



LEAF Open Farm Sunday Three-Year Strategy 2021-2023

Managed by LEAF (Linking Environment And Farming) – transforming farming and food systems

Foreword:

The next chapter in LEAF's work sets out a bold **10-Year Strategy 2021 – 2031** to deliver **Positive Action for Climate, Nature, Economy and Society**. 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.

We are driven by a mission to do things differently, better and smarter. We are creating solutions to catalyse change and build on the successes of what we have achieved so far. Our work will be guided by three cross-cutting themes: **Health, Diversity and Enrichment**.

For society, these cross-cutting themes encompass the following:

- **Health** - Farming's role in supporting the health and wellbeing of our society, through food and the environment – now is the time for the farming sector to take an active part in helping put food and the environment centre stage in this discussion with practical solutions for physical and mental health.
- **Diversity** - Understanding more the barriers of engagement, through learning from, and appreciating, the vibrancy and diversity of society, cultures and diets.
- **Enrichment** - Feeding the minds of young people, driving skills and ambitions, whilst enriching the lives and minds of wider society to act as global citizens supporting climate positive farming and food sectors.

LEAF Open Farm Sunday has a key part to play in our journey to deliver meaningful and scalable change for our farming and food sector to support the health of our planet and people, build diversity in our environment and food systems, and enrich our lands and minds.

We are living in unprecedented times which has led to people re-evaluating their lives, more people cooking from scratch, an increased interest in food provenance and sustainably sourced food, the environment and climate change. Now is the time to boost our LEAF Open Farm Sunday activities to help society live a more healthy and sustainable lifestyle, and to support farmers to demonstrate to the public the climate positive actions they are taking, their role as stewards of the countryside and producers of safe nutritious food.

INTRODUCTION:

LEAF Open Farm Sunday is firmly established as farming's annual open day connecting over a quarter of a million people with British farmers to discover the world of farming and build public trust and understanding in farming and food production. With LEAF Open Farm Sunday 2020 cancelled due to the Covid-19 pandemic, the campaign has grown to embrace technology and bring farming closer to people's lives with virtual farm visits through LEAF Online Farm Sunday.

This document sets out a new three-year strategy for LEAF Open Farm Sunday and its associated public engagement activities. It builds on the successes and feedback on LEAF Online Farm Sunday, which saw hundreds of people enjoy virtual farm visits across the British Isles and further afield. This strategy supports the delivery of LEAF's new overarching 10 year strategy: 'LEAF for the Future: our new 10 year strategy 2021-2031 - Delivering Positive Action for Climate, Nature, Economy and Society.'

This LOFS strategy which will run from 2021-23, will focus on:

- Building the LOFS brand to ensure a continued positive impact on the whole farming industry and society
- Enriching the lives and minds of wider society to act as global citizens supporting climate positive farming
- Building our community of LOFS farmers to keep them motivated to share their farming stories
- Collaborating with supporters to gain maximum reach and impact, and we will
- Innovate and inspire – taking action from insight and being creative in delivery.

The LOFS campaign will be reviewed annually and adjustments to this three-year strategy made accordingly.

PART 1: AIMS AND AMBITION

LEAF Open Farm Sunday helps to deliver LEAF's vision and mission:

- *Our vision*
'A global farming and food system that delivers Climate Positive action, builds resilience and supports the health, diversity and enrichment of our food, farms, the environment and society.'
- *Our mission*
'To inspire and enable more circular approaches to farming and food systems through integrated, regenerative and vibrant nature-based solutions, that deliver productivity and prosperity among farmers, enriches the environment and positively engages young people and wider society.'

Aims:

The overarching aims of LEAF Open Farm Sunday and its associated wider public engagement activities are:

- To enrich the lives and minds of wider society to act as global citizens supporting climate positive farming and food sectors
- To provide a memorable experience, connecting over a quarter of a million people each year with farmers, food production and the countryside in an informative and engaging way.
- To give farmers the skills, confidence and resources to effectively unite to promote the farming industry, engage with society and communicate the vital work they do, what they deliver and how farming impacts on all our lives.

Global responsibility:

LEAF Open Farm Sunday makes a positive contribution to the delivery of 11 of the 17 United Nations Sustainable Development Goals – developed by the United Nations in 2015 for 2030.



Goal 2: ...achieve food security & improved nutrition & **promote sustainable agriculture**

Goal 3: Ensure **healthy lives and promote well-being for all at all ages**

Goal 4: ...quality education & **promote lifelong learning opportunities**

Goal 5: Achieve **gender equality & empower all women and girls**

Goal 6: Ensure availability and **sustainable management of water** and sanitation for all

Goal 7: Ensure access to affordable, reliable, **sustainable & modern energy for all**

Goal 11: Make cities and **human settlements inclusive, safe, resilient & sustainable**

Goal 12: Ensure **sustainable consumption** & production patterns

Goal 13: Take urgent **action to combat climate change** & its impacts

Goal 15: ...promote **sustainable use of terrestrial ecosystems... & halt biodiversity loss**

Goal 16: Promote peaceful & **inclusive societies for sustainable development...**

PART 2: LOFS STRATEGY 2021-23

Our LOFS strategy encapsulates the enthusiasm, passion and drive that many involved in LEAF Open Farm Sunday experience, and expresses them in five key strategies:

1. **Build the LOFS brand**
2. **Enrich the lives and minds of wider society**
3. **Build our farmer community**
4. **Collaborate with supporters**
5. **Innovate and inspire**

1. Build the LOFS brand - to ensure a continued positive impact on British farming and wider society

We will do this by...

