National Sustainable Agriculture Standard (LEO-4000)
Volunteer and Internship Projects

Overview
College and university students and other volunteers are invited to participate in volunteer and internship projects that support the implementation of the National Sustainable Agriculture Standard (LEO-4000). The goal for this standard is to engage the entire supply chain from producers to consumers in transforming agricultural production to sustainability.

College and university professors are invited to include the both National Sustainable Agriculture Standard (LEO-4000) and the LEO-4000 internships in their sustainability curriculum.

The LEO-4000 standard is being developed by Leonardo Academy under the American National Standard Institute (ANSI) process. Leonardo Academy is an ANSI accredited standard developer. The Standard Committee has worked for six years on developing this draft standard. The public comment period for the draft standard recently closed; the standard will be piloted in 2014-2015 to identify possible future improvements that will be considered by the standard committee after approval process for the standard is completed.

These volunteer and internship projects provide volunteers and interns with the exciting opportunity to participate in and contribute to this critically important standard. Suggestions for additional volunteer and internship project topics are invited. These volunteer and internship projects are unpaid activities. College credit may be available through individual colleges and universities for these internships. Leonardo Academy will provide supervision and guidance for volunteers and interns. Interns seeking academic credit are individually responsible for making all the necessary arrangements with their college or university. We encourage potential volunteers, college and university students, and college and university faculty to contact us to learn more about these volunteer and internship projects and the opportunities they provide.

See Draft Standard: http://www.leonardoacademy.org/services/standards/agstandard.html

For additional information contact Michael Arny, President: agstandard@leonardoacademy.org or 608-280-0255

About Leonardo Academy
Leonardo Academy is a charitable 501(c)(3) nonprofit organization dedicated to advancing sustainability by leveraging innovative tools and information to motivate the competitive market. By utilizing an interdisciplinary approach to sustainability strategies, education and implementation, we strive to make sustainability practical for everyone. Leonardo Academy works on a broad range of sustainability issues and provides comprehensive sustainability programs and services to help companies, organizations, families and individuals implement sustainability. Our programs and services include: standard development, organizational sustainability, emissions analysis and strategies, diesel engine emissions reduction, LEED® certification, sustainable land management; sustainability training; and sustainability standards development.
Development of Resource Documents for LEO-4000 Standard

1. Evaluate and prepare a report on the equivalences between LEO-4000 and other agricultural production sustainability questionnaires, reporting requirements, ratings, and standards that address food, fiber and other agriculture products.
   a. Each of these equivalency reports will address both how meeting the requirements of other standards will help meet the LEO-4000 certification requirements and how LEO-4000 certification will help users meet requirements of other standards. The plan is to prepare equivalency reports for agricultural production sustainability questionnaires, reporting requirements, ratings, and standards such as the following:
      i. USDA National Organic Program
      ii. Food Alliance Certification
      iii. Rainforest Alliance Certification
      iv. Protected Harvest Certification
      v. Fair Trade
      vi. Sustainable Agriculture Network’s Sustainable Agriculture Standard
      vii. European Community Organic Production
      viii. Whole foods sustainability reporting for food and fiber
      ix. Walmart sustainability reporting for food and fiber
      x. Others as these are identified

2. Prepare reports on benefits of the LEO-4000 standard for specific sustainability issues. These reports will investigate the magnitude of the issue and how the LEO-4000 can help address the issue. Issues to be investigated include:
   a. GHG emissions and sequestration
   b. Soil loss reduction
   c. Water use reduction
   d. Energy use reduction
   e. Economic benefits
   f. Social benefits
   g. Conserving the natural habitat
   h. Ensuring a sufficient global food supply
   i. Reducing the amount of pesticides used to produce food
   j. Ensuring an affordable food supply
   k. Other sustainability issues as identified

3. Prepare reports on application of the LEO-4000 standard to specific crops:
   a. Multi-Year Crops:
      i. Rapidly renewable crops (Crops harvested every 7 years or less?)
         1. Sugar Cane
2. Bamboo
3. Other

ii. Tree Crops:
   1. Fruit trees
   2. Nut trees
   3. Cork trees
   4. Other

iii. Other

b. Seasonal Crops

Marketing Projects

1. Develop targeted marketing plan for promoting understanding and use of LEO-4000 to target audiences
   a. Traditional Media
   b. Social Media
2. Implement the marketing plans
3. Conduct market research among agricultural producers, manufacturers, processors, retailers, and consumers
   a. What agricultural production sustainability issues are most important to each audience:
      i. Agricultural producers
      ii. Manufacturers
      iii. Processors
      iv. Retailers
      v. Consumers
   b. How would LEO-4000 improve each audience’s interest in and use of sustainable agriculture products?

Pilot of LEO-4000 Standard
(Note: Pilot will start in fall of 2014 after public comments on the standard have been addressed)

1. Recruit participants for the LEO-4000 pilot
   a. On Campus
      i. Food Service purchasing
      ii. Textile product purchasing
         1. Housekeeping
         2. Purchases of University branded clothing for resale
   b. Off Campus / In your community
      i. Retailers:
         1. Grocery stores
         2. Restaurants
         3. Clothing stores
      ii. Food and fiber processors and manufacturers
      iii. Farmers / Agricultural Producers
2. **Support participation in the LEO-4000 pilot by helping pilot participants complete the program**
   a. Assistance needed for each type of pilot participant
      i. Farmers / Agricultural Producers
      ii. Processor
      iii. Manufacturer
      iv. Distributor
      v. Retailer

3. **Develop documents for the pilot**
   a. Model Producer Sustainability Plan
      i. Address all indicators and topics that must addressed in Producer Sustainability Plan
      ii. Identify and highlight what producer-specific information needs to be added by the producer.
      iii. Organize for ease of use by producers
   b. Guide to documenting Chain of Custody for products grown by certified producers
      i. Addressing process and documentation needed at each level of the supply chain: Producer, Processor, Manufacturer, Retailer
   c. Model documentation for certification
      i. Model documentation forms for each indicator in standard
   d. Guide for using standard by each level of the supply chain: Producer, Processor, Manufacturer, Retailer

4. **Develop a Marketing Campaign for the Pilot**
5. **Develop a Fundraising Campaign for the Pilot**

**Additional Intern and Volunteer projects**

1. Additional projects will be added as identified
   a. Suggestions are invited

**For Additional Information**

Please call Michael Arny, President. Email: agstandard@leonardoacademy.org or Tel: 608-280-0255.