



LINKING ENVIRONMENT AND FARMING



www.farmsunday.org



# LEAF Open Farm Sunday

Sunday 11<sup>th</sup> June 2023

## Communications Pack

LEAF Open Farm Sunday (LOFS) is the farming industries' annual open day when hundreds of farmers across Britain welcome the public on to farms in June.

With the aim of bridging the disconnect between the public and farmers, LOFS offers people a trip out to meet a farmer and discover what really happens on farms!

LOFS is one of farming's biggest success stories dispelling myths and building trust in British food and farming.

Please use this communications toolkit to spread the word about LEAF Open Farm Sunday.



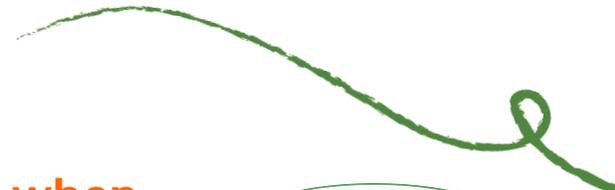
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### **Future LOFS dates:**

- 11th June 2023**
- 9th June 2024**
- 8th June 2025**





# 1. Overview - what is happening and when

Our communications target two key audiences:

- farmers and industry to encourage and support farmers to host a LEAF Open Farm Sunday (LOFS) event, and
- the public to drive them to visit a farm in June.



Here is an overview of the messages and timings:

## Farmers/industry:

December to April our core message is simply 'open your farm' for LOFS23:

- Promoting why farmers should host an event and how simple it can be
  - Signpost farmers to the LOFS Information Pack [www.farmsunday.org/open-my-farm](http://www.farmsunday.org/open-my-farm)
- Driving farmers to register their LOFS event(s) at [www.farmsunday.org](http://www.farmsunday.org)
  - Once registered farmers receive a copy of the LOFS Handbook and regular up-dates
  - Support for farmers along their LOFS journey includes top tips, ideas and training.

Specific touchpoints:

Dec	Jan	Feb	Mar	Apr	May	Jun	
✓	✓						2022 reflections & 2023 date: Share 2022 successes and promote LOFS 2023 <a href="http://www.farmsunday.org">www.farmsunday.org</a>
	✓	✓	✓				LOFS Breakfast Meetings: face to face meetings for farmers, 16 <sup>th</sup> February to 4 <sup>th</sup> April, 9-11am across Britain; for potential and experienced host farmers thinking about organising an LOFS 2023 event – information and booking links here: <a href="https://farmsunday.org/open-my-farm/top-tips-and-training">https://farmsunday.org/open-my-farm/top-tips-and-training</a>
			✓	✓	✓		Zoom meetings: 7-9pm on Tuesday 21 <sup>st</sup> March, 25 <sup>th</sup> April and 23 <sup>rd</sup> May, for host farmers to share best practice and answer their questions – information and booking links here: <a href="https://farmsunday.org/open-my-farm/top-tips-and-training">https://farmsunday.org/open-my-farm/top-tips-and-training</a>
			✓	✓	✓		FREE resources: registered hosts can order from 1 <sup>st</sup> March
				✓			16 <sup>th</sup> April, 8 weeks to go! Big push to encourage farmers to host LOFS 2023.
					✓		11 <sup>th</sup> May, one month to go! Final push to drive registrations.
						✓	Good luck! Well done! Thank you

## Public/visitors:

January, we issue a diary date press release to get LOFS, 11<sup>th</sup> June 2023 in calendars across Britain. From Easter we step up our public facing communications driving people to find a farm to visit. Our strategy includes boosting social media posts targets to audiences in the areas where events are taking place.

Dec	Jan	Feb	Mar	Apr	May	Jun	
	✓						Diary date 11 <sup>th</sup> June 2023: farming's annual open day!
				✓	✓	✓	Build social engagement: join conversations on social media – Facebook, Instagram and Twitter – like and share our posts
					✓	✓	Find a farm to visit: driving people to search for a farm to visit <a href="http://www.farmsunday.org/visit-a-farm">www.farmsunday.org/visit-a-farm</a>



## 2. Impacts - why we need your support

Research shows LEAF Open Farm Sunday is having a genuine, positive impact on visitors. With your support, we can increase our reach and impact by encouraging more farmers to open their gates and welcome the public on to farms to discover the world of farming in June.

