.leafuk.org/leaf/farmers/LSFR.eb](http://www.leafuk.org/leaf/farmers/LSFR.eb)

# THE LEAF AUDIT

## Bowing out after twenty years of progress

The LEAF Audit went out on a high with more than 400,000 hectares estimated to be covered by the benchmarking system. In 2014, the known area covered by the LEAF Audit was 381,950 hectares with a total extrapolated area of 406,735 hectares.

The impact of the LEAF Audit can be seen in the chart below. It shows dramatic improvement over the past 20 years among LEAF members with more than 95% of those who carried out the LEAF Audit now calibrating fertiliser spreaders and using trained sprayer operators. More than 90% have emergency procedures in place, with more than 75% training staff in environmental management and discussing environmental aims with those staff.

Around 65% of LEAF members completing the LEAF Audit encourage the use of biological controls to complement other practices, while nearly 70% have drawn up plans of landscape and wildlife features.

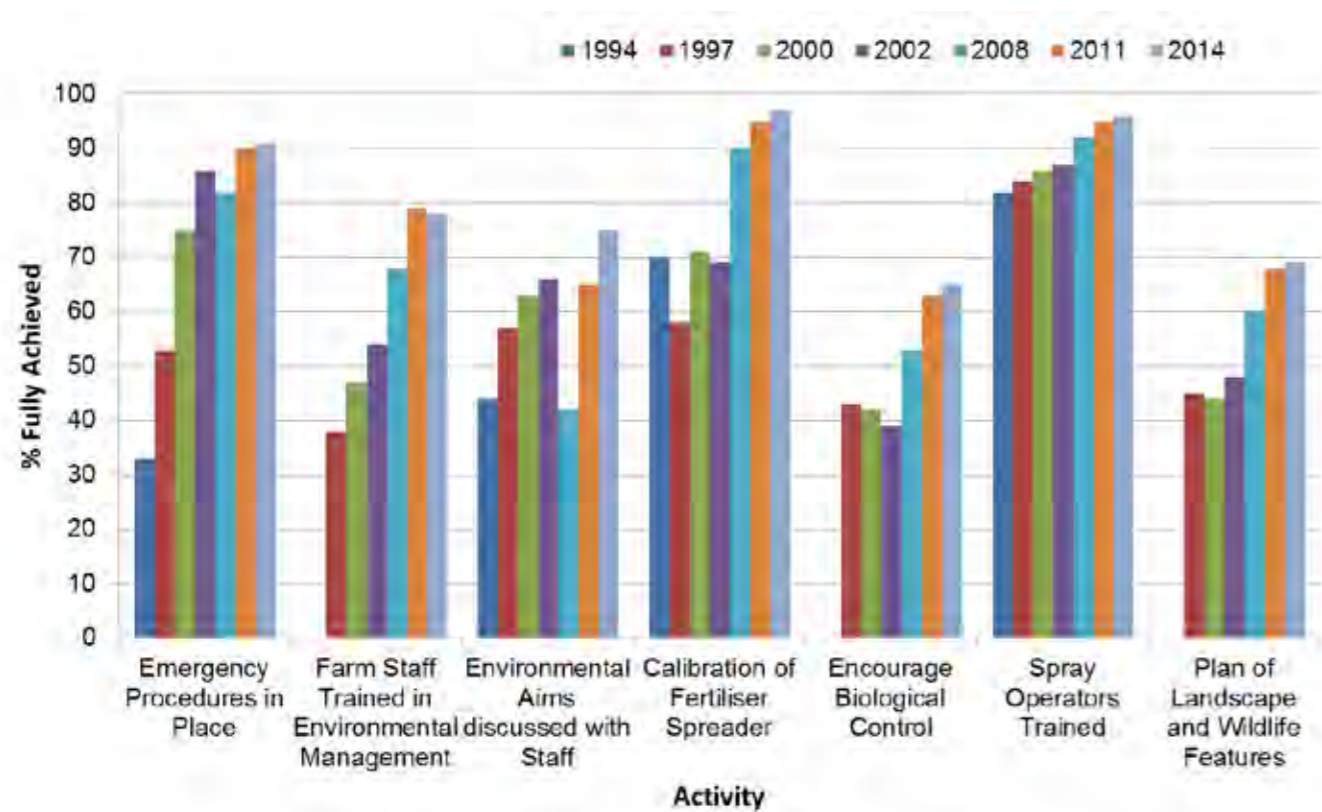
In 2014, 981 LEAF Audits were completed, with a further 147 using the LEAF Sustainable Farming Review before its full introduction at the beginning of 2015. 76% of the statements in the LEAF Audit saw the same or an increased benchmark compared with the same question in 2013. This includes 11% of statements where improvements in the benchmark were 5% or greater.

