

## LEAF Launches 10th Open Farm Sunday

- **LEAF launches the farming and food industry's 10<sup>th</sup> national open day at the House of Commons**
- **LEAF reveals its vision for Open Farm Sunday for the next 10 years**
- **Call for farmers to register to take part in Open Farm Sunday 2015 from 1<sup>st</sup> December**

Lord de Mauley, Parliamentary Under Secretary of State for natural environment and science, joined representatives from across the farming and food industry as they came together yesterday (17<sup>th</sup> November), to launch LEAF's Open Farm Sunday 2015 and to celebrate the campaign's huge success to date. The event, which was held at the House of Commons, recognised the positive contribution Open Farm Sunday has made over the last nine years in changing public perception and understanding of the farming industry and acknowledged the help of the hundreds of farmers and their helpers who have made it happen.

Since organisers LEAF (Linking Environment And Farming) set up the campaign in 2006, over 1.25 million people have visited a farm on Open Farm Sunday. It provides a unique and inspiring opportunity for people of all ages to meet with farmers, find out how their food is produced and reconnect with the countryside. Over the past two years, LEAF has extended its reach to school children through Open Farm School Days. Both these initiatives play a significant part in positively promoting farming as the high tech, forward thinking industry that it is.

Registration for Open Farm Sunday 7<sup>th</sup> June and Open Farm School Days throughout June 2015, opens on the 1<sup>st</sup> December at [www.farmsunday.org](http://www.farmsunday.org). LEAF is calling on the industry to support this special anniversary to ensure that even more consumers experience farming at first hand and discover the story behind their food.

Caroline Drummond, LEAF's Chief Executive explained why these open farm events are so important. "Community engagement is a core part of sustainable farming. This is why LEAF set up Open Farm Sunday in 2006 and we continue to drive forward this vital initiative which has achieved so much. The success of Open Farm Sunday has been achieved through industry collaboration with our sponsors, and the hundreds of dedicated farmers and their helpers who put on such great events.

"I would like to thank everyone for what has been achieved so far. But we have only just begun. Our vision is to continue to grow the reach and impact of Open Farm Sunday and our developing Open Farm School Days over the next ten years so that more families and school children can visit a farm and discover what sustainable farming is all about. Ultimately we want to create an opportunity whereby everyone has the chance to visit a farm and discover the vital work of British farmers in growing our food and enhancing the countryside, so that they fully value farming and the food they eat. We urge everyone working in the farming and food industry to join us to help make this happen."

Open Farm Sunday and Open Farm School Days have the support of a wide range of organisations and businesses from across the farming and food industry. AHDB, BASF, Defra, Farmcare, Frontier Agriculture, Farmers Weekly, John Deere, Kelloggs, LEAF Marque, National Farmers Union, Syngenta, and supermarkets Aldi, Asda and Marks and Spencer have already pledged their support for 2015.

Next year's Open Farm Sunday will take place on the 7<sup>th</sup> June 2015 and Open Farm School Days throughout June 2015. For more information visit: [www.farmsunday.org](http://www.farmsunday.org) or follow @openfarmsunday on Twitter.

**2006: First Open Farm Sunday took place: 30K visitors**

**2014 9<sup>th</sup> Open Farm Sunday: 375 farms, 207K visitors**

**1,000 farmers have been involved**

**1.25 million people have visited an Open Farm Sunday event to date**

**1 in 5 have never visited a farm before**

**-Ends-**

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**Editor's note:**

- LEAF (Linking Environment And Farming) is a leading organisation delivering more sustainable food and farming. It 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. LEAF has organised Open Farm Sunday since it began in 2006. (Registered charity no: [1045781](#))
- The tenth annual Open Farm Sunday will take place on 7<sup>th</sup> June 2015. Open Farm Sunday provides a great opportunity for people to visit a farm 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 also host Open Farm School Days which will run throughout 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. [www.farmsunday.org](http://www.farmsunday.org)

- Keep up to date with LEAF's activities via twitter [www.twitter.com/LEAF\\_Farming](https://www.twitter.com/LEAF_Farming) and our regular blogs at [leafmarque.wordpress.com](http://leafmarque.wordpress.com).
- LEAF's Vision for Open Farm Sunday:  
**By 2025 we will have created a platform through Open Farm Sunday and Open Farm School Days that will:**
  1. **Create** an opportunity for everybody to have visited a farm
  2. **Educate** everyone about where their food comes from and how it is produced
  3. **Promote** the vital work of farmers in growing our food and enhancing the countryside
  4. **Build** an even stronger connection between farmers and consumers
  5. **Empower** the whole farming and food industry to engage with their customers
  6. **Showcase** the diversity and quality of farming and the skills of the people who work in it
  7. **Inform** everybody about the importance of sustainable food production
  8. **Nurture** an appreciation of the countryside
  9. **Value** the work farmers do and the food they produce
  10. **Celebrate** the diversity of the farming industry and all that it produces

Through all this we want everyone to have the chance to...

- Experience the sights, smells and sounds of a farm
- Discover for themselves what farming is all about
- Talk to a farmer and meet the people involved in the story behind their food
- Get up close and personal to nature
- See crops growing at first hand
- Look at the machinery and technology used
- Experience sustainable farming in action