Here are some of LOFS 2022 impacts and visitors' take home messages:

### Immediate impact:

- 85% of visitors have more trust in British farming, having visited a farm
- 79% learned something new about farming and food production
- 72% say they feel the industry is doing something to help combat Climate Change
- 49% said LOFS inspired someone in their group to consider a career in the agri-food sector.

### Long term impact:

- 98% have a better understanding of what 'sustainably produced' food means
- 96% said they have a greater appreciation for, and are more connected to farming
- 91% say they are more aware of, and interested in farming issues.
- 81% said that as a result of visiting a farm, they are doing things differently.

*"I have started using my local farm shop, and trying to buy only British products."*

### Farmer feedback:

Farmers love the opportunity to talk about what they are so proud and passionate about: British farming! For businesses with a diversification, it's a great way to reach new customers. Whether farmers take part to build community relations, promote all they do for the environment or inspire the next generation, taking part is fantastic PR for the whole farming industry.



## 3. Links

LOFS 2023 assets, logos and images – download from Dropbox [here](https://bit.ly/3Dxuao5). (<https://bit.ly/3Dxuao5>)

LOFS 2022 Impacts Report – the huge positive impact LOFS has on visitors and farmers alike: [https://issuu.com/linking-environment-and-farming/docs/lofs22\\_impact\\_report](https://issuu.com/linking-environment-and-farming/docs/lofs22_impact_report)

LOFS Feedback Scrapbook – an inspiring compilation of comments from LOFS22 visitors and host farmers – a lovely, impactful read! [https://issuu.com/linking-environment-and-farming/docs/lofs22\\_feedback\\_scrapbook](https://issuu.com/linking-environment-and-farming/docs/lofs22_feedback_scrapbook)

LOFS 2023 Farmer Information Pack – a whistle stop tour into the world of LOFS for farmers: [https://issuu.com/linking-environment-and-farming/docs/lofs-2023\\_information\\_pack?fr=sZjFmNDU1MzE5MTY](https://issuu.com/linking-environment-and-farming/docs/lofs-2023_information_pack?fr=sZjFmNDU1MzE5MTY)

LOFS website **[www.farmsunday.org](http://www.farmsunday.org)**:

- Step by step guide for farmers: <https://www.farmsunday.org/open-my-farm>
- For visitors, find a farm to visit: <https://farmsunday.org/visit-a-farm>





## 4. Assets - industry focussed

We have prepared a range of assets for you to use to promote LOFS to farmers and wider industry. Many can be edited/adapted to your specific audiences. Section 4.1 has general promotion text for farmers, section 4.2 promotes on the LOFS Breakfast Meetings to farmers.

Images, logos and social media graphics are available to download [here](https://bit.ly/3Dxua05). (<https://bit.ly/3Dxua05>)



### General text: 'Host an LOFS event'

#### Text for newsletters, website, Linked In, etc (263 words)

LEAF Open Farm Sunday is the industry's annual open day, where hundreds of farmers across Britain opening their gates to showcase British farming.

LEAF are calling for more farmers to get involved and welcome the public onto farm on LEAF Open Farm Sunday, 11<sup>th</sup> June 2023.

How many people have passed your farm and wondered what happens behind the farm gate? There is a genuine interest across society to learn about where food comes from, the work farmers do and how the countryside is managed.

Whether you host an event for 20 people or 200, the day is really rewarding, a great way to involve your local community and is hugely positive PR for British farming. A simple self-guided farm walk is all you need to offer, and LEAF have lots of free resources and top tips available to help with your planning including:

- how to manage your visitor numbers with the LOFS ticketing system
- planning and messaging for a farm walk
- creative activity ideas
- risk assessment templates
- creating a hand-washing station (*needed if you have livestock*)

Run your own event, collaborate with a local farmer or offer to help someone who is taking part this year and play your part in promoting British farming.

LEAF Open Farm Sunday will take place on 11<sup>th</sup> June 2023. Following registration, hosts will receive a handbook with guidance on how to organise a safe and engaging event. There is also a team of LEAF Open Farm Sunday ambassadors who are at the end of an email or phone to answer your questions.

