



LEAF Marque

Standard Setting

Public System Report

LEAF (Linking Environment And Farming) is a charity whose objectives are to promote and improve agriculture, horticulture and other types of farming and raise standards of practice in farm management for the public benefit in particular, and the promotion and advancement of the education of farmers and the general public concerning methods of farm management which conserve and enhance the fabric and wildlife of the countryside.

LEAF Marque is an environmental assurance system recognising more sustainably* farmed products. It is run by LEAF and based on LEAF's Integrated Farm Management (IFM) principles. All LEAF Marque certified farms are independently inspected.

Integrated Farm Management

Integrated Farm Management (IFM) is a whole farm business approach that delivers sustainable* farming. IFM uses the best of modern technology and traditional methods to deliver prosperous farming that enriches the environment and engages local communities.

*"LEAF's sustainable farming - is an approach that works to deliver a site-specific farming system that supports the integration of and needs of the environment, farm economic viability and society over the long term".





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Introduction

LEAF's Mission - to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities.

This document is a public report that describes LEAF's Standard Setting. It is intended to ensure transparency and demonstrate compliance with the ISEAL Standard Setting Code. Please see more information about LEAF on the LEAF website¹.

1. Standard

1.1 Scope

The LEAF Marque Standard is applicable globally and is used in all inspections regardless of country and enterprise. The LEAF Marque system covers the whole farm business, including sites and fields managed centrally. LEAF Marque applies to all products from the whole farm business and is not limited to defined crops or enterprises within the business.

1.2 Intended Impacts and Outcomes

The principles of Integrated Farm Management (IFM) underpin the requirements of LEAF Marque certification, as set out in the LEAF Marque Standard. IFM is a whole farm business approach that delivers more sustainable farming.

Within the context of Integrated Farm Management, the Intended Impacts of the LEAF Marque system are to improve:

- Soil management to enhance soil quality and soil health
- The resilience of cropping systems
- Management of water use and water quality
- Energy efficiency and energy use
- Waste management
- Management of livestock to enhance the environment
- And enhance the management of native habitats and biodiversity.

¹ <https://leafuk.org/about-leaf>



There are three central pillars to the future ambitions of LEAF Marque:

- Growing Impact for LEAF Marque certified farmers through opening up market opportunities, assisting with strategic business planning, enhancing on-farm biodiversity and delivering an improved environment
- Enabling brands and retailers to demonstrate commitment to environmentally sustainable procurement, continued improvement of supply base and sustainable farming becoming the benchmark for global farming
- Raising awareness among consumers, assuring them that food has been environmentally and sustainably produced and empowering consumers to make positive changes through their purchasing decisions.

The LEAF Marque Intended Impacts and future ambitions work alongside LEAF's beyond certification work which aims to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities.

1.3 Need for the LEAF Marque Standard

In 1991 LEAF was established to encourage more sustainable farming practices through the demonstration and development of IFM. By 1999 it was clear that there was significant opportunity to develop a market focused approach. LEAF, with some UK retailers, developed the initial process for stakeholder mapping that began informally with the development of the LEAF Marque Standard. By June 2003 sufficient producers had been enlisted to label products with the LEAF Marque logo, and the LEAF Marque system was established in the UK.

In 2007, Waitrose, a UK retailer, made a global environmental pledge to support the growth of more sustainable farming systems around the globe. It committed that by 2010 all conventional fresh, prepared and frozen fruit, vegetables and flowers on sale in its supermarkets would be farmed to high environmental standards using sustainable farming methods. This initiative took LEAF Marque outside of the UK and thus the LEAF Marque system became a global scope. Since 2012, other organisations, including Unilever, Florette, Marks & Spencer and the Jordans Farm Partnership have adopted the LEAF Marque system to help fulfil their desire to deliver more sustainable products.

The future challenges for food production and the environment means sustainable farming is of much significance globally. Benefits from the LEAF Marque system can include reduced plant protection product use, saving energy and water, supporting the preservation of threatened species and helping communities manage the land in a sustainable way so it can be farmed successfully by future generations. Many communities in the developing world rely on trade in fruit and vegetable products for their livelihoods. The challenges of delivering more sustainable farming practices are beyond the capability of individual countries; LEAF welcomes these partnerships and the international exchange of information, research and ideas.

1.4 Performance Level

The LEAF Marque Standard is additional and complementary to other farm assurance schemes (including Red Tractor Assurance for Farms, GLOBALG.A.P. integrated standards, GLOBALG.A.P. Option 2 and GLOBALG.A.P. benchmarked schemes). The LEAF Marque Standard further builds on the environmental aspects. Continuous improvement is a key part of IFM.

1.5 Adaptations

The LEAF Marque Standard has a global scope, therefore no national or regional adaptations are required or considered equivalent to the LEAF Marque Standard. Additional guidance is available through the LEAF Sustainable Farming Review which supports the Standard and aids local adaptation and / or interpretation of the Standard.



