



PRESS RELEASE

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Open Farm Sunday cultivates connections at the House of Lords

Leading figures from food and farming gathered at the House of Lords on 4 December for a reception celebrating 18 successful years of Open Farm Sunday and the unveiling of LEAF's (Linking Environment And Farming) new strategy for the industry's flagship annual open day.

The reception hosted by long-time supporter Lord Donald Curry, aimed to foster deeper collaboration and commitment among key stakeholders, reinforcing the importance of public trust and community connections to deliver a more resilient supply chain.

Former NFU Mutual chair, Lord Curry, stressed the importance of continuing efforts to bridge the gap between consumers and farmers and the valuable role that Open Farm Sunday plays in increasing accessibility and understanding of sustainable, climate positive farming.

A new campaign theme, 'Cultivating Connections' was announced by LEAF's chief executive, David Webster, while outlining a transformative vision for Open Farm Sunday.

"Our new strategy aligns with LEAF's objectives to connect, build trust, and educate the public on sustainable farming practices," said Mr Webster.

"Open Farm Sunday is an opportunity for retailers and branded manufacturers across the food supply chain to come together and build links between the public and the farms that supply their businesses.

"By cultivating connections across the food supply chain Open Farm Sunday has helped connect hundreds of thousands of people to farming and food production.

"We want to inspire a deeper appreciation of how farmers are working with nature to protect and regenerate our environment while producing the food we all need to live. Now in our eighteenth year, Open Farm Sunday is a unique and powerful moment in time to showcase the intrinsic connections between food, farming and nature. Food connects us all."

Open Farm Sunday manager, Annabel Shackleton, highlighted the vital role sponsors have played since the industry's flagship day launched in 2006. Their support has made it possible to deliver a total of 6,087 events and welcome 3.25 million visitors.

Mrs Shackleton spoke of the ambition to expand the number of farms participating and opening their farm gates to the public. She introduced two host farmers who shared their experiences of connecting with their local communities and the benefit it delivers through showcasing how they farm with nature.

The event concluded with Mr Webster thanking attendees; "Open Farm Sunday has incredible support from a cross-section of the whole food and farming industry and we're grateful for the role everyone plays.

"For me, this event is all about holding our heads high and saying, 'What we do really matters.' That, I believe, is worth celebrating."

Next year's Open Farm Sunday takes place on 8 June during LEAF's educational Farming Fortnight programme. Registrations are now open, or for more information visit www.farmsunday.org.

ENDS

NOTES TO EDITOR

- **For further information**, please contact the Open Farm Sunday Press Office at Pinstone:
Becky George – b.george@pinstone.co.uk Phone: 01568 313 122 / 07775 561412
- **Watch the OFS 2024 highlights video:** <https://vimeo.com/956080432/5810ac335c?share=copy>
- **Keep up to date with all the Open Farm Sunday news and join in the online conversations using #OFS25:**
 - X: @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 www.leaf.eco
- The OFS team at LEAF are ready to support farmers across Britain to take part to make Open Farm Sunday 2025 and connect more people with farming than ever before!
www.farmsunday.org

- With thanks to our Open Farm Sunday principal sponsors: AHDB, Arla Foods, BASF, Co-op, Defra, Frontier Agriculture, John Deere, LEAF Marque, M&S, McDonald's, NFU, Sainsbury's, Tesco, and Waitrose.
- Open Farm Sunday 2025 will take place on 8th June 2025.
Register to host an event at www.farmsunday.org
- To contact the Open Farm Sunday team direct:
Email: OpenFarmSunday@leaf.eco Tel: 02476 413911 Mob: 07912 463151