To find out more visit [www.farmsunday.org](http://www.farmsunday.org)





## Shorter general text for Facebook / Linked In / Instagram (143 words)

The countdown is on – just **(enter time)** to go until LEAF Open Farm Sunday on 11<sup>th</sup> June. Will you be taking part? Run your own event, host a farm walk, collaborate with a local farmer or offer to help someone local.

Whether you host an event for 20 people or 200, the day is really rewarding, a great way to involve your local community and hugely positive PR for British farming.

With lots of free resources and top tips including how to manage your visitor numbers using the LOFS ticketing system, simple hand-washing solutions, through to communications support and creative activity ideas, LEAF are on-hand to support you as you plan your event.

How many people have passed your farm and wondered what happens behind the farm gate? Take part on 11<sup>th</sup> June and share your farming story. [www.farmsunday.org](http://www.farmsunday.org) #LOFS23

## Short general social media posts Twitter, Instagram or Facebook

*The below posts have been prepared for you to use on your own social media channels. You will also find a mixture of photographs and graphics to accompany these posts above.*

- Open your farm for @OpenFarmSunday 11<sup>th</sup> June 2023  
Together let's showcase British farming and all it delivers  
More information and register your event here: [www.farmsunday.org](http://www.farmsunday.org) #LOFS23
- For farmers interested in taking part in @OpenFarmSunday, but not yet ready to register their event, our LOFS information pack is a whistle stop tour into the world of LOFS for farmers  
#LOFS23 [Information Pack](#)
- Whether you host an event for 10 or 100 @OpenFarmSunday is great to involve your local community. Invite neighbours, schools & groups. Connect with the local community and build trust in British farming. Host an event & share your story. [www.farmsunday.org](http://www.farmsunday.org) #LOFS23
- How many people have passed your farm and wondered what happens behind the farm gate? Take part in @OpenFarmSunday on 11<sup>th</sup> June & share your farming story.  
Together let's showcase British farming  
[www.farmsunday.org](http://www.farmsunday.org) #LOFS23
- Whether you host an event for 10 people or 100, @OpenFarmSunday is great way to involve your local community. How many people have passed your farm and wondered what happens behind the farm gate? Take part on 11th June and share your farming story.  
[www.farmsunday.org](http://www.farmsunday.org) #LOFS23
- Host an @OpenFarmSunday event and you can access lots of FREE resources:
  - 📖 #LOFS23 Handbook full of top tips
  - 📄 posters, flyers & postcards
  - 🖼️ gate banner
  - 🎮 activities for visitors
  - 📄 information posters
  - 👤 LOFS Ambassador support
  - & more! [www.farmsunday.org](http://www.farmsunday.org)





- On Sunday 11th June farmers across Britain will open their farm and with more people spending time in the countryside, @OpenFarmSunday is calling for more farmers to take part. Host a simple farm walk for 20 people and play your part! #LOFS23 [www.farmsunday.org](http://www.farmsunday.org)
- The countdown is on – just **(enter time)** to go until @OpenFarmSunday on 11th June. Create your event to suit you - a farm walk for 30, or open day for 300. Join hundreds of farmers and celebrate the best of British farming. [www.farmsunday.org](http://www.farmsunday.org) #LOFS23
- On Sunday 11<sup>th</sup> June host a farm walk for 30 people & take part in @OpenFarmSunday. A host of FREE resources make Open Farm Sunday a unique event where you are supported throughout your planning & preparation. Together let's showcase British farming #LOFS23 [www.farmsunday.org](http://www.farmsunday.org)
- @OpenFarmSunday is great PR for British farming:  
Are you hosting a farm walk or opening your farm on Sunday 11<sup>th</sup> June?  
Together let's showcase British farming #LOFS23 [www.farmsunday.org](http://www.farmsunday.org)



### Promotion of the LOFS Breakfast Meetings

*The Breakfast Meetings take place from 16<sup>th</sup> February to 4<sup>th</sup> April.  
Details and links to book to attend in person are available here:  
<https://farmsunday.org/open-my-farm/top-tips-and-training>*

#### **Breakfast Meeting text for newsletters, website, etc (173 words)**

Always wanted to take part on LEAF Open Farm Sunday but never quite had the confidence to do it, or hosted for many years and looking for new inspiration? Join us at the #LOFS23 Breakfast meetings!