Looking at a number of key areas covered by the LEAF Audit since 2008, there has been considerable and continuous improvement in the environmental and business performance of LEAF members.

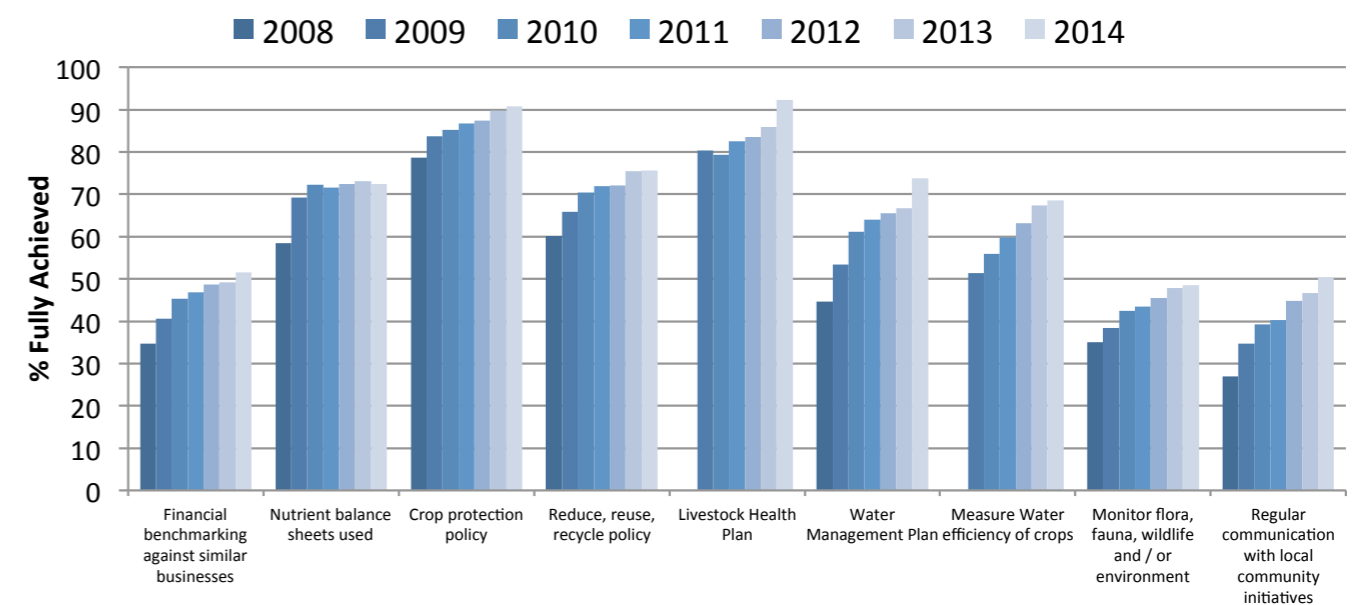
The chart below shows the percentage of those who completed the LEAF Audit who fully achieved each named element. More than 90% of respondents have developed a Crop Protection Policy and a Livestock Health Plan.

More than 70% of respondents now use nutrient balance sheets, Water Management Plans and implement a reduce, reuse and recycle policy. More than 50% financially benchmark their businesses against similar businesses and have regular communication with local community initiatives. Meanwhile, almost half monitor flora, wildlife and the environment.

LEAF Audit Progress in Key Areas: Change over time



LEAF Audit Results: Change over time



## NEXT STEPS

The findings included in this report give us valuable insights on the impact LEAF members and LEAF Marque certified businesses are making to delivering more sustainable agriculture across the world. They show us what works and where improvements need to be made. They help to shape our activities and enable us to make more progress towards our vision of *a world that is farming, eating and living sustainably*.

