

Showcasing British Farming

LEAF Open Farm Sunday is the farming industry's annual open day. It unites the whole farming industry and has a huge impact in raising public awareness and understanding of farming and all it delivers.

This year, the sun shone and families across Britain headed out onto farms in their thousands with the highest number of visitors since the campaign started in 2006. Hundreds of farms opened across the UK, with over a quarter taking part for the first time. Events spanned all shapes, sizes and enterprises featuring a range of activities, from organised farm walks for a few local people, to larger events which attracted thousands of visitors.

The total number of visitors to LEAF Open Farm Sunday events over the last 13 years has now reached over 2.2 million, demonstrating the enormous popularity of the day. Thank you to all the farmers and their helpers who ran events – all of them make a huge difference to how the public perceive farming and understand its value.







Number of events

362

Record number of visitors

293,650





Total number of visitors since LOFS began

.2 million

Our Visitors







90%
Told us they learned something new

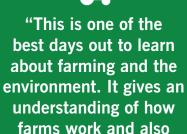
2in5
Visitors had never visited a farm before



We called on the public to get out onto farms to show their support for British farming and this is exactly what they did, in their thousands! This year saw a record breaking 293,650 people visit a farm to discover more about what goes on behind the farm gate.

LEAF Open Farm Sunday provides a unique opportunity for everybody to discover more about the huge diversity of the farming industry. It reaches out to people who would not normally have the opportunity of visiting a farm with 38% of our visitors telling us they had never been to farm before. It also provides people with new insights into the farming industry, what it delivers beyond food production and its relevance to their everyday lives. 90% of visitors said that their knowledge of the industry had increased following their LEAF Open Farm Sunday experience.

47:53
Urban/Rural split of visitors



machinery used."

some of the modern

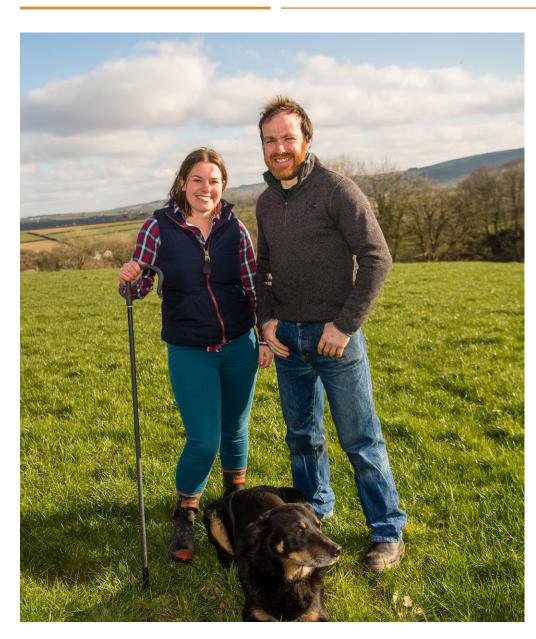




Our Farmers









"It was a highly rewarding and satisfying experience. To see the genuine interest and delight of the people at watching a cow being milked or touching a calf was a real pleasure."

Farmer

LEAF Open Farm Sunday host farmers are at the heart of its success. It is their passion, inspiration commitment and willingness to share their story that makes it such a special day. Thank you to all the 362 farmers who took part this year and to the thousands of helpers who support them on the day.

Farms across the British Isles opened up – from Jersey to the Isle of Mull – all showcasing the breadth and diversity of the British farming industry, representing all sectors, from dairy to horticulture.

This year, we saw the biggest increase in farms from the dairy, sheep and cereals sectors compared with 2017. All farmers were united in their desire to inform the public about food and farming.

As well as helping to raise the profile of the industry, farmers also tell us they gain other benefits from running a LEAF Open Farm Sunday event, including raising their local profile, increasing sales and providing an opportunity to support charitable causes.

26%

Took part for the first time



Our **Sponsors**





LEAF Open Farm Sunday unites the whole industry. Its success relies on the financial and in-kind support we receive from our sponsors and supporters. Their generous support enables us to provide host farmers with some fantastic free resources, access to a team of LEAF Open Farm Sunday Regional Co-ordinators, run a far-reaching national media campaign and provide exciting visitor materials which engage and inform everyone about farming and food production.

The level of support we receive from right across the farming sector is what makes LEAF Open Farm Sunday such a special day in the farming calendar. We have built strong relationships with all our sponsors - many having supported LEAF Open Farm Sunday since the start of the campaign.

Their commitment often goes far beyond providing financial support by promoting LEAF Open Farm Sunday widely through social media, on their own websites and through in-store promotions. Many of them get involved on the day itself too with their staff supporting events and speaking with visitors.

Our sponsors represent a wide range of industry sectors from supermarkets, machinery manufactures, plant protection companies and dairy cooperatives, through to government and the farming media. This support shows the commitment from right across the industry to support farmers and reach out to the public to showcase British farming.

Huge thanks to all our 2018 sponsors as well as to Quality Meat Scotland (QMS) for supporting LEAF Open Farm Sunday in Scotland.

Sainsbury's Resources for Host Farmers:









































Our **Highlights**



pieces of media

coverage pre LOFS

In the media spotlight

LEAF Open Farm Sunday certainly hit the headlines this year. Our far-reaching, national trade and consumer media campaign across broadcast, print and on-line had a huge impact in encouraging farmers to take part and driving visitors onto farms. Highlights included over 800 pieces of national and regional coverage including: The Telegraph, The Sun, Waitrose Weekend, Country Living, Delicious and First News; and on national television's Money Saving Expert, Good Morning Britain and This Morning. Over thirty local radio stations from BBC Radio Cornwall to BBC Radio Orkney featured LEAF Open Farm Sunday and once again, it achieved extensive airtime on Radio 4's The Archers.



Government support

Government support for LEAF Open Farm Sunday came from the highest level. Defra Secretary of State, Michael Gove visited Tuesley Farm in Surrey where he saw examples of the sustainable farming methods used to produce fruit to the LEAF Marque standard and also met with scientists from Rothamsted Research and NIAB EMR - a LEAF Innovation Centre.



LEAF Speak Out Toolkit

New for 2018 was our LEAF Speak Out Communications Toolkit, an online resource for farmers providing them with the skills, know-how and confidence to tell their farming story answer tricky questions and address misconceptions. Featuring videos, ried and tested tips, the easy to use resource helps farmers inspire, enthuse and engage visitors in the world of farming.

Our grateful thanks to the Crop Protection Association for supporting this new resource.





On social media

social reach on the 10th June alone

more Twitter impressions than last vear

17m 65% 875k

LEAF Open Farm Sunda Facebook impression



A range of new services and resources were developed this year to support farmers doing LEAF Open Farm Sunday for the first time. These included a new focused website page, case studies and bespoke resource packs. Also new for 2018 was a ticketing service to help farmers manage and plan ahead for visitor numbers.

Science on the Farm

Visitors were able to explore the science and technology behind farming, thanks to a range of fantastic resources including posters, teachers notes and animated videos – all funded by BBSRC (Biotechnology and Biological Sciences Research Council) – thank you.



UK Research and Innovation





LEAF Open Farm School Days

Over 3,000 students from urban and rural areas visited farms this June as part of our LEAF Open Farm School Days initiative which inspires young people about farming and the many career opportunities in the agri-industry. The LEAF Education team supported many of the visits offering resources and expertise to help farmers maximise curriculum links and raise awareness amongst teachers of the wide range of learning opportunities on a farm. Our grateful thanks to the Henry Sale Foundation, The Nineveh Charity Trust and The CLA Charitable Trust for supporting a number of LEAF Open Farm School Days events.



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