



Where is Andy based?

Andy is based in Nottinghamshire where he has excellent travel links. He works with farmers in all parts of the United Kingdom, from Inverness to the Lizard Peninsula, as well as Jersey and Continental Europe.

Does Andy work with Producer Groups as well as individual farmers?

Yes! Andy has worked with several producer groups who were keen to help their members achieve LEAF Marque certification, often driven by the demands of their Retail customer. He has helped both large and small groups to meet their goals in a timely and cost effective way.

How do I find out more?

Just contact Andy if you have any questions. He will be very happy to discuss the process and answer all of your questions.

Who is Andy Guy?

Andy Guy began his farming career as a new entrant in 1996. His business quickly grew and he relocated to a larger tenancy in Nottinghamshire. In 2004 he became a LEAF (Linking Environment And Farming) Demonstration Farmer and, in 2005, he won the Farmers Weekly "Farmer of the Year" Award.



In 2010, Andy launched his Sustainable Food and Farming Consultancy.

As the leading professional, working in the field of Integrated Farm Management, Andy became the first consultant to be officially endorsed by LEAF in 2023.

**www.andyguyconsulting.co.uk
andy@andyguyconsulting.co.uk
07738 121883**



Integrated Farm Management and LEAF Marque Optimisation

How to get the best from LEAF for your business



What is Integrated Farm Management (IFM)?

Integrated Farm Management (IFM) is 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.

LEAF's IFM is made up of nine sections, shown above, which together address your entire farm business. It is the integration of these nine areas of farm management which leads to a more sustainable farming business.

By adopting IFM, farmers can improve the environmental, social and financial outcomes for their business.

What is LEAF Marque?

LEAF Marque is an independently audited global standard which assures the farmer and their customers that their produce is grown and processed in the most sustainable way. It is a whole farm standard and can be applied to all the produce grown on a certified farm. There are, currently, around 2000 farms producing LEAF Marque produce in 41 countries around the World.

LEAF Marque can be the key to accessing new markets and is widely adopted by the major Retailers in the United Kingdom.



Although LEAF Marque is most wide-spread in the fresh produce sector, it is becoming increasingly common in other areas of the food supply chain. It can be applied to all sectors of farming including Cereals, Livestock, Protected Crops and Fruit.

How can Andy help my business benefit from IFM and LEAF Marque?

Andy has nearly 20 years experience, advising food and farming businesses across the UK.

Andy can accelerate your progress through the LEAF Sustainable Farming Review while ensuring that you use it to improve the performance of your business. He can work with you to compile robust plans for your business that will ensure that you comply with the requirements of LEAF Marque but also raise the performance of your farm.

Well-designed farm management plans will mean that your business returns a bigger profit, increases its positive impact on the farmed environment and engages better with your local community.

Andy can help you achieve LEAF Marque Certification in the fastest and most effective way.

Recommendation from a previous client.

"Andy.... Has an innate ability to be able to understand both the business and us, as well..... We would definitely use him again and recommend you do the same!"

J & E L, Arable Farmers in Kent