LEAF Marque offers certification for Producer Groups with a rigorous internal Quality Management System; the approach is similar to GLOBALG.A.P. Option 2. The Quality Management System ensures that all members of the group are meeting the requirements of the LEAF Marque Standard. At a minimum, the square root of the total number of producers in the LEAF Producer Group must be inspected. For more information about Producer Groups please see the LEAF Marque Quality Management System Requirements².

2. Standard-Setting and Revision Process

2.1 Stakeholders

Stakeholder engagement is a core part of LEAF Marque. LEAF Marque wants to ensure that all stakeholders have the option to be involved in the process of revising and further developing the LEAF Marque Standard (as well as other areas of the LEAF Marque system as detailed in wider LEAF Marque documentation). LEAF Marque stakeholder engagement covers a wide range of representation including: those indirectly affected, geographic representation, gender, ecosystem representation, the scale of the facilities and different types of organisations.

Stakeholder groups actively involved / invited to be involved in the LEAF Marque Standard Setting Procedure include: LEAF Marque Board, LEAF Marque Technical Advisory Committee (TAC), LEAF Marque Additional Stakeholder Group, LEAF Marque Secretariat and LEAF Groups & Committees.

For more information about the stakeholder groups please see the LEAF Marque Standard Setting Procedure and Stakeholder Mapping³.

2.2 Governance

The LEAF Marque Governance Structure is made up of the: LEAF Board of Trustees, LEAF Marque Board, LEAF Marque TAC and Expert/Working Groups. For more information about these multi-stakeholder groups please see the LEAF Marque Standard Setting Procedure⁴.

2.3 Summary of the Revision Process

Revision of the LEAF Marque Standard will follow the LEAF Marque Standard Setting Procedure⁵. Preparation and planning for revision of the LEAF Marque Standard includes review of stakeholders identified and addition of further interested stakeholders as appropriate (including identifying groups that are not adequately represented), confirmation of the LEAF Marque Standard Terms of Reference⁶ and a summary of the Time Plan.

Public consultation is carried out using the existing or drafted version of the LEAF Marque Standard. The consultation will be sent directly to all identified stakeholders, published on the LEAF website and publicised through LEAF media channels as appropriate. LEAF Marque will collate and review all comments received from the consultation. Feedback from prior to the consultation period and/or results from additional research will also be considered. LEAF Marque will incorporate the consultation feedback in a (revised) draft Standard which will be reviewed by the LEAF Marque TAC. Additionally, LEAF Marque will summarise the comments received during the public consultation along with how they have been addressed and the main

² <https://s3-eu-west-1.amazonaws.com/leaf-website/LEAF-Produce-Group-Quality-Management-System-issue-1.1-November-2017.pdf>

³ <https://leafuk.org/farming/leaf-marque/leaf-marque-standard-setting>

⁴ <https://leafuk.org/farming/leaf-marque/leaf-marque-standard-setting>

⁵ <https://leafuk.org/farming/leaf-marque/leaf-marque-standard-setting>

⁶ <https://leafuk.org/farming/leaf-marque/leaf-marque-standard>



changes in the revised version. This will be shared with stakeholders who responded to the consultation and made available through the LEAF website. LEAF Marque will ensure that no confidential information is disclosed through the summary. LEAF Marque can repeat the consultation cycle if deemed necessary.

A draft final version of the Standard will be recommended by the LEAF Marque TAC for approval by the LEAF Marque Board.

From time-to-time, non-substantive change(s) may be required to the LEAF Marque Standard. In this case, there is no need for a formal revision process. Where urgent revisions are required to the LEAF Marque Standard, LEAF Marque will define the appropriate procedure.

2.4 Decision-Making

Where possible, all decisions will be reached by consensus. A consensus is considered to be a lack of sustained opposition. The process to reach consensus used by the LEAF Marque TAC (and/or Working Group) is outlined in the LEAF Marque Standard Setting Procedure⁷. When consensus cannot be met the issue shall be resolved using alternative processes as outlined in the LEAF Marque Standard Setting Procedure⁸.

2.5 Review and Revision Process

The LEAF Marque Standard Setting Procedure is reviewed at least every 5 years for continued relevance and effectiveness in meeting its objectives. Reviews may be conducted more frequently if a need is perceived. The date of the next review is published on the LEAF website⁹.

LEAF Marque welcomes feedback on the LEAF Marque Standard and the LEAF Marque Standard Setting Procedure (and wider LEAF documentation) at all times. A Complaints and Enquiries form is available on the website¹⁰. LEAF Marque contact information is available on the LEAF website and published in our wider range of documentation, including the LEAF Marque Standard:

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3. Version History

Version Number	Date of Publication	Changes
v4	07/08/2018	Updated links, minor typographical changes, and additional information added to 1.2, 1.3 and 1.5.

⁷ <https://leafuk.org/farming/leaf-marque/leaf-marque-standard-setting>

⁸ <https://leafuk.org/farming/leaf-marque/leaf-marque-standard-setting>

⁹ <https://leafuk.org/farming/leaf-marque/leaf-marque-standard>

¹⁰ <http://www.leafuk.org/leaf/farmers/LEAFmarquecertification/Governance/Complaints.eb>