



## **PRESS RELEASE**

**09/06/25**

### **Open Farm Sunday 2025 cultivates more meaningful connections**

Open Farm Sunday, the nation's flagship annual event celebrating British farming, has seen a surge in host farms taking part this year, with 270 events taking place across England, Scotland and Wales – a 20% increase on last year.

Managed by LEAF (Linking Environment And Farming) since it began in 2006, the day welcomed an estimated 200,000 visitors, helping them to develop deeper connections with the land, food, and the farmers who produce it.

Open Farm Sunday manager, Annabel Shackleton emphasises how these results illustrate the power of the farming community to engage, educate, and inspire the public in a powerful way while driving real changes in attitudes which research shows is necessary.

“Open Farm Sunday not only celebrates the UK's farming heritage, it also develops greater connections between people and where their food comes from,” says Mrs Shackleton.

“Hundreds of events across the UK have showcased how farmers are working in harmony with nature and encouraged open discussions that address vital issues, including climate change, sustainability, food security, and youth engagement with agriculture.”

New research from LEAF reveals a strong appetite among young people to learn more about the sector with 46% of Gen Z say they would consider a career in farming. While only 1 in 5 currently see farming as essential to tackling climate change, this highlights an exciting opportunity to bridge the knowledge gap and align farming's role with the values Gen Z cares about most.

Open Farm Sunday has once again helped bridge this gap, providing real farm visits, face-to-face conversations, and hands-on experiences that give the public a fresh perspective on farming and its critical role in our food system.

This year's media outreach has been instrumental in the increase in host farms and visitor numbers. Widespread broadcast and print coverage were secured including an Open Farm Sunday main storyline on BBC Radio 4's The Archers programme, TV coverage on BBC Breakfast and regional channels, and a series of radio interviews syndicated to over 100 stations, reaching an audience of tens of millions.

The event's far-reaching influence and impact continues to help build trust in British food and farming, championing sustainability and regenerative practices, and reconnecting the public with the realities of food production. This year's swell in events and visitor numbers highlights the public's growing desire to understand and engage with the farming sector.

"The LEAF team is blown away by what's been achieved this year. We are incredibly grateful to everyone who hosted or volunteered, successfully delivering Open Farm Sunday in 2025," adds Mrs Shackleton.

"As Open Farm Sunday looks to the future, this year's success serves as a reminder of the event's power to transform public perceptions and strengthen the connection between people, their food, and the farmers who produce it."

As we enter our 20<sup>th</sup> anniversary Open Farm Sunday, nearly 3.5 million people have visited a farm through the initiative. LEAF extends its thanks to Open Farm Sunday's sponsors, all the farmers, volunteers and wider industry supporters who helped host events across Britain, as well as the hundreds of thousands of visitors who attended. Next year's Open Farm Sunday will take place on 7<sup>th</sup> June 2026.

**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 #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](http://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](http://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 2026 will take place on 7<sup>th</sup> June 2026.  
Register to host an event at [www.farmsunday.org](http://www.farmsunday.org)
- To contact the Open Farm Sunday team direct:  
Email: [OpenFarmSunday@leaf.eco](mailto:OpenFarmSunday@leaf.eco) Tel: 02476 413911 Mob: 07912 463151