



LEAF Open Farm Sunday

Communications Toolkit

11th June 2017

www.farmsunday.org

@OpenFarmSunday #OFS17

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This communications toolkit is designed for our sponsors, supporters and the media to help ensure messages promoting LEAF Open Farm Sunday are consistent. Thank you for your support.

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Twitter: @OpenFarmSunday use #OFS17 in all your tweets

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About LEAF Open Farm Sunday

LEAF Open Farm Sunday is one of farming's biggest success stories. Hundreds of farmers across Britain '*open their gates*' and welcome consumers onto their land for an informative, engaging and memorable day, building public trust and understanding in farming and food. It gives consumers the opportunity to discover first-hand the world of farming and the vital role farmers have in producing safe affordable food whilst managing the countryside, enhancing our natural resources, providing employment and boosting the economy.

Managed by LEAF (Linking Environment And Farming) since it began in 2006, Open Farm Sunday is firmly established as the farming industry's annual open day. With support from leading food and farming organisations, LEAF Open Farm Sunday showcases the sheer breadth and diversity of farming, highlights the science and technology behind it all and champions nutritious produce.

Over the past eleven years around 1.8 million people have visited Open Farm Sunday events. Open Farm Sunday 2016 on 5th June, was another record-breaking year generating widespread positive media coverage for the industry. We have only been able to achieve this with the generous support from our sponsors, the wider industry and the enthusiasm and hard work of our host farmers and their helpers.

LEAF Open Farm Sunday helps to:

- Increase the public's trust and understanding in British food and the great work farmers do
- Raise the profile of the industry and sustainable farming
- Showcase the range of skills and career opportunities across the industry
- Help farmers build community relations
- Encourage families and friends to get out onto a farm, enjoy the countryside and all the health and wellbeing benefits associated with it
- Promote the farming industry, food, nutrition, healthy eating and a healthier lifestyle.

Alongside Open Farm Sunday, farms across Britain also host Open Farm School Days which run throughout June. These events provide thousands of school children with the opportunity to visit a farm to learn more about where their food comes from and how it is produced.

Mission

To connect everyone with food, farming and the natural environment through farm visits.

Vision

To give everyone across Britain the opportunity to visit a farm to discover where their food comes from, how farmers manage the natural environment and how farming impacts on all our lives.

By 2025 we want everyone to have the chance to:

- Experience the sights, smells and sounds of a farm
- Discover for themselves what farming is all about and how it impacts on our lives
- Talk to a farmer and meet the people involved in the story behind farming
- See crops growing at first hand
- Look at the machinery and technology used
- Get up close and personal to nature

Our aims

Open Farm Sunday aims to:

- Connect the public with farmers and the countryside in an informative and engaging way
- Raise the public's awareness and understanding of the story behind our food, its link with nature and how farming impacts on our lives
- Give farmers the skills, knowledge, confidence and resources to engage with the public and communicate the excellent work they do.

Target audience: Families with children aged 3 to 11 years, but the variety of events appeals to a wide range of people, young and old, from rural and urban areas.

Open Farm School Days aims to:

- Encourage and enable more school children to visit a farm to gain a better understanding of where their food comes from and the vital work farmers do
- Ensure that visits support the delivery of the curriculum
- Raise awareness of the range of learning opportunities for schools linking food, farming and the environment

Target audience: School children across Britain.

Values

Collaboration. Passion. Inspiration. Drive. Representative (of food, farming, natural environment).

About LEAF

LEAF (Linking Environment And Farming) is the leading organisation delivering more sustainable food and farming. It works with farmers, the food industry, scientists and consumers to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities.

LEAF's vision...

a world that is farming, eating and living sustainably.

Our mission...

inspiring and enabling sustainable farming that is prosperous, enriches the environment and engages local communities.

Integrated Farm Management

LEAF promotes sustainable farming systems through the adoption of Integrated Farm Management (IFM).

IFM is a whole farm approach that combines the best of traditional methods with beneficial modern technologies, to achieve high productivity with a low environmental impact. It is a site-specific farming system supporting the integration of the environment, society and farm economic viability over the long term.



We achieve this by...

- **Facilitating knowledge generation & exchange...**
LEAF Demonstration Farms, Innovation Centres, farm business management tools
- **Developing market opportunity...**
LEAF Marque Standard – the leading sustainable food label.
- **Engaging the public in sustainable food and farming...**
Open Farm Sunday, Open Farm School Days and educational materials



LEAF Open Farm Sunday theme

The overarching theme for LEAF Open Farm Sunday 2017 is:

‘Discover the World of Farming’

Sub messaging will cover:

- Promote how the **breadth and diversity of British farms touches all our lives** – producing nutritious food, fuel, crops for medicine, clothing, pharmaceuticals and manufacturing.
- Showcase the range of tasty, nutritious **food produced by British farmers**.
- Highlight the **science and technology** behind British farming – showing how scientists and farmers are leading technological development in farming.
- Explaining how **crucial UK farmers are to Britain** and what **sustainable farming** is and why it matters.

