



LINKING ENVIRONMENT AND FARMING



Open Farm Sunday

Communications Toolkit

V1 December 2015

www.farmsunday.org

@OpenFarmSunday #OFS16

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

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Contacts:

Open Farm Sunday is managed by LEAF (Linking Environment And Farming), a registered charity (number 1045781).

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Facebook: www.facebook.com/LEAFOpenFarmSunday

About Open Farm Sunday

Open Farm Sunday is one of farming's biggest success stories. 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. Farmers '*open their gates*' and welcome consumers onto their land for an informative and memorable day, building public trust and understanding in farming and food.

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, Open Farm Sunday showcases the sheer breadth and diversity of farming, highlights the science and technology behind farming and champions nutritious produce.

Over the past ten years around 1.6 million people have visited Open Farm Sunday events. Our 10th anniversary Open Farm Sunday on 7th June 2015 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.

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 ensure that everyone across Britain has 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 enhancing the countryside
- Ensure that visits support the delivery of the curriculums in England, Scotland and Wales
- Raise awareness of the range of learning opportunities for schools linking food, farming and the environment

Target audience: School children across Britain.

Values

Collaboration. Passionate. Inspirational. 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



25th anniversary

2016 marks LEAF's 25th anniversary and we will be celebrating throughout the year with a range of activities all themed around:

'Healthy food and farming – fit for the future'

Open Farm Sunday theme

The overarching theme for Open Farm Sunday 2016 is:

‘Discover the World of Farming’

Communications will focus on 3 key areas:

- Promote how the **breadth and diversity of British farms touches all our lives** – producing nutritious food, fuel, crops for medicine, clothing and manufacturing.
- Showcase the range of tasty, nutritious **food produced by British farmers** – tying in with
 - LEAF’s 25th anniversary year theme ‘Healthy food and farming fit for the future’ and
 - Defra’s new ‘Food is GREAT’ 5 year campaign which will see 2016 launched as the ‘Year of British Food’.
- Highlight the **science and technology** behind British farming – showing how scientists and farmers are leading technological development in farming.

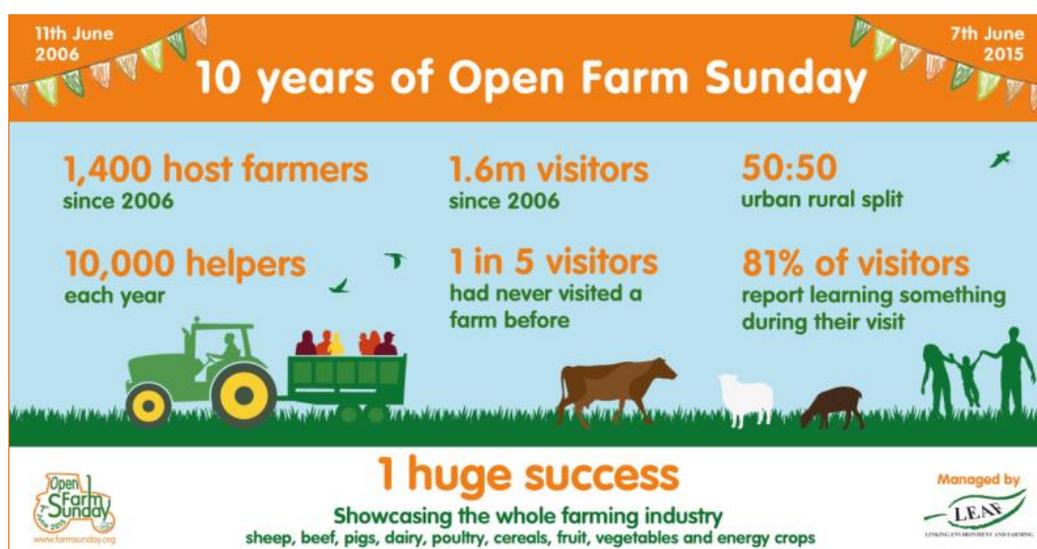
Share Your Story campaign

The farmer recruitment theme for 2016 is: ‘Share Your Story’.

This campaign will:

- Reach out to *all* farmers, not just food producers
- Provide peer to peer endorsement of opening up for Open Farm Sunday
- Inspire and motivate farmers to get involved with 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.

Open Farm Sunday in Numbers



Talking about Open Farm Sunday and Open Farm School Days

What is Open Farm Sunday?

Open Farm Sunday on 5th June 2016 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 5th June 2016
- 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 5th June 2016

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

Twitter

Social media is an integral part of how Open Farm Sunday communicates to farmers and the public. It will help us promote the resources that are available on Countryside Classroom to teachers as well as sharing engaging and inspiring content through our features. Used effectively it will also encourage schools to respond, enabling us to further tailor and enhance their experience of using Countryside Classroom.

Our twitter handle is **@OpenFarmSunday** - please follow us and show your support by retweeting and responding to our messages.

Please use the hashtag **#OFS2016** and **#shareyourstory #discoverfarming**

Facebook

Please connect with Open Farm Sunday on Facebook. You will find us [here](#) or by searching for Open Farm Sunday. Become a fan of Open Farm Sunday by liking our page and feel free to post on our Facebook wall to support Open Farm Sunday and communicate all you are doing to support us.

YouTube

We share our videos about Open Farm Sunday on our YouTube channel here

<https://www.youtube.com/user/OpenFarmSunday>. