



Making our
marque

LEAF

FARM Sunday

A great success, to be repeated
on June 10 2007

Don't miss it



WELCOME TO OUR
FIRST ISSUE

Bringing you news from
LEAF Marque farmers
all over the country.

**THE LEAF STAND AT THE
BBC GOOD FOOD SHOW**
was visited by hundreds of

people - celebrities
and those less well known!
People came to learn about LEAF, to
eat some delicious English
apples from Waitrose, hear about
(and buy) some Mellow Yellow oil
and Humber VHB herbs,
and taste Burt's chips.

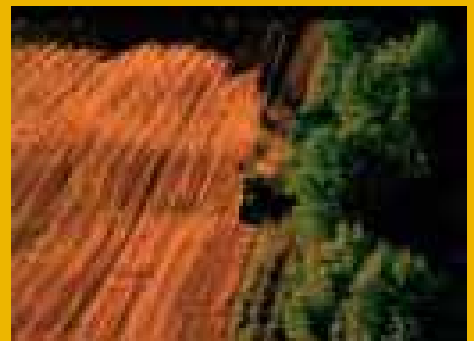


**The LEAF Marque
message
is getting out!**

LEAF
gives people the
chance
to buy
affordable food
produced by farmers
committed to
improving
the environment
for the benefit
of wildlife
and the countryside

WAITROSE ADVERTISEMENT SHOWS LEAF AT PEAK TIMES

WAITROSE have decided to sell only LEAF Marque and organic British produce - fresh and frozen. This is a terrific breakthrough and LEAF is extremely grateful for the supermarket's support. Not only have the stores started to promote LEAF's produce, but two television advertisements have been made and shown at peak times. Jenny Seagrove's voiceover explains that Waitrose only sells produce that has been grown on farms which adhere to the LEAF farming principles and leave wide field margins to encourage wildlife. It has been a great success and so has the short film made to explain LEAF principles to Waitrose employees.



MELLOW YELLOW



Mellow Yellow

is produced by the Farrington family at Bottom Farm in Hargrave, Northamptonshire.

They have been farming for four generations and take pride in nurturing healthy crops, grown to LEAF Marque standards.

LEAF (Linking Environment And Farming) supports viable agriculture which is environmentally and socially acceptable and ensures the continuity of supply of wholesome, affordable food while conserving and enhancing the fabric and wildlife of the British countryside for future generations.

Bottom Farm is one of a network of LEAF demonstration farms around the country, who voluntarily open their gates to groups of visitors, giving an insight into how the principles behind LEAF work in practice.



Cold pressed rapeseed oil contains a natural balance of Omega 3, 6 and 9 oils, which provides a good source of the essential fatty acids. These good oils are essential in bodily functions, including aiding cholesterol reduction, and maintaining a healthy heart. Omega 3 also helps to form the building blocks for brain and eye tissue development, and is therefore beneficial in the diets of young children. The balance of Omega 6 and 3 in cold pressed rapeseed oil, at a ratio of around 3:1 is close to the dietary ideal.



Vitamin E

Cold pressed rapeseed oil contains natural vitamin E, which is a powerful antioxidant used by the body to combat the effects of free radicals (ageing toxins).

Cold pressing

Cold pressing is the traditional way oil is produced - it is simply gently squeezed from the seed at

temperatures below 40°C to retain all the natural goodness within, allowed to settle and bottled. That's it. No cooking, no refining - just pure, healthy oil. MELLOW YELLOW is a virgin oil, produced from the first pressing giving the full essence of the seed.

Taste and use

Mellow Yellow is versatile. Its subtle nutty taste makes delicious salad dressings, fish sauces and pestos or can be simply drizzled on bread as a tasty alternative to butter.

When used in cooking it allows the flavour of foods to come through and is an ideal substitute for margarine when baking.

NEWS

Duncan and Eli Farrington (right centre) receive Waitrose's Small Producers Supreme Champion Award from John Lewis Chairman Sir Stuart Hampson and Waitrose Brand Development Manager Graham Cassie.



First, Mellow Yellow was a top ten finalist for the Daily Telegraph Sainsbury's Taste of Britain 2005 Awards.

Then in May, it won First Prize in the small company category of The Food & Drink Forum's first Innovation Awards in conjunction with East Midlands Fine Foods.

They have won a Gold Medal in the Guild of Food Retailers Great Taste Awards.

Then the Waitrose Small Producers Award in 2006 - Mellow Yellow was the Supreme Champion and is now in all Waitrose stores.



Supreme Champion

Farrington Oils Ltd,
Bottom Farm, Hargrave, Northamptonshire, NN9 6BP.
Wholesale: www.olivesetal.co.uk

Burts Chips

made from potatoes produced
by a LEAF Marque certified farmer

JONTY WHITE AND NICK HURST bought Burts Chips in 1997. They came across the business in a shed in Kingsbridge and spotted its potential. It now employs more than 60 staff from its base in Roborough, and has established a range of hand-fried potato chips using the finest natural ingredients including specially selected potatoes delivered fresh from the farm.



Limited edition animal print packs supporting the Borneo Orangutan Sanctuary

We buy our potatoes from a LEAF Marque certified farm and know that they are grown according to principles that match our own - resulting in quality, healthy food, that is affordable, fresh, delicious and made with care.

Jonty White

This farm is Gavin Janaway's Lodge Farm in Hampshire. It is LEAF Marque certified, and therefore adheres to all the LEAF principles.

The company has demonstrated considerable success in a marketplace dominated by relatively large players such as KP, Walkers, the Kettle Chip Co and Phileas Fogg Co.

Jonty explains: "We have built up our business by supplying delis and small independent retailers and have remained loyal to and supportive of our original customers. As the business has grown and awareness of our chips has increased we have had a number of opportunities to supply several multiples, but have remained true to the individuality of the brand and only supply to quality stores like Waitrose and Oddbins. We have also been approached by some large stores in Europe, who were so pleased with trial result that Burts Chips are now being sold in France, Switzerland and Spain.

"Our marketing efforts have been acknowledged, and last year, amongst stiff competition, we were

awarded 1st Prize in the CREAM awards for our website, www.burtschips.co.uk.

They were also awarded a prize in the Ideas to Dine For Awards in 2002, 2004 and 2006.

They won the Great Taste Awards in 2005 and 2006, receiving four gold and four silver awards.

The Klamp House,
Belliver Way
Roborough, Devon,
PL6 7BP

08450 852220
08450 854010
www.burtschips.com

SOME GOOD
REASONS
TO SUPPORT

LEAF

Improve your **profitability**
Strengthen your business
Widen your **customer** base
Get **marketing** support
Show your customers you care about the **environment**

Find out more about joining LEAF or get an application form from our website

www.leafmarque.com



LEAF'S
Integrated
Farm
Management

- * commitment to good husbandry and animal welfare
- * efficient soil management and appropriate cultivation techniques
- * the use of crop rotations
- * minimum reliance on crop protection chemicals and fertilisers
- * careful choice of seed varieties
- * maintenance of the landscape and rural communities
- * enhancement of wildlife habitats
- * a commitment to team spirit based on communication, training and involvement



Doug Wanstell at Bank Farm opens second Farm Shop and restaurant The Secret Garden

BANK FARM is a family-owned Farm at Aldington near Ashford.

Four years ago they diversified into freerange egg production and this has enabled them to produce and supply many Produced in Kent Products: ready meals, prepared vegetables, fresh produce, smoked foods, preserves, healthy snacks, and many more.

They have branched out into a farm shop at The Secret Garden at Mersham le Hatch, outside Ashford, which they have added to their shop at Hadlow.

This sells local seasonal produce, and there is also a restaurant and a walled garden to visit and enjoy. They sell from 20 producers and offer a new seasonal list direct from Farmers and Producers in Kent.

Refrigerated vans deliver every day around the South East and Kent.

A web site, thefarmshopdirect.com, was launched in February, to offer the public fresh local produce delivered direct to their homes.



Bank Road, Aldington, Ashford
Kent, TN25 7DF

contact: Stephanie Wanstall
email: stephanie@bankfarm.co.uk
web: www.thefarmshopdirect.com
01233 721628

Freephone : 0800 5874999
fax: 01233 721516



Bank Farm
is a LEAF
Demonstration
Farm,
LEAF Marque
Certified,
and supplies
LEAF Marque
produce





Leckford Britain's Most Beautiful Estate

THE LECKFORD ESTATE, in Hampshire, has been chosen by Farm Life Magazine as Britain's Most Beautiful Estate. It is also a LEAF Demonstration Farm, and is LEAF Marque certified.

