



## NEW Open Farm Sunday Bitesize webinars announced

To help farmers prepare for next year's Open Farm Sunday, organisers, LEAF (Linking Environment And Farming) has announced a new programme of FREE webinars, to give farmers ideas, information and tips for inviting the public onto their farms.

The OFS Bitesize webinars will be broadcast live, allowing farmers from across the country to log in and follow the presentations, ask questions and have them answered in real time. These instructional twenty minute webinars will offer both new and experienced host farmers a more interactive and immediate way of preparing to host an Open Farm Sunday event. A range of topics will be covered including health and safety, activities and publicity. There will also be focus webinars specifically for farmers opening in Wales and Scotland. Presenters from LEAF, the team of OFS Regional Co-ordinators and experienced host farmers will contribute their wealth of knowledge and experience to the sessions. All OFS Bitesize webinars will start at 1pm, and shortly afterwards will be made available via the Open Farm Sunday website for farmers to view on demand.

### OFS Bitesize webinars 2017 Programme:

**Start time: 1pm\***

<b>Date</b>	<b>Topic</b>
Monday, 12 <sup>th</sup> December 2016	<b>Overview of Open Farm Sunday 2017:</b> Plans, theme and what's new
Wednesday, 11 <sup>th</sup> January 2017	<b>Organisation and Planning:</b> Top tips
Tuesday, 31 <sup>st</sup> January 2017	<b>First time OFS hosts:</b> Information and support for people opening for the first time this year
Friday, 10 <sup>th</sup> February 2017	<b>Publicity:</b> The communications toolkit
Tuesday, 28 <sup>th</sup> February 2017	<b>Focus on Scotland:</b> Specific information and top tips for Scottish Open Farm Sunday host farmers
Friday, 10 <sup>th</sup> March 2017	<b>Making it Memorable:</b> Activity ideas and resources
Thursday, 23 <sup>rd</sup> March 2017	<b>Focus on Wales:</b> Specific information and top tips for Welsh Open Farm Sunday host farmers
Tuesday, 4 <sup>th</sup> April 2017	<b>Health and Safety essentials</b>



Thursday, 11<sup>th</sup>  
May 2017

### Getting your messages across

Thursday, 1<sup>st</sup> June 2017 **Media update and last minute Q&A**

\* All webinars will start at 1pm

Annabel Shackleton, LEAF's Open Farm Sunday Manager said, "We're delighted to be offering these new free webinars for farmers. There is so much inspiration and experience amongst our co-ordinators and experienced host farmers, so these webinars offer a great platform to share this expertise and provide an easy and interactive way for farmers to engage with the OFS team directly and get a head start on their planning to ensure maximum success for Open Farm Sunday 2017. We'd like to invite everyone, whether they have opened before or are thinking about opening for the first time on 11<sup>th</sup> June 2017, to join us for our OFS Bitesize webinars."

The first OFS Bitesize webinar takes place on Monday 12<sup>th</sup> December and will give an overview of plans for next year's LEAF Open Farm Sunday, including the theme, focus and what's new. OFS Regional Co-ordinators, Richard Burkinshaw (North) and Jeremy Padfield (South West) will be taking part, and Jeremy will be sharing his wealth of experience having hosted Open Farm Sunday events since it began in 2006.

Registrations for LEAF Open Farm Sunday on 11<sup>th</sup> June 2017 are open. For more information on how to get involved or to register an Open Farm Sunday event, visit

[www.farmsunday.org](http://www.farmsunday.org). To keep up to date on Twitter follow [@OpenFarmSunday](https://twitter.com/OpenFarmSunday), [@LEAF Farming](https://twitter.com/LEAF_Farming) and [@AnnabelOFS](https://twitter.com/AnnabelOFS)

For further information contact:

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#### 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 will take place on 11<sup>th</sup> 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 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 2016 were: Arla Foods, Asda, BASF plc, Co-op, Defra, Farmers Weekly, Frontier Agriculture, John Deere, Jordans, LEAF Marque, Marks and Spencer, National Farmers Union, Sainsbury's, Tesco, Waitrose plus the Agriculture and Horticulture Development Board, with direct support from the following AHDB sectors: Beef and Lamb, Cereals and Oilseeds, Dairy, Horticulture, and Pork.
- 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](http://leafmarque.wordpress.com).

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