



Newsletter and website content

The below text has been prepared to add to your newsletter and/or website to promote LEAF Open Farm Sunday on 27th June 2021. If you would like a blog from a host farmer or LOFS ambassador, please get in touch via openfarmsunday@leafuk.org

GENERAL POST (278 words)

LEAF Open Farm Sunday, and hundreds of farmers across Britain, will celebrate 15 years of hosting events on-farm this June.

With staycations and trips to the countryside increasing, LEAF are anticipate more people than ever will want to visit a farm on Sunday 27th June and are calling far more farmers to get involved.

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 27th June 2021. 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