**PRESS RELEASE**

**1st August 2023**

**LEAF Open Farm Sunday drives consumer understanding and support for British agriculture**

LEAF Open Farm Sunday 2023 results:

* 257 farms opened welcoming 170,900 visitors
* 89% said that visiting a farm has encouraged them to buy more British food
* 87% said it has increased their trust in British farming
* 88% reported they learnt something new about farming
* 72% felt that the industry is adapting to help combat the climate crisis
* 41% reported that the farm visit had inspired someone in their group to consider a career in farming.

The growing impact of farm visits in connecting the public with farming and food production has, once again, been demonstrated by this year’s LEAF Open Farm Sunday.

Publishing the results of the host farmer and visitor surveys today (1st August 2023), Annabel Shackleton, LEAF Open Farm Sunday Manager said:

*“Experiencing farming first-hand, seeing the realities of food production and meeting with farmers face to face is having a huge impact, raising awareness of the world class production and welfare standards British farmers work to and all they are doing to address the climate crisis.”*

*“Going out onto farm gives people a fully immersive experience to see, touch, smell, hear and talk farming! Open Farm Sunday 2023 hosts have delivered some amazing, memorable on-farm events which have been so valuable building trust and understanding in British agriculture, and putting farming back in the heart of communities.”*

*“The feedback from visitors has been incredible, demonstrating the value of Open Farm Sunday’s role in connecting consumers with food producers, and highlighting the importance of farming in meeting our climate change challenges.”*

Commenting on LOFS, one visitor said:

*“Fantastic experience, showing how farming can work in harmony with the environment to help feed the world.”*

LEAF Open Farm Sunday took place on the 11th June with 257 farmers across Britain opening their gates, support by 5500 helpers and welcoming over 170,900 visitors.

Results from the post event visitor survey showed that 87% of visitors said that the farm visit had increased their trust in British farming and 41% reported that the farm visit had inspired someone in their group to consider a career in farming.

Reflecting on this year’s LEAF Open Farm Sunday, Carl Edwards, LEAF Director, Education and Public Engagement added:

“*Once again, LEAF Open Farm Sunday offered thousands of people a fantastic opportunity to see farming first-hand, to see for themselves how their food is produced and meet the farmers making it all possible. We’ve been overwhelmed by all the support and incredible feedback from both visitors and farmers alike, which showcase the many benefits of connecting consumers with producers out on farm and the pure joy of taking part in farming’s annual open day. A huge thank you to everyone involved, in particular all our host farmers, their helpers and our sponsors.”*

LOFS 2023 principal sponsors are: AHDB, Arla Foods, Asda, BASF, Coop, Defra, Farmers Weekly, Frontier Agriculture, John Deere, LEAF Marque, M&S, NFU, Sainsbury’s, Tesco and Waitrose.

Open Farm Sunday 2024 will take place on the **9th June**. Farmers wishing to take part can register their event at: www.farmsunday.org

**Notes to EditorS**

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* The LOFS 2023 highlights video can be viewed here: <https://www.youtube.com/watch?v=ob3KXSwksL0&t=3s>
* LEAF Open Farm Sunday is managed by LEAF (Linking Environment And Farming) – the leading organisation delivering and promoting climate positive action, thriving, resilient and exemplar agro-ecological farming at an increasingly global level. Working with farmers, the food industry, scientists, environmentalists, teachers, young people and consumers we are looking at new ways to deliver productivity and prosperity among our farmers, enrich the environment and engage young people and society in a valuable and meaningful way.  LEAF set up and has managed LEAF Open Farm Sunday since it began in 2006 (LEAF is a registered charity no: 1045781).
* With thanks to our LEAF Open Farm Sunday Principal Sponsors: AHDB, Arla Foods, Asda, BASF, Coop, Defra, Farmers Weekly, Frontier Agriculture, John Deere, LEAF Marque, NFU, Sainsburys, Tesco and Waitrose.
* LEAF Open Farm Sunday 2024 will take place on **9th June 2024**. Register to host an event at [www.farmsunday.org](http://www.farmsunday.org/).
* LEAF Open Farm Sunday social media platforms:
  + Twitter:  @OpenFarmSunday
  + Facebook:  @ LEAFOpenFarmSunday
  + Instagram:  @OpenFarmSunday