

Open Farm Sunday 2014

Farming and food industry unites to celebrate agriculture's biggest day

LEAF (Linking Environment And Farming) is delighted to announce that the backing from the farming and food industry for this year's Open Farm Sunday is stronger than ever, with both new and previous sponsors committing to support the 2014 campaign. Asda, The Co-operative, M&S, Tesco and Waitrose are all confirmed as 2014 sponsors, alongside the Agriculture and Horticulture Development Board, BASF, Country Life butter, Defra, Farmers Weekly, Frontier Agriculture, John Deere, LEAF Marque, National Farmers' Union, Syngenta and Hellmann's.

Annabel Shackleton, Open Farm Sunday manager said: "The theme for this year is 'Celebrate British Farming and Food' so it's fabulous to have so many key UK industry players backing us. We'd like to say a big thank you to each of the sponsors who all play a critical role in the success of Open Farm Sunday. Such wide support shows the shared impetus from right across the sector, to reconnect the public with the story behind their food. There are still sponsorship opportunities available, so if any organisations would like to be involved this year, please do get in touch."

Registrations to take part in Open Farm Sunday on the 8th June opened two months ago, and are already at a **record level** for this time of year with 130 farms registered to date. To help farmers who are opening for Open Farm Sunday, LEAF is organising a Roadshow of free Information Events around the country, bringing together new and experienced host farmers to share ideas and top tips on how to host inspiring visits. The Open Farm Sunday Roadshow commenced in Yorkshire at the start of the month and finishes in Powys on the 1st May.

Also taking place during the fortnight either side of Open Farm Sunday is the Open Farm School Days initiative where thousands of school children will visit a farm to find out how their food is produced.

To register or find out more about Open Farm Sunday, Open Farm School Days or to book a place on an Open Farm Sunday Information Event, visit www.farmsunday.org

- 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

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Editor's note:

- 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. It has organised Open Farm Sunday since it began in 2006. (Registered charity no: 1045781)
- The ninth annual Open Farm Sunday on 8th June 2014 provides a great opportunity for people to truly get to know how their food is produced and how the countryside around them is cared for.
- Alongside Open Farm Sunday, farms across Britain will also be hosting Open Farm School Days. Running from the 2nd to 13th June, they will 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.
- Sponsors for Open Farm Sunday 2014 include: **Asda, BASF, Country Life butter, Defra, Farmers Weekly, Frontier Agriculture, John Deere, LEAF Marque, Marks and Spencer, National Farmers Union, Syngenta, Tesco, The Co-operative, Waitrose, plus Agriculture & Horticulture Development Board (from its BPEX, DairyCo, Eblex, HDC and HGCA divisions) and Hellmann's.**
- Keep up to date with LEAF's activities via twitter www.twitter.com/LEAF_Farming and our regular blogs at leafmarque.wordpress.com.