For society:

- Creating more opportunities to connect with farming and 'meet a farmer'. In 2021:
 - LEAF Open Farm Sunday on-farm visits on 13th June
 - LEAF Online Farm Sunday 28th March and 26th September
 - plus short virtual visits to farms on the first Sunday of each month
- Stronger, broader, deeper messaging and reaching out to new audiences.
- Celebrating British farming and all it delivers whilst recognising that food security and climate change are global issues (approx. 40% food consumed in the UK is imported)
- Extend engagement throughout the year with a planned social media campaign to keep farming in the hearts and minds of the British public - maximising the opportunity to travel across Britain and worldwide through Facebook live virtual farm tours to see different farm enterprises, habitats, and connect with the characters who farm there.

For farmers:

- Inspiring and re-energising host farmers to take part in LOFS, to share experiences, ideas and enthusiasm
- Provide clear leadership to guide and support farmers to engage with the public effectively.

For stakeholders:

- Build stronger connections with our sponsors, networks, organisations and businesses to reach out to farmers, the wider industry and consumers to promote LOFS21.

2. Enrich the lives and minds of wider society - to act as global citizens supporting climate positive farming and food sectors

We will do this by...

For society:

- Provide trustworthy, unbiased information which inspires consumers, helps them to make better, informed choices and nudges them forwards to healthier lifestyles and food choices, acting as global citizens supporting climate positive farming and food sectors
- Help the public to understand and value the health and welfare benefits of nutritious food and the natural environment.

For farmers:

- Share with farmers insights from LOFS and wider society, so they better understand consumers and are more prepared to effectively engage with the public and win their trust and support
- Encourage and support farmers to share their amazing stories - showcasing their agro-ecological approaches, environmental enrichment and their commitment to drive change and deliver more sustainable farming.

For stakeholders:

- Collaborate with partners to share information and resources to effectively engage with society to change attitudes and behaviours, build trust and understanding in sustainable farming and food production, and drive positive action for climate, nature, economy and society.

3. Build our community of LOFS farmers

We will do this by...

For farmers:

- Motivating and re-energising LOFS host farmers by boosting communications, sharing insights, feedback and top tips, through blogs, vlogs, zooms, website information and more.
- Involving our community of LOFS host farmers throughout the year, showcasing and celebrating farming across the British Isles.
- Build a stronger support network for LOFS farmers led by a new, upskilled team of LOFS Ambassadors. Build on the energy, personal contact and skills of farmers, keeping them engaged and motivated to communicate their farming story.

4. Collaborate with supporters

We will do this by...

For stakeholders:

- Regular communications with sponsors, supporters and industry stakeholders to keep everyone informed and updated with LOFS information and encourage them to promote LOFS.
- New assets for stakeholders to share through their communications channels.

5. Innovate and inspire

We will do this by...

For society, farmers and supporters:

- Research and measure impact to ensure activity is based on evidence
- To find new ways of working to reach out to new audiences
- Be creative and responsive in the way we deliver the campaign to inspire and entertain!

PART 3 TACTICS, FOCUS AND THEMES

Primary focus:

LEAF Open Farm Sunday, 13th June 2021 (12th June 2022, 11th June 2023)

- On-farm visits – *Covid-permitting*
- 2021 is our 15th anniversary LEAF Open Farm Sunday – farming's annual open day.

Secondary focus:

LEAF Online Farm Sunday x 2

- Discover the world of farming in Springtime **Sunday 28th March 2021**
- Discover the world of farming in Autumn **Sunday 26th September 2021**
- A programme of short virtual farm tours broadcast live on Facebook, plus farmers are invited to post videos, photos, stories which we will share and like.

Plus:

Monthly Facebook live virtual farm visits

- To keep farming in the hearts and minds of the public – following the farming year; sharing more farming stories
- 1st Sunday of each month one farmer live on LOFS Facebook channel in the afternoon.

Themes for 2021...

To provide a focus for messaging across LOFS activities – on-farm and online events.

To build the conversations between farmers and wider society around sustainable food, farming, the environment and climate change.

The focus for key messages will be:

- Health and wellbeing – healthy soil, healthy crops = a varied diet for our health
- Climate change – how our food choices impact on farmers and the planet

Call to action...

Building the conversations. Nudging people to take action. Debating the topics.

We recognise that everyone, farmers and wider society, have to act now and take positive action on climate change.

- All LOFS activity will be showing society: this is the positive action farmers are doing to mitigate climate change.
- We will be challenging society with a call to action – what are you going to do to support this?

PART 4. MOVING FORWARDS: OUR 3 YEAR PLAN

It is anticipated that this strategy for 2021 will be rolled out in 2022 and 2023.

A full review of the year's LOFS activities (live and virtual) will take place in Autumn 2021 and adjustments made accordingly.

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