



PRESS RELEASE

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“Frame the narrative. Direct the action. Be the hero.”

The organisers of Open Farm Sunday (OFS), LEAF (Linking Environment And Farming), are supporting farms of all sizes with advice and free resources to showcase British farming on 9th June 2024.

Now in its 18th year, the industry’s annual open day provides an opportunity for every farmer to put their stories centre stage and promote a positive image of the industry.

Annabel Shackleton, OFS Manager, says welcoming visitors on farm doesn’t have to be complicated:

“It’s a misconception that you need a blockbuster budget and an army of volunteers to host an event - that’s not the case. There is real scope to develop an Open Farm Sunday format that works for you and allows you to build your confidence by starting small.

“We’d really like to encourage more farmers to dip their toes in the water. Putting on community-focussed farm walks for smaller groups gives you a chance to trial Open Farm Sunday in a way that’s manageable and fun for all.

The Open Farm Sunday Handbook provides a step-by-step guide to hosting different types of events, with practical guidance on controlling visitor numbers through to risk assessments. Farms that register can also order free resources, produced by LEAF and OFS sponsors such as posters, signage, gate banners, ‘ask me’ badges and give-aways for children.

From hedgerows and habitats within the landscape, to soil health and biodiversity (just to name a few) there are plenty of topics and activities to engage and inspire visitors.

LEAF research shows that 62% of last year’s visitors reported they wanted to hear more farming stories.

“We know that most farmers don’t consider themselves ‘heroes’, however Open Farm Sunday provides a fantastic opportunity to communicate your achievements, high standards and commitment to sustainability,” adds Mrs Shackleton.

“Energy and enthusiasm are the two most important factors for delivering a fun and memorable day. One in five visitors have never visited a farm before so what you consider ‘every day’ activities, are fascinating and a whole new world to most people.”

Visit the [OFS website](#) to find out more about putting on an OFS event and the support available.

ENDS

NOTES TO EDITOR

- **For further information**, please contact the Open Farm Sunday Press Office at Pinstone:
Becky George – b.george@pinstone.co.uk Phone: 01568 313 122 or
Rebecca Beaumont – r.beaumont@pinstone.co.uk Phone: 01568 617666
- **Keep up to date with all the Open Farm Sunday news and join in the online conversations using #OFS24:**
 - X (Twitter): @OpenFarmSunday
 - Facebook: @LEAFOpenFarmSunday
 - 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
- This year Open Farm Sunday comes of age – 18 years in the making and open to all! The OFS team at LEAF are ready to support farmers across Britain to take part to make Open Farm Sunday 2024 the best ever! www.farmsunday.org
- With thanks to our Open Farm Sunday principal sponsors: AHDB, Arla Foods, Asda, BASF, Coop, Defra, Frontier Agriculture, John Deere, LEAF Marque, M&S, McDonald’s, NFU, Sainsbury’s, Tesco, and Waitrose.
- Open Farm Sunday 2024 will take place on 9th June 2024.
Register to host an event at www.farmsunday.org
- To contact the Open Farm Sunday team direct:
Email: OpenFarmSunday@leaf.eco Tel: 02476 413911 Mob: 07912 463151