LEAF is committed to supporting farmers in delivering more sustainable farming through Integrated Farm Management, driving change through practical approaches and continuous improvement. Monitoring and evaluating the impact of our work is complex and requires involvement and dedication at all levels – from our LEAF members and LEAF Marque growers, to our corporate partners and stakeholders across the food and farming industry. It is a continually evolving process and we will continue to review our monitoring and evaluation approaches to ensure they are robust, transparent and offer meaningful data on the impact LEAF is making to more sustainable farming practices in terms of business performance, environmental health and social wellbeing.

There are a number of key developments in 2015 which will serve to strengthen our monitoring and evaluation activities, namely:

- The further roll out of the **LEAF Sustainable Farming Review** will provide valuable benchmarking data to help farmers monitor their performance and progress against other users.
- Our continual promotion and expansion of the **LEAF Marque standard system** and, in particular, ensuring that it delivers the stated outcomes and impacts for our members.

- The full implementation of the **LEAF Marque Chain of Custody** in 2015 will ensure that the credibility and integrity of all LEAF Marque supply chains are maintained which will help participating farms, businesses and consumers to trust the LEAF Marque logo and any claims made.
- The further development of **metrics for sustainable farming**. The first phase of this work will be available in 2016.
- Progress to Full Membership of the **ISEAL Alliance** will further demonstrate LEAF's compliance with ISEAL's Codes of Good Practices and our commitment to continuously improving our standard and demonstrating our ethical performance.
- As part of our 10th Anniversary of **Open Farm Sunday** in 2015, we will be looking to increase the number of farmers taking part and building stronger links with visitors to ensure the value of visiting a farm and discovering where their food comes is a continuous journey and not a single day activity.

We will continue to strengthen our partnerships with our members, LEAF Marque growers, supply chain actors, our corporate partners and everyone who shares our vision of a world that is farming, eating and living sustainably. We will continue to be accountable to our stakeholders and work with them to increase the positive impact our work is having on farmers, the environment and society at large. We will continue to strive to make a difference.

We look forward to working with you. Thank you and well done!

## APPENDIX

LEAF constantly reviews the monitoring and evaluation of its data and this will be an ongoing discipline. The table below sets out the key data used in LEAF's global impacts report 'A Review of our 2014 Global Impacts'

Data source	Data description
LEAF member information (1)	Information on LEAF member businesses e.g. size, staffing, joining and leaving dates
LEAF Audit Data (2)	Member-level data on LEAF Audit responses
Questionnaire to LEAF Members (3)	LEAF's Sustainability Survey 2015 to ascertain LEAF members' perception of their farms' sustainability
Questionnaire to contacts in the farming, food and hospitality industries who attend the International Food and Drink Event (IFE) (4)	A Sustainability Survey 2015 to ascertain IFE attendees' perception of their businesses sustainability
Number of visitors on farms participating in Open Farm Sunday (5)	Includes LEAF and non-LEAF members (i.e. any farm can participate in Open Farm Sunday)
Number of school children visiting Open Farm School Days (6)	Includes LEAF and non-LEAF member farms (i.e. any farm can participate in Open Farm School Days)

Footnotes: The data in this report comes from one of 6 sources:

### 1) LEAF members information

This information is provided voluntarily by LEAF members in the process of becoming a LEAF member and/or renewing their LEAF membership annually. It is not verified. LEAF members are also encouraged to update this information on an annual basis through MyLEAF.

This information includes:

- Production Information (hectares of production of a pre-defined list of crops)
- For the purposes of this report, analysis of this data only includes LEAF members who held a current, full LEAF Marque certificate at 31st December 2014.

### 2) LEAF Audit Data

The LEAF Audit is an online self-assessment resource for LEAF members to support their implementation of Integrated Farm Management. The completion of the LEAF Audit is a requirement of the LEAF Marque Standard (v.11.2) and this completion is independently verified. However, the specific responses within the LEAF Audit are self-assessed and not verified through third party inspection.

