(Madison, WI, May 14, 2013) – Leonardo Academy announced the launch of a participation and fundraising campaign for the National Sustainable Agriculture Standard LEO-4000. The LEO-4000 standard has reached an important milestone. It is now entering the technical edit phase in order to be published as a draft standard, which will be sent to the Standard Committee for approval of the initiation of the public comment period.

This is a rare opportunity to not only support the development of the only public and transparent agricultural sustainability standard, but donors will be identified in standard materials as a founding sponsor.

Michael Arny, President of Leonardo Academy said, “At this critical juncture your company is encouraged to participate and/or make a donation to fund the pilot testing and completion of the National Sustainable Agriculture Standard.”

As will be demonstrated during pilot testing, LEO-4000 will provide users with a smooth path through the increasingly confusing range of proprietary sustainability information requests and standards for agricultural products. LEO-4000 is a comprehensive sustainability standard which provides a stable and reliable platform for producers to use in documenting compliance to these proprietary sustainability standards.

In addition, the pilot will include documenting how earning USDA Organic certification provides producers a tremendous leg up toward earning LEO-4000 sustainability certification. This equivalency will make it very practical for producers earning Organic certification to also earn LEO-4000 certification.

Leonardo Academy is initiating the technical edit of the draft standard so that it can be released as a draft standard and be presented to the Standard Committee for a vote on initiation of the public comment period. To drive the sustainability benefits of this standard across the marketplace we need your company’s financial support and your participation in the pilot testing. **Leonardo Academy is looking for participation and sponsorship commitments by July 1, 2013.**
Participation and Fundraising Campaign Announced for Pilot Test of National Sustainable Agriculture Standard ANSI/LEO-4000

For More Information about Leonardo Academy

Web: www.leonardoacademy.org

Phone: 608-280-0255

Email: michaelarny@leonardoacademy.org