\*Diary Date\* \*Diary Date\* \*Diary Date\*

**Make a date to discover the world of farming at <Insert farm name>**

**LEAF Open Farm Sunday, 11th June 2017**

On **Sunday 11th June 2017** **<Insert farm name>** near **<insert town/village name>** is opening their gates to visitors for **LEAF Open Farm Sunday** to showcase the fascinating world of farming. As well as being a fun and informative day out for all the family, **LEAF Open Farm Sunday** also gives visitors the opportunity to see first-hand all that farmers do and the impact their work has on all our lives.

* **When: Sunday 11th June (amend if opening on both Saturday and Sunday or an alternative date)**
* **Where: <Insert farm name and address, including post code>**
* **Opening time: From <insert time> – Until <insert time>**
* **Admission cost: <State if free or include any charges >**
* **Brief overview of your farm and your event**

**<Include any specific activity – such as tractor and trailer rides, BBQ, children’s activities.**

**If booking is required in advance then include details here.**

**If any organisations are supporting your event you might want to mention them here too)**

**Include one or two sentences here that are specific to what type of farming you do:**

* **Food farming – what do you produce, and ideally how the food is used in the food chain i.e. During your visit to xx farm you will discover how we grow wheat/oats/barley that are used in breakfast cereals/flour/biscuits/beer. And /OR Come and meet our herd of dairy cows, see them being milked, and learn how that milk is made into cheese/butter/cream – and if they do go to a specific restaurant, manufacturer or retailer then please mention them if appropriate.**
* **Anything you do to farm sustainably- such as managing natural resources (soil, water, energy**
* **Non food crops – explain what crops you grow that are used for things other than food, and where they are used e.g. energy, medicine, manufacturing, clothing.**

**<Make sure you send a photo of you and your farm with your press release>**

**<Insert farmer name> from <insert farm name> said:** “The world of farming is often misunderstood. There is so much to discover at our farm. Do come and join us on Open Farm Sunday and find out more! My **team / family** and I are proud of the work we do and really looking forward to welcoming everyone to our farm.”

This event is one of hundreds of farms across the country which will be welcoming visitors on the 11th June 2017 as part of the farming industry’s annual open day. Open Farm Sunday is managed by LEAF (Linking Environment And Farming); the leading organisation at the forefront of delivering more sustainable food and farming. **Annabel Shackleton, Open Farm Sunday Manager at LEAF** commented: “*Modern farming is incredibly diverse and impacts on all of us - from the clothes we wear to the medicines we take and the food we eat, as well as managing our beautiful countryside for us all to enjoy. Farming plays a vital part in all our lives. LEAF Open Farm Sunday gives everyone the rare opportunity to see farming in real life and to learn about the hard work, care and pride that goes into the work farmers do, which is so vital to the environment, our lives and the economy.’*

To find out more about LEAF and Open Farm Sunday visit [www.farmsunday.org](http://www.farmsunday.org) or [www.leafuk.org](http://www.leafuk.org)

**-Ends-**

To arrange an interview with **<your name>** or to find out more about what will be happening at **<your farm>** farm call/email **<insert your contact details>**.

For further information about LEAF Open Farm Sunday contact:

**Ceres**

Open Farm Sunday Press Office T: 01189 475 956 E: [openfarmsunday@ceres-pr.co.uk](mailto:openfarmsunday@ceres-pr.co.uk)

**Editor’s note:**

• LEAF Open Farm Sunday is managed by **LEAF (Linking Environment And Farming).** LEAF 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 has organised Open Farm Sunday since it began in 2006. (LEAF is a registered charity no: 1045781)

• LEAF’s twelfth annual Open Farm Sunday takes place on 11th June 2017. It is the farming industry’s annual open day. A day for farmers to open their gates and welcome people onto their farms to discover the world of farming.

• Alongside LEAF Open Farm Sunday, farms across Britain also host LEAF Open Farm School Days which runs throughout June. They 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.

• Sponsors of Open Farm Sunday 2017 confirmed to date are: Asda, BASF plc, Co-op, Defra, Farmers Weekly, Frontier Agriculture, LEAF Marque, Marks and Spencer, National Farmers Union, Waitrose plus the Agriculture and Horticulture Development Board, with direct support from the Beef and Lamb, Cereals and Oilseeds, Dairy, Horticulture, Pork and Potatoes sectors.

• Keep up to date with LEAF’s activities via twitter [www.twitter.com/LEAF\_Farming](http://www.twitter.com/LEAF_Farming) and [www.twitter.com/OpenFarmSunday](http://www.twitter.com/OpenFarmSunday) and our regular blogs at leafmarque.wordpress.com.