



FOR IMMEDIATE RELEASE
20 February 2026



AHDB funded training places available for first time Open Farm Sunday hosts

Long-term Open Farm Sunday sponsor, AHDB, is offering funded places to support 20 new host farmers to undertake a bespoke CEVAS (Countryside Education Visits Accreditation Scheme) training course ahead of this year's 20th anniversary of Open Farm Sunday on 7 June.

Designed specifically to support farmers opening their gates to the public for the first time, this tailored CEVAS course focuses on building confidence in public engagement. It will equip farmers with the communication skills, practical tools and structured planning to create safe, fun and memorable on-farm experiences.

Applications are open to all beef, sheep and dairy levy-payers for the three-day accredited courses. The training takes place in Leeds on 12, 13 and 25 March, or farmers can attend the training in Cambridge on 18, 19 and 26 March.

The training goes beyond just operational content, but helps farmers to think through how to tell their farming story, clearly and positively, organise engaging activities for non-farming audiences to help them to understand modern agriculture. Participants will leave with a clear plan for delivering a high-quality Open Farm Sunday event, underpinned by the nationally recognised accreditation.

Open Farm Sunday manager, Annabel Shackleton, believes AHDB's commitment to supporting first time hosts aligns strongly with the comprehensive support package provided by LEAF (Linking Environment And Farming) for farms taking part in this landmark year.

"These fully-funded CEVAS training places are a fabulous opportunity for newcomers to Open Farm Sunday to build their confidence and feel fully prepared to welcome the public on to their farmers. Opening your gates for the first time can feel daunting but with the right preparation and support it becomes an incredibly positive and rewarding experience. We're incredibly grateful to AHDB for helping more farmers take part in our 20th Open Farm Sunday."

This opportunity complements the webinars, one day events, and online resources available to all Open Farm Sunday host farmers, forming part of a wider programme of support to ensure farmers feel confident, able and proud to share their farming story.

To apply for a place on either of the CEVAS courses, email: education@ahdb.org.uk

ENDS

NOTES TO EDITOR

For further information, please contact the LEAF Press Office at Pinstone:

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- **Watch the OFS 2025 highlights video:** [Open Farm Sunday 2025](#)
- **Keep up to date with all the Open Farm Sunday news and join in the online conversations using #OFS26:**
 - X: @OpenFarmSunday
 - Facebook: @OpenFarmSunday
 - Instagram: @OpenFarmSunday
- Open Farm Sunday is managed by LEAF (Linking Environment And Farming) – the charity that promotes and supports more sustainable farming to create a resilient food and farming system for future generations. LEAF is a registered charity no: 1045781 www.leaf.eco
- Open Farm Sunday 2026 will take place on 7th June 2026.
For more information and to register to host an event go to: www.farmsunday.org
- The OFS team at LEAF are ready to support farmers across Britain to take part to make Open Farm Sunday 2026 the best and connect more people with farming than ever before!
www.farmsunday.org
- With thanks to our Open Farm Sunday sponsors: AHDB, Arla Foods, BASF, Co-op, Defra, John Deere, LEAF Marque, M&S, McDonald's, NFU, Sainsbury's, Tesco, and Waitrose.

To contact the Open Farm Sunday team direct:

Email: OpenFarmSunday@leaf.eco Tel: 02476 413911 Mob: 07912 463151

About AHDB

AHDB is the independent, impartial public body that unlocks success in British agriculture. Funded by a levy from over 100,000 British producers in the beef, lamb, pork, dairy and cereals sectors, we support and champion farmers, growers and processors, often where no one else can or will. With sector boards made up of farmers making decisions for farmers, we're backing British agriculture. We share the expert, evidence-based research and reports that inform on-farm decision-making. We promote British produce to the UK public through domestic marketing campaigns. And we identify and open new global export opportunities to help farm businesses grow. We help levy payers learn more, sell more and export more, to remain sustainable and profitable. Together, through data analysis, deep industry research, product development and service support, we drive change and help our industry thrive. Together, we deliver the insights, the influence and the impact that farmers need.

For further information visit ahdb.org.uk.

AHDB press.office@ahdb.org.uk or 024 7647 8800

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