

Thursday 24th August 2017

LEAF announce education and public engagement appointment

Following the merger between LEAF (Linking Environment And Farming) and FACE (Farming and Countryside Education), LEAF has announced the appointment of Carl Edwards as its new Director, Education and Public Engagement. Carl, who joins the sustainable farming charity today (24th August 2017), will plan, lead and execute LEAF's ambitious education and public engagement strategy that will drive forward public understanding and demand for more sustainable food and farming and enable schools to enrich their curriculum.

Speaking on his appointment Carl, who was previously Faculty Leader for Humanities at Ibstock Community College, Leicestershire, said; "The future viability of UK farming relies on consumers, children and young people trusting and respecting what farming delivers. We must open their eyes to the whole industry of agriculture, what it delivers and how it impacts on every aspect of our daily lives. LEAF is already leading the way in this sector and its recent merger with FACE, building on all their work in bringing agriculture into schools, represents a powerful force for change. I am greatly looking forward to working with the LEAF team at this hugely exciting time."

LEAF Chief Executive, Caroline Drummond, MBE, said: "Strengthening the connections between the public and agriculture has been key to LEAF's work for more than 25 years, and it is now more important than ever. As we consolidate our activities with FACE, we are looking to create systemic changes in education and public engagement provision in farming. The combined strengths of our organisations pave the way to drive forward a collaborative approach within the food and farming industry for better public engagement and education for all. We are delighted to welcome Carl at this pivotal juncture and his wide experience at the 'coal face' of education will be invaluable as we embark upon the next step of our journey."

Carl's appointment comes ahead of the second LEAF Education and Public Engagement conference which takes place on Wednesday 20th September. With many teenagers disconnected with the natural world around them, the conference will explore this worrying trend, based around the theme ***Feeding Fertile Minds. Engaging teenagers with farming, food and the environment.*** The conference, which is free to attend, takes place at The Auditorium, Sainsbury's Supermarkets Ltd, Holborn, London and will bring together a range of experts including politicians and policy makers

through to educationalists, health practitioners, farmers and conservationists to explore practical and effective solutions to better engage teenagers with farming, food and the natural environment. To book your place on the conference, please email: events@leafuk.org

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LEAF Editors' Notes:

- **LEAF (Linking Environment And Farming)** is the leading organisation delivering more sustainable food and farming. LEAF works with farmers, the food industry, scientists 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 more sustainable farming. IFM uses the best of modern technology and traditional methods to deliver prosperous farming that enriches the environment and engages local communities.
- **The LEAF Marque** is an assurance system recognising more sustainably farmed products. It is based on the sustainable farming principles of Integrated Farm Management (IFM), which covers areas such as soil and water management, pollution control, crop health, animal welfare, community engagement, energy efficiency and landscape and nature conservation. LEAF Marque businesses are independently assessed and certified against the principles of IFM.
- **LEAF Demonstration Farms** are commercial farms which show the beneficial practices of IFM to a broad range of audiences, through organised visits. They communicate an understanding of IFM in order to encourage uptake by farmers, support from the industry and political awareness of sustainable food and farming. The network of LEAF Demonstration Farms includes a range of farm businesses across England and Scotland. They work alongside the LEAF Innovation Centres.
- **LEAF** manages **Open Farm Sunday**, the farming industry's annual open day when farmers open their gates and welcome people onto their farms to discover the world of farming. Next year's LEAF Open Farm Sunday will take place on 10th June 2018.
- Alongside Open Farm Sunday, farms across Britain also host **Open Farm School Days** which run throughout June. They provide thousands of school children with the opportunity to visit a farm to learn more about where their food comes from and how it is produced.

FACE Editors' Notes:

- **FACE (Farming and Countryside Education)** is the leading educational charity working with schools to help children and young people understand the connection between farming and their daily lives. FACE creates high quality educational experiences, both inside and outside the classroom, that change perspectives and deepen understanding of the food we eat, the people who produce it and the choices we all make as citizens. As a result, FACE contributes

to children flourishing, UK agriculture thriving, and the health of the planet. Teacher and farmer training are at the heart of FACE's work, alongside creation of educational resources and advice

- FACE manages a number of industry and educational initiatives, including:
 - **Access to Farms** A group of organisations committed to enabling safe and healthy farm visits. The group produces the industry's Code of Practice (Preventing or controlling ill health from animal contact at visitor attractions)
 - **CEVAS (Countryside Educational Visits Accreditation Scheme)** – a qualification for farm educators and care farmers, to develop professional approaches to health and safety, using the farm as an educational environment, and working with schools and other client groups.
 - **Countryside Classroom** – a 36-partner consortium with the single largest collection of teaching resources, outdoor venues and experts dedicated to food, farming and the countryside.