



PRESS RELEASE

06/03/25

Putting farming in the public eye ‘more important than ever’

Farmers across the UK are being encouraged to help foster greater appreciation for their vital role in food production by registering to take part in Open Farm Sunday on 8 June 2025.

As the farming industry’s annual flagship initiative, OFS organiser LEAF (Linking Environment And Farming) is providing ongoing support to host farmers to help them connect with consumers and provide firsthand experience of the value of farming with nature.

The key to success

LEAF Education specialist, Sam Wyman, has trained and supported numerous farmers to host OFS events over the years. He provides reassurance that taking part is both straightforward and rewarding.

“Remember what an amazing resource your farm is when you look at it with a fresh perspective,” says Mr Wyman.

“Even the simplest items and tasks – like touching some grain or holding an EID tag – can be truly eye-opening for visitors. You’ll get the most from your event by using a handful of props that engage the senses and help you share your knowledge in bitesize pieces.”

Enjoy the feel-good factor

Mr Wyman is clear about the farmer-focused benefits of providing opportunities for curious consumers to visit local farms.

“Everyone I’ve ever worked with to host an OFS event is absolutely buzzing at the end of the day. Farmer’s take real pride in what they’re doing and that shines through. This enthusiasm is what piques people’s interest,” he adds.

Strengthen public goodwill and trust

Recent OFS data shows that 91% of visitors are motivated to buy more British produce after

attending. By giving access and sharing stories and expertise, farmers can directly bridge the knowledge gap and reinforce the importance of supporting local farming.

“With over 150,000 visitors attending OFS events each year, the impact this initiative has on the public’s understanding of sustainable farming is huge,” adds Mr Wyman.

“They’re willing to learn, and clearly the best person to tell the story of British farming is farmers themselves. Spreading that insight and encouraging appreciation for what farmers do, day-in-day-out is more important than ever.”

Register today

Farmers can register their Open Farm Sunday event at www.farmsunday.org and access a wide range of freely available resources, including webinars and promotional materials to help make each event a success.

This year, OFS aims to cultivate connections, educate communities, and showcase the incredible role of farmers in producing food while regenerating nature. Sign up to host an event on 8 June and be part of our OFS community of host farmers that puts farming centre stage.

[BOX OUT] The LEAF Education team share their five steps to hosting OFS:

- **Ask for help** – Don’t be afraid to request support from your network. Vets, seed and feed merchants, or other local cluster farms could all add their expertise. Don’t forget, the LEAF OFS team and Open Farm Sunday’s sponsors also provide extensive FREE resources to help you.
- **Keep it simple** – Be realistic and set expectations to have a brilliant OFS experience that feels manageable and rewarding. If you feel comfortable hosting 20 people on a farm walk, then stick to that plan. Whatever the size of your event, OFS recommend using a free online ticketing service to manage visitor numbers and timings.
- **Short and engaging soundbites** – Visitors come in mixed groups, so keep explanations to two to four minutes per topic and tailor content to your audience. Encourage them to participate by asking them questions.

- **Interactive props** - Identify everyday objects or aspects of farming that visitors can touch, see, and smell, as well as introducing hands-on activities, such as soil comparisons, worm charming or a nature hunt to make learning fun and accessible.
- **Be yourself:** The public appreciates authenticity. Simply sharing what you do day-to-day is more than enough to inspire public goodwill as well as raise awareness of how farmers are farming with nature.

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

In-person host farmer workshops

Packed with inspiring presentations by experienced host farmers and practical workshops.

Two tickets FREE per farm, extra tickets £45 per person

- **Yorkshire — Stockbridge Technology Centre, Selby YO8 3TZ**
 - 20th March 2025, 10:30am to 4:00pm
 - Book your tickets to attend here: <https://www.trybooking.com/uk/EFAV>
- **Berkshire — Yattendon Estate, Thatcham RG18 0UT**
 - 26th March 2025, 10:30am to 3.30pm
 - Book your tickets to attend here: <https://www.trybooking.com/uk/EFNR>

Zoom Webinars

Series of 9 webinars featuring experienced host farmers. 30 minutes of presentations and discussion, followed by 15 minutes Q&A. Join us live or watch the recordings afterwards at www.farmsunday.org/open-my-farm/top-tips-and-training

- All about Open Farm Sunday 2025 – [watch the recording](#)
- Discover OFS — First time hosting! – [watch the recording](#)
- Ticketing events and how to use TryBooking – [watch the recording](#)
- 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