



LEAF Open Farm Sunday
News in Brief – new date
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LEAF Open Farm Sunday to move to last weekend in June

Following official announcements on the roadmap out of lockdown in England, the LEAF Open Farm Sunday (LOFS) team has decided to move the date of its flagship event to Sunday 27th June, two weeks after the original date planned.

LOFS Manager, Annabel Shackleton, said:

“By 27th June, restrictions should be lifted for most parts of the country, allowing events to go ahead with minimal risk, giving our farmers and the public confidence to enjoy a safe, informative and fun day out on farm as they always have.”

Anticipating that LEAF Open Farm Sunday will be more popular than ever this year after several months of restricted activity and many country shows cancelled, Ms Shackleton is encouraging as many farmers as possible to open their farm gates in June for socially distanced farm walks and talks.

Host farmers are also being asked to use a booking system this year, whether through the LOFS TryBooking ticketing service, Facebook, or their own, in order to avoid overcrowding. This will help keep staff and visitors Covid-safe, and to inform visitors in case of any changes in plans.

“Big events may not be practical this year, but if the public is surging to the countryside, we’d love to see hundreds of smaller events taking place,” said Ms Shackleton. *“This is an excellent opportunity to share the farming, sustainability and food production story, but also, crucially, how to respect the countryside as we head into the summer holidays, which may see many more people spending time in rural areas for their staycation.”*

LOFS is working with farmers to produce a series of films offering support on hosting events, and guidance on complying with Covid-safe measures. More details will follow later this month.

Although the last weekend in June will be the ‘official’ 2021 date, farmers across the UK wishing to host the Sunday before or after will have access to the same LOFS support and resources.

To find out more and to register see www.farmsunday.org.

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For further information and images please contact Susannah Pate or Rebecca Dawes at Jane Craigie Marketing on: susannah@janecraigie.com 07841 194 897 or rebecca@janecraigie.com or 07792 467730

BOX: LOFS Social media

Facebook: @LEAFOpenFarmSunday

Twitter: @OpenFarmSunday

Instagram: @OpenFarmSunday

BOX: Summary of LOFS21 activities

- **LEAF Open Farm Sunday, 27th June 2021** – *fifteenth anniversary LOFS*. Farmers across the British Isles are encouraged to open their farm gates, follow social distancing regulations, and welcome visitors onto farms to find out about the world of farming.
- **LEAF Online Farm Sunday, 28th March 2021 & 26th September 2021** – two Sundays packed with virtual farm tours, videos, photos and farming stories broadcast across social media to give the public an insight into different farm enterprises - all in a day!
- **1st Sunday of each month, more virtual farm visits** – broadcast live on LOFS Facebook, featuring a different farmer each month throughout the year.

Editors' notes:

- 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 Open Farm Sunday 2021 will take place on 27th June 2021. If there are tighter restrictions due to Covid, another digital day of virtual farm tours will be organised. Register to host an event at www.farmsunday.org.
- LEAF Online Farm Sunday virtual farm tours will take place on Sunday 28th March and 26th September, live on Facebook @LEAFOpenFarmSunday, and across Twitter @OpenFarmSunday and Instagram @OpenFarmSunday
- Sponsors of LEAF Open Farm Sunday include: AHDB, Arla Foods, Asda, BASF, Co-op, Defra, Farmers Weekly, Frontier Agriculture, John Deere, Kellogg's, LEAF Marque, NFU, Sainsbury's, Tesco and Waitrose.