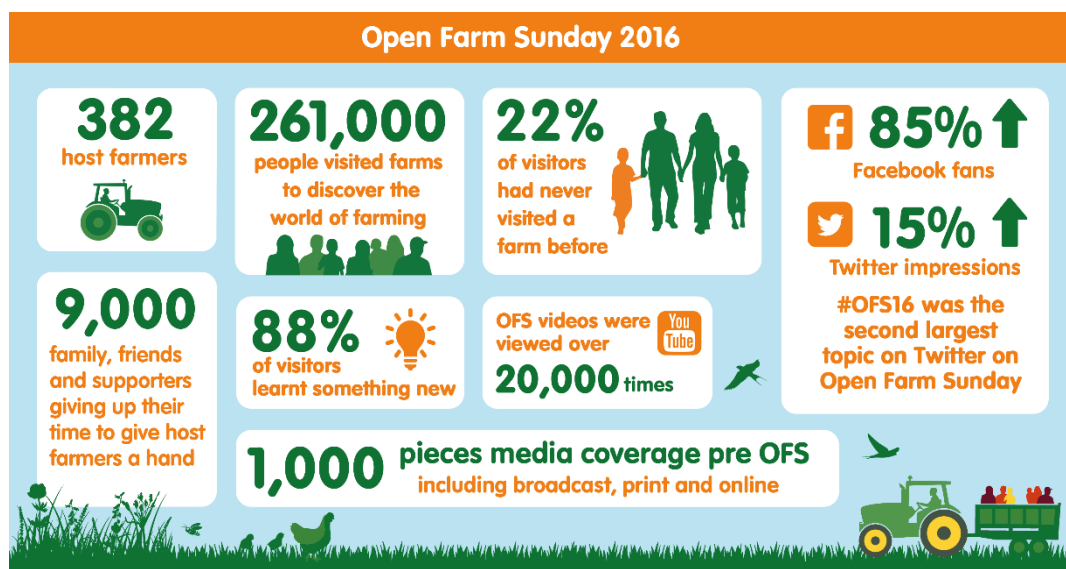
Be Proud campaign

The farmer recruitment theme for 2017 is: ‘Be Proud’.

This campaign will:

- Reach out to *all* farmers, not just food producers
- Provide peer to peer endorsement of opening up for LEAF Open Farm Sunday
- Inspire and motivate farmers to get involved with LEAF Open Farm Sunday.
- Encourage experienced host farmers to share their passion for Open Farm Sunday with their peers.
- Offer a clear call to action for all core farming businesses, regardless of their farm enterprise and sector.

LEAF Open Farm Sunday in Numbers



Talking about Open Farm Sunday and Open Farm School Days

What is LEAF Open Farm Sunday?

Open Farm Sunday on 11th June 2017 is the farming industry's annual open day.

A day for farmers to open their gates and welcome the public onto their farms to discover the world of farming. It is a fantastic opportunity for farmers to connect with the public, share their story and showcase British farming and food. Events can be any size or format to suit your farm – from a small guided walk through to a full open day. LEAF provides lots of FREE information and support for host farmers.

Take part in the farming industry's annual open day. To find out more and to register your event click [here](#)

Open Farm Sunday is managed by LEAF (Linking Environment And Farming).

What are Open Farm School Days?

Open Farm School Days is a nationwide initiative to get children out onto farms and learning about where their food comes from. Throughout June, farms open their gates and host educational visits for children to learn about how their food is grown, where it comes from and meet the farmers who grow it.

Open Farm School Days run alongside Open Farm Sunday. A number of farmers do both.

Open Farm School Days is managed by LEAF (Linking Environment And Farming).

Key messages

Below are a number of key messages to be used to communicate about Open Farm Sunday:

- Open Farm Sunday is the farming industry's annual open day when farmers across the country open their gates and welcome the public onto their farm to see what farming is all about.
- Open Farm Sunday is a fantastic opportunity for farmers to share their story and showcase British farming and food.
- Every farmer has a story to share – visitors are fascinated to see the everyday activities on farms.
- Events can be any size or format to suit you and your farm. A simple farm walk can have a huge impact – you don't have to put on extra activities.
- It is up to the farmer how they run their event to suit their farm and resources available.
- Events range from a guided farm walk through to a full open day with demonstrations, activities for children, etc
- Visitors love to hear about what you do on the farm, see the machinery you use, hear about work you do to manage wildlife, water and soil on your farm.
- LEAF (Linking Environment And Farming) is proud to manage Open Farm Sunday which is now firmly established as farming industry's national open day.
- LEAF provides lots of FREE information and support for host farmers, including:
 - the all-important host farmer handbook and case studies packed with hints, tips and ideas
 - resources such as blank invitation cards for small events, through to posters and flyers for larger open events, plus hand-outs and posters to use on the day
 - a team of Open Farm Sunday Regional Co-ordinators to answer your questions and discuss any concerns.