It was bought by John Spedan Lewis of Oxford Street in 1928 as his private estate, and is now part of Waitrose, food shops of the John Lewis Partnership. Leckford Estate, 4,000 acres, with a five-mile stretch of the

River Test flowing through its heart, is fully owned and managed by Waitrose.

It is a working farm, producing arable crops, and with a modern milk processing plant and free range poultry unit. It also has spectacular water gardens, a plant nursery, farm shop and leisure facilities for John Lewis Partnership employees.

Leckford has become very much a home farm, providing a rich variety of fresh produce, available exclusively at Waitrose.

The farm also supplies apples, pears, apple juice and mushrooms as well as free range Le Poulet d'Or chickens.

Waitrose is an active member of LEAF and has adopted the best practice principles and controls of Integrated Farm Management.

Biodiversity is encouraged: farming in such a way that all living things – animals, flora, fauna, fungi and insects – co-exist on the land.

This in turn reduces the need for excess chemicals.

Leckford has adopted a 10-year programme of countryside stewardship that encompasses tree and hedge planting, arable margins as well as pasture and grassland management.



Tiptoe Farm wins Most Beautiful Farm Award

AT TIPTOE FARM in the beautiful River Till Valley in Northumberland, North East England, Lucy and Anthony Carroll grow over 17 varieties of **Heritage Potatoes**. Gourmet qualities - excellent flavours, textures, colours, shapes, and a taste of history.

The Carrolls' environmental work was recognised in September, when Tiptoe Farm was awarded the accolade of Britain's Most Beautiful Farm Award. They also won - to their delight - The Most Beautiful Arable Farm.



In 2005 and 2006 they were Finalists in the LEAF Marque Grower of the Year Competition, sponsored by Waitrose.

The Carrolls, whose family has been farming at Tiptoe since the 1930s, supply restaurants and retail outlets and mail order is available on their website.

www.heritage-potatoes.co.uk

Tiptoe Farm has LEAF Marque accreditation, and this is the backbone of all their farm practices. Some examples of this are the 6 metre-wide grass-strips in the fields, with herbs and flower mixtures to encourage bees, and birds.

Environmental Plans for 2006/07

They are working on the restoration and development of a Mill Pond area, and plan to grow many plants to encourage more wildlife.

The woodlands have been graded as A & SNW (Ancient & Semi Natural Woodlands)

They are working towards becoming a LEAF Demonstration farm, so that they can invite people to come and see for themselves the way they farm, and grow the Heritage Potatoes.

The riverbank is recognised as SSSI (Site of Special Scientific Interest) and this means that area is protected. There is fishing on the river Till and this can be described as "wild" and is managed accordingly.

Tiptoe Farm, Cornhill-on-Tweed, Northumberland, TD12 4XD

Tel/Fax: 01890 883060; Tel: 01890 883833 www.heritage-potatoes.co.uk

Jamie's Students work up an appetite at Tiptoe Farm!



JAMIE OLIVER's Fifteen Restaurant student chefs visited Northumberland in August to learn about Carroll's Heritage Potatoes, and the LEAF Marque farming techniques adopted at Tiptoe Farm. The students helped with the harvesting, grading, and the packaging of the new-season crop.



Anthony said:

"We enjoyed showing the students about the process of how the Heritage Potatoes get from the field to the grading shed to being packaged and then delivered to Fifteen.

"We also showed them

some of the Integrated Farm Management Programmes that happen around the farm. They gained valuable knowledge about how we manage our environment with the Countryside Stewardship Schemes, and Entry Level scheme such as the important field margins, and pollen and nectar mixtures."



How can I be involved?



- * Buy LEAF Marque produce from the producer.
- * Sell as much LEAF Marque produce as you can.
- * Track down producers by using the Producers' Directory, available on www.leafmarque.com
- * Tell your customers about LEAF and what it stands for.
- * We can supply you with printed material your customers can pick up if they are interested.
- * Join LEAF as a Small Business Retailer - this costs as little as £50 + VAT.

LEAF

Stoneleigh Park, Warwickshire
CV8 2LZ

Tel: 0247641 3911

www.leafmarque.com

**quality, freshness
and
reasonable prices**

If you would like to be included in **MAKING OUR MARQUE**, distributed to LEAF Marque members and their customers, please contact

Sylvia Howe on
01580 852719

or sylvia.howe@leafuk.org

and she will be delighted to help. Photographs and copy should be sent by e-mail (notes are fine) with dates and information