Taking place between February and April, the LOFS team are hosting a series of face to face meetings across Britain to support, inspire and upskill farmers thinking about taking part.

Topics covered will include managing visitor numbers, creative activity ideas, Q&A and how to ensure your visitors are safe on farm.

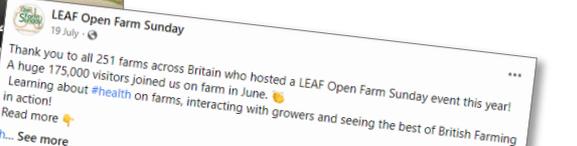
Whether you have hosted an event before or you're looking to take part for the first time, these helpful sessions are a great way to take the first step to planning your event on Sunday 11<sup>th</sup> June 2023. Register to attend a Breakfast Meeting here <https://farmsunday.org/open-my-farm/top-tips-and-training>

LEAF Open Farm Sunday will take place on 11<sup>th</sup> June 2023. Following registration, hosts will receive the LOFS Handbook with guidance on all aspects of your event, including how to ensure events comply with on-farm health and safety regulations. #LOFS23

#### **Short Breakfast Meeting social media posts for Twitter, Instagram or Facebook**

- Join @OpenFarmSunday Ambassadors at a #LOFS23 Breakfast Meeting to find out about opening your farm on Sunday 11th June. Practical information & top tips, inc. using a ticketing system to manage visitor numbers. <https://farmsunday.org/open-my-farm/top-tips-and-training>

- Are you considering hosting @OpenFarmSunday for the first time this year? Join the #LOFS23 Breakfast Meetings across Britain, February - April. A chance to network with likeminded farmers, share top tips, discuss ideas and learn from each other [www.farmsunday.org](http://www.farmsunday.org) #LOFS23
- Want to take part in @OpenFarmSunday but never quite managed to do it! Get the help, support and confidence you need at an #LOFS23 Breakfast Meeting, Feb-April. Find out about hosting an event, learn from one another, and meet like-minded farmers. [www.farmsunday.org](http://www.farmsunday.org)





## 5. Assets - public facing

We have prepared a range of assets for you to use to promote LOFS to the public to drive people to visit [www.farmsunday.org](http://www.farmsunday.org) to find a local farm to visit. Many assets can be edited/adapted to your specific audiences.



Images, logos and social media graphics are available to download [here](https://bit.ly/3WhTyFB). <https://bit.ly/3WhTyFB>



### General LOFS 'visit a farm' promotional text

*To encourage the public to search for a local farm to visit on LEAF Open Farm Sunday 11<sup>th</sup> June.*

### Text for newsletters, website, etc (177 words)

LEAF Open Farm Sunday returns on Sunday 11th June, as hundreds of farms across the country will be opening their gates for farming's annual open day. Showcasing farming's commitment to producing nutritious food more sustainably.

The day offers an opportunity for the public to visit a farm and get a glimpse into how their food is produced and what farmers do to manage the environment. Visitors can hear from farmers about where some of our favourite foods, from bread and cereals, to milk, meat, fruit and vegetables come from. Many events will also have interactive activities on the farm, such as hunting for mini beasts, worm counts and pond dipping, alongside the chance to learn how farmers manage a healthy environment for wildlife to thrive, exploring field margins, hedges and woodland too. Just as each farm is unique, so is each LEAF Open Farm Sunday event – but one thing is for sure: visitors of all ages are in for a fun and fascinating day out!

To find out more and discover your local farm, go to [www.farmsunday.org/visit-a-farm](http://www.farmsunday.org/visit-a-farm)

### Longer text for Facebook / Linked In / Instagram (185 words)

Visit a farm on Sunday 11<sup>th</sup> June, for a fun filled, educational day out!

LEAF Open Farm Sunday will see hundreds of farms across the country opening their gates for farming's annual open day!



The day offers an opportunity for you to visit a farm and get a glimpse into how your food is produced, and what farmers are doing to manage the countryside.

