



PRESS RELEASE

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Open Farm Sunday; 18 years in the making and open to all in 2024

This year Open Farm Sunday, managed by LEAF (Linking Environment And Farming), celebrates its 18th anniversary with a focus on encouraging more farmers to open their gates, tell their unique stories and put farming centre stage.

Taking place on 9th June 2024 the farming industry's annual open day aims to build trust, connect people, and promote the value of farming with nature.

Open Farm Sunday Manager, Annabel Shackleton, has a clear message to inspire even more farmers to host events this year:

“Every farm’s story deserves to be heard, appreciated, and understood. There’s a fantastic opportunity to engage more of the public with how their food is produced and show our farmers as guardians of the earth.

“Opening your gates and sharing your farming stories, opens the public’s mind to discover the world of farming. Whatever the scale or type of event you choose to organise, every event matters and every farm can benefit from being involved.

“The magic happens when visitors talk with farmers and see farming firsthand. The conversations have a lasting positive impact helping people to value the work farmers do, the food they eat and to make more informed food choices. For some, it also inspires them to consider a career in farming.”

To actively support farmer engagement, LEAF’s 2024 Open Farm Sunday campaign launches with an on-farm event on 20th March at Bragborough Hall in Northamptonshire.

The free event includes workshops and presentations from education, PR specialists, the OFS team and experienced host farmers. It is a fantastic opportunity for farmers to upskill, meet experienced hosts, share activity ideas, pick up marketing tips and resolve any concerns. Places are limited (two free places per farm) and interested parties can register to attend on the [Open Farm Sunday website](#).

The Open Farm Sunday team is also holding a series of online Zoom meetings between 27th March and 22nd May to provide additional support across a range of topics. From ‘where to start’ and

‘managing visitor numbers’ through to ‘last minute questions and support,’ these 30-minute presentations are followed by a 15-minute Q&A session. Visit the [OFS website](#) to register.

A flagship event in the farming calendar, Open Farm Sunday brings together organisations from across the supply chain to demonstrate what goes into producing nutritious food while farming with nature and managing the countryside.

“We continue to work closely with our sponsors to reach their farming networks to fulfil the ambitious targets we’ve set ourselves for 2024. To achieve this, we have lots of free resources, guidance, and support to make hosting an Open Farm Sunday event as straightforward as possible.

“This is an open invitation to farmers to get involved. By working together, we can really showcase every aspect of British farming,” concludes Mrs Shackleton.

ENDS

NOTES TO EDITOR

- **For further information**, please contact the Open Farm Sunday Press Office at Pinstone:
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- **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 <https://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:

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