



PRESS RELEASE

22/01/25

Open Farm Sunday organisers boost support for host farmers

LEAF (Linking Environment And Farming) is offering their best-ever support package for hosts of Open Farm Sunday (OFS) events in 2025. The aim is to connect more farmers with consumers and bridge the knowledge gap by educating communities about farming with nature.

The event organisers have scheduled two free in-person workshops in March, a series of nine Zoom webinars running from late January to May, alongside a handbook with everything hosts could need to know, offering guidance and ideas to both novice and seasoned host farmers.

The five-hour workshops will be held in Yorkshire and Berkshire, providing direct, hands-on learning and shared experiences from past hosts. The webinars will address a broad range of topics for running successful events, including logistics, publicity, visitor engagement, and safety protocols.

Open Farm Sunday Manager, Annabel Shackleton, believes it has never been more important to connect the public with farming, and she encourages farmers to get involved and open their gates on 8th June 2025:

“This year, we’re firmly focussed on really building on our farmer support, equipping more farmers with the right guidance and tools to host an OFS event in June. By connecting with consumers and inspiring the public to appreciate the sustainable farming practices that

nurture nature, we can show how we produce food they can trust, while protecting the environment,” she says.

“Open Farm Sunday provides a powerful platform to connect, engage and enlighten the public about the amazing work farmers do – whether that’s on a small family farm through to large scale farm enterprises. We’re here to help make farmer’s OFS journey as straightforward as possible and support even more farms to get involved.”

The event’s 2024 impact report indicates that 96% of visitors left with a greater appreciation of the work farmers do, while 91% visitors were motivated to buy more British produce. This research highlights the benefit of engaging with the public to build greater consumer confidence and understanding.

“Making farming relatable and relevant to people depends on having access to farms to see for themselves what’s involved. Open Farm Sunday can really help bring that to life and cultivate positive connections,” adds Mrs Shackleton.

For additional information about Open Farm Sunday and details on how to become a host or to book your place at the upcoming workshops and webinars, please visit

www.farmsunday.org.

ENDS

NOTES TO EDITOR

For further information, please contact the Open Farm Sunday Press Office at Pinstone:

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In-person host farmer workshops

- **Yorkshire — Stockbridge Technology Centre, Selby YO8 3TZ**
 - 20th March 2025, 10:30am to 4pm
 - Book your tickets to attend here: <https://www.trybooking.com/uk/EFAV>
- **Berkshire — Yattendon Estate, Thatcham RG18 0UT**
 - 26th March 2025, 10:30am to 4pm
 - Book your tickets to attend here: <https://www.trybooking.com/uk/EFNR>

Webinars

- All about Open Farm Sunday 2025 - Wednesday January 29th 2025 [Register here](#)

- Discover OFS — First time hosting! - Tuesday February 11th 2025 @ 1:00pm [Register here](#)
 - Ticketing events and how to use TryBooking - Thursday February 27th 2025 @ 1:00pm [Register here](#)
 - Publicity and how to boost visitor numbers - Tuesday 11th March 2025 @ 2:00pm [Register here](#)
 - Planning and logistics - Wednesday 2nd April 2025 @ 10:00am [Register here](#)
 - Discover OFS — First time hosting! - Tuesday April 15th 2025 @ 2:00pm [Register here](#)
 - Activity ideas and sharing your farming story - Tuesday 29th April 2025 @ 2:00pm [Register here](#)
 - Health and safety considerations for your event - Wednesday 7th May 2025 @ 1:00pm [Register here](#)
 - Last minute questions and support – Thursday 29th May @ 2:00pm [Register here](#)
- Farmers need to register to attend each webinar here:
<https://farmsunday.org/open-my-farm/top-tips-and-training>

- **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