Every event is unique, and there will be opportunities to hear from farmers about where some of our favourite foods, from bread and cereals, to milk, meat, fruit and vegetables come from. Many events will also have interactive activities on the farm, such as worm counts, pond dipping and hunting for mini beasts, alongside the chance to learn how farmers manage a healthy environment for wildlife to thrive, exploring field margins, hedges and woodland too. Just as each farm is unique, so is each LEAF Open Farm Sunday event – but one thing is for sure: visitors of all ages are in for a fun and fascinating day out!

To find out more and discover your local farm, go to [www.farmsunday.org/visit-a-farm](http://www.farmsunday.org/visit-a-farm) #LOFS23

### Social media posts

*The below posts have been prepared for you to use on your own social media channels. You will also find a mixture of photographs and graphics to accompany these posts above.*

### Short general posts for Twitter/ Facebook / Instagram

- LEAF Open Farm Sunday takes place on Sunday 11<sup>th</sup> June, find your local farm to visit! [www.farmsunday.org](http://www.farmsunday.org) #LOFS23
- On Sunday 11<sup>th</sup> June, hundreds of farms across the country will be opening their gates for farming's annual open day, LEAF Open Farm Sunday. Showcasing farming's commitment to producing nutritious food more sustainably! #LOFS23  
Find out more: [www.farmsunday.org](http://www.farmsunday.org)
- Discover the world of farming on Sunday 11<sup>th</sup> June, by visiting a LEAF Open Farm Sunday event!  
Events vary in size and style, with all events offering a fun, educational day on farm. #LOFS23  
Find a farm local to you: [www.farmsunday.org](http://www.farmsunday.org)
- We're bleating about farming! LEAF Open Farm Sunday takes place on Sunday 11<sup>th</sup> June, and you are invited to an event! Have a look at farms opening their gates near you: [www.farmsunday.org/visit-a-farm](http://www.farmsunday.org/visit-a-farm) #LOFS23
- Have a Moo-ch around a farm on LEAF Open Farm Sunday! Discover the world of farming and gain an informed insight into where your food comes from.  
Sunday 11<sup>th</sup> June 2023, find your local farm here: [www.farmsunday.org/visit-a-farm](http://www.farmsunday.org/visit-a-farm) #LOFS23
- Get into the roots of farming and visit a farm for LEAF Open Farm Sunday! On Sunday 11<sup>th</sup> June, hundreds of farms will be opening their gates to the public, highlighting all that they do!  
[www.farmsunday.org/visit-a-farm](http://www.farmsunday.org/visit-a-farm)  
#LOFS23





## 6. Contact us

LEAF Open Farm Sunday Manager: Annabel Shackleton Tel: 07912 463151  
Email: [Annabel.Shackleton@leaf.eco](mailto:Annabel.Shackleton@leaf.eco)



LEAF Public Engagement Coordinator: Tabitha Salisbury Tel: 07704 409218  
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General enquiries:  
Email: [lofs@leaf.eco](mailto:lofs@leaf.eco) Tel: 02476 413911



### Social channels:

Twitter: @OpenFarmSunday  
Instagram: @OpenFarmSunday  
Facebook: @LEAFOpenFarmSunday  
LinkedIn: Linking Environment And Farming (LEAF)



### LOFS Ambassadors:



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## 7. About LEAF

LEAF Open Farm Sunday is managed by LEAF (Linking Environment And Farming) - the leading organisation delivering and promoting Climate Positive action, thriving, resilient and exemplar agro-ecological farming at an increasingly global level.

Working with farmers, the food industry, scientists, environmentalists, teachers, young people and consumers we are looking at new ways to deliver productivity and prosperity among our farmers, enrich the environment and engage young people and society in a valuable and meaningful way.

LEAF set up and has managed LEAF Open Farm Sunday since it began in 2006. (LEAF is a registered charity no: 1045781. LEAF, Stoneleigh Park, Warwickshire CV8 2LG)

LEAF Open Farm Sunday 2023 will take place on 11<sup>th</sup> June. Register to host an event at [www.farmsunday.org](http://www.farmsunday.org). Future dates are: 9th June 2024, 8th June 2025.



### LOFS Principal Sponsors

Thank you to our LEAF Open Farm Sunday sponsors, which include:

AHDB, Arla Foods, Asda, BASF, Co-op, Defra, Farmers Weekly, Frontier Agriculture, John Deere, LEAF Marque, NFU, Sainsbury's, Tesco and Waitrose.

