

## **The countdown begins to Open Farm Sunday 8th June 2014**

### **Register early to help Celebrate British Farming and Food**

Registrations for next year's Open Farm Sunday open next week (**1 December**) and organisers LEAF (Linking Environment And Farming) are encouraging farmers to sign up as early as possible.

To help and support host farmers to open on 8<sup>th</sup> June 2014, LEAF are organising a series of free Information Events\*, running from early February to late April across Britain. Packed with advice, top tips, key learnings and new ideas, these events are also a great opportunity to share experiences with experienced hosts.

Farmers planning to host an Open Farm Sunday event can register online at [www.farmsunday.org](http://www.farmsunday.org). Registering as early as possible ensures farmers get all their free resources early as well as ongoing help and support from LEAF throughout the run up to the big day.

Annabel Shackleton, Open Farm Sunday manager said: "Open Farm Sunday is first and foremost a celebration – of our industry, our farmers and the wonderful job they do to produce our food and enhance the countryside. It is a fantastic opportunity for farmers to engage with the public, tell their story, and showcase all that is best about British farming and food. It also brings real business benefits to farmers who get involved including better community relations and raised local profile. We are urging farmers to join in the celebrations and register early so they can benefit from all the free support and advice we offer.

Annabel added: "We want to remind farmers that you don't have to put on a big event. Events can be any size or format to suit your farm, ranging from a guided farm walk through to a full open day. One of the great things about Open Farm Sunday is the uniqueness of each event so it is up to you to decide on the size and type of event you run."

Open Farm Sunday will once again be supported by a national and regional integrated PR campaign to encourage visitors onto farms across the country. There are still sponsorship opportunities available for 2014. Any organisations keen to sponsor Open Farm Sunday 2014 are asked to contact Annabel Shackleton on 024 7641 3911/079 1246 3151.

\*A full list of Information Events will be available at [www.farmsunday.org](http://www.farmsunday.org) from 1 December. The first events, taking place in February, are at:

- Tues 4<sup>th</sup> Feb 2014: Sally Middlewood Farm Bakery, Scarborough, North Yorks
- Weds 26<sup>th</sup> Feb 2014: Frontier Agriculture, Sandy, Bedfordshire
- Weds 26<sup>th</sup> Feb 2014: West Town Farm, Ide, Devon
- Thurs 27<sup>th</sup> Feb 2014: The Cart Shed, Norton Canon, Herefordshire

- Ends -

For up-to-date campaign information and to let us know about your plans for Open Farm Sunday, follow us on Twitter - [twitter.com/openfarmsunday](https://twitter.com/openfarmsunday)

For further information contact:

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**Editor's note:**

- LEAF (Linking Environment And Farming) is the leading organisation delivering 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.
- It has organised Open Farm Sunday since it began in 2006. (Registered charity no: 1045781)
- The date for next year's Open Farm Sunday is Sunday 8<sup>th</sup> June 2014. Farmers wishing to get involved will be able to register their farm on [www.farmsunday.org](http://www.farmsunday.org) from the 1<sup>st</sup> December 2013.
- The full list of sponsors for 2014 will be announced in the New Year. Confirmed to date are: Asda, John Deere, Marks and Spencer, AHDB (BPEX, Dairy Co, EBLEX, HDC, HGCA) and Tesco. (Open Farm Sunday 2013 sponsors were: Asda, Country Life butter, Frontier Agriculture, Defra, John Deere, LEAF Marque, Marks and Spencer, National Farmers Union, Syngenta, The Co-operative and Waitrose, plus BPEX, Dairy Co, EBLEX, HDC, HGCA, Cotswold Seeds, FarmStay UK and Farmers Weekly.)
- For more information on Open Farm Sunday visit [www.farmsunday.org](http://www.farmsunday.org) and for information on LEAF visit [www.leafuk.org](http://www.leafuk.org).