First time Open Farm Sunday host farmers

- For many farmers their first Open Farm Sunday event can be quite daunting, we recommend farmers:
 - Get a small team together to help share the workload
 - Ask your neighbouring farmers, suppliers, industry contacts, vet, agronomist, YFC, neighbours and friends to help
 - Register your event at **www.farmsunday.org** - a simple process that is free of charge.
 - Access your free resources to help you plan and run your event
 - Read our case studies and host farmer handbook which are packed with ideas and top tips to help you organise your event
 - Keep it simple – visitors are keen to see a real working farm and find your everyday farming activities fascinating
- Open your farm on 11th June 2017
- Open Farm Sunday is a huge success story and we are keen for more farmers to take part.
- Be a part of Open Farm Sunday 11th June 2017

Why should farmers get involved with Open Farm Sunday?

- Open Farm Sunday has a real, positive impact raising the profile of the industry, bringing communities together and helping the public to value the food they eat and the fantastic work that farmers do.
- Whether you choose to invite 20 or 200 visitors to your farm there are numerous benefits: building community relations, educating the public, raising the profile of your farm and the whole farming industry.
 - 97% of farmers who take part report real business benefits
 - 81% of visitors report learning something new during their visit
 - 1 in 5 visitors have never visited a farm before

News

The latest press releases and news about Open Farm Sunday and Open Farm School Days are available to download in the news section of the website www.farmsunday.org.

Social media

Social media is an integral part of how we communicate to farmers and the public.

Twitter

@OpenFarmSunday – #OFS2017 *For farmers: #BeProud* *For the public: #DiscoverFarming*
Please follow us and show your support by retweeting and responding to our messages.

Facebook

www.facebook.com/LEAFopenfarmsunday

Please connect with us on Facebook and like our page. Mention 'LEAFopenfarmsunday' in your posts. Host farmers are invited to join our private Facebook group – a link is given to all farmers when they register.

YouTube

We share our videos about LEAF Open Farm Sunday on our YouTube channel here <https://www.youtube.com/user/OpenFarmSunday>. Please share any of our videos through your own social media channels.

Digital collateral

LEAF has produced a range of digital collateral which is available to download by visiting the **Help Support Promote** page at www.farmsunday.org. Please use them in your own communications, on your website and on social media.

Logos



Host farmers who are members of LEAF are encouraged to use the joint LEAF OFS logos available from LEAF head office:



Social Media Banners

Here are examples of some farmer facing banners:



Tone of voice and suggested vocabulary

Open Farm Sunday's voice is professional, approachable and inspirational. We have two main audiences – farmers and the general public.

Communicating with farmers – tone of voice example:

Open Farm Sunday is the farming industry's annual open day showcasing *all* types of farming. Whether they are producing nutritious food, fuel, or crops for medicine, clothing and manufacturing, Open Farm Sunday reaches out to *all* farmers to share their story on Open Farm Sunday. The day is a great opportunity to help everyone discover the world of farming from how crops are grown, animals cared for, to how farmers manage the countryside. Whether farmers choose to hold a simple farm walk or a much bigger event, Open Farm Sunday is your chance to explain to the public what farming is all about and why it matters.

Communicating with the public – tone of voice example:

LEAF Open Farm Sunday on the 11th June 2017, will see hundreds of farms across the country open their gates to welcome the public onto farms to discover the world of farming, from how crops are grown, animals cared for, to how farmers manage the countryside. This annual event, managed by LEAF (Linking Environment And Farming), is a great way for everyone to find out where their food comes from, how it is grown and talk to the farmers who produce it.

Suggested vocabulary

DO:

- Talk about LEAF Open Farm Sunday as 'the farming industry's annual open day' helping everyone 'discover the world of farming' or 'Open Farm Sunday is a fantastic opportunity for farmers to proudly showcase British farming and food'.
- Refer to *LEAF* Open Farm Sunday wherever possible.
- Avoid using the abbreviations OFS and OFSD. Wherever possible, use Open Farm Sunday and Open Farm School Days in full.
- Explain any acronyms, particularly in reference to organisation names. e.g. LEAF (Linking Environment And Farming). Please note, And is always written with a capital A.

AVOID:

- Using acronyms when referring to Open Farm Sunday sponsors.
- Using quotation marks for emphasis; italics are preferred.
- Using slang.

Thank you for your support.



LINKING ENVIRONMENT AND FARMING

Open Farm Sunday is managed by LEAF.

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[@OpenFarmSunday](https://twitter.com/OpenFarmSunday) #OFS17

Facebook: facebook.com/LinkingEnvironmentAndFarming

facebook.com/LEAFopenfarmsunday

LEAF is a registered charity (No. 1045781)

Communications Toolkit v1 2017