The LEAF Audit is composed of over 370 statements based around the nine sections of the Integrated Farm Management along with further guidance information and links to support the user. Each question must be answered in one of the following 5 ways:

- Fully Achieved
- Considerable Progress
- Some Progress
- Not Started
- N/A

For the purposes of this report, the LEAF Audit data used for 2014 only includes LEAF Members who held a current, full LEAF Marque certificate at 31st December 2014.

Unless otherwise stated, the data shows the total crop area (not farm business area) for LEAF Members that answered "Fully Achieved". It should be noted that LEAF Members who responded "Considerable Progress" or "Some Progress" may still meet the criteria required within the LEAF Marque Standard; however, this is not represented within this report. The LEAF Audit can be completed at any point during the year.

This report utilises data provided in response to the following LEAF Audit statements. These statements are also related to the LEAF Marque Global Standard (LMGS) control points. The business must comply fully with all the Critical Failure Points (CFP). The Recommended (R) control points are either new or established control points that may become Critical Failure Points (CFP's) in the future. There are also Non Applicable (N/A) control points. <http://www.leafuk.org/leaf/farmers/LEAFmarquecertification/standard.eb>

The table below sets out the LEAF Audit statements used in the data LEAF's global impacts report 'A Review of our 2014 Global Impacts'

Reference	Statement
1.1.18	We have carried out a 'carbon footprint' assessment on the farm.
1.2.1	We have a documented Farm Environmental Policy.
2.1.1	We have a Soil Management Plan (including a descriptive map).
2.4.15	We measure our nitrogen efficiency per tonne of product.
2.5.8	We comply with best practices in the storage of organic material, digestate, compost, silage, silage effluent, slurry, and solid manure.
3.1.1	We have a planned and documented Crop Protection Policy.
3.1.6	We take steps and record them to minimise damage to beneficial organisms and wildlife.
4.2.2	We have identified, documented and recorded on a map(s) all potential pollutants on the farm by means of a Farm Pollution Risk Assessment.
5.1.1	We have an actively applied Livestock Health Plan that is appropriate to all livestock on our holding.
6.1.1	We carry out an annual energy efficiency audit on the farm.
6.1.2	We monitor energy consumption including heating use and costs.
6.4.9	We measure the water efficiency of our irrigated enterprises / crops.
6.4.11	We are increasing our percentage of stored water from periods of natural rainfall abundance over direct abstraction and developing rainwater harvesting and water reuse options on an annual basis.
7.1.2	We have a Whole Farm Conservation Plan to cover a 5 year period that: is based on a map-based audit; has an accompanied action plan; has an annual review date; has a detailed list of present actions; has a detailed list of future actions over a 5 year period; has a focus on work for the next 18 months; lists key species present on the farm; and, identifies 4 specific species (or collection of species) as a focus of our Whole Farm Conservation Plan.
7.1.5	We have a minimum of 5% farm area available for habitat management, i.e. not used for cropping and food production.

### 3) Questionnaire to LEAF Members

Over the last 3 years LEAF has sent out a repeat questionnaire to its members to ascertain LEAF members' perception of their farms' sustainability.

### 4) Questionnaire to contacts in the farming, food and hospitality industries who attend the International Food and Drink Event (IFE)

At the same time as the farmer survey, we sent a questionnaire to contacts in the farming, food and hospitality industries who attend the International Food and Drink Event (IFE), to ascertain IFE their perception of their businesses sustainability. IFE is the UK's largest and most respected food and drink trade event. Held every two years, it is where the international food and drink community gathers to source new products, trade and keep pace with industry trends.

### 5) Number of visitors on farms participating in Open Farm Sunday

Every year, LEAF carries out an extensive analysis of farms participating in Open Farm Sunday. One of the measurements taken is the number of visitors attending each event. Farmers participating in Open Farm Sunday are both LEAF members and non-LEAF members.

### 6) Number of school children visiting Open Farm School Days

Every year, LEAF carries out an extensive analysis of farmers hosting Open Farm School Days events. One of the measurements taken is the number of children attending each event. Farmers participating in Open Farm School Days are both LEAF members and non-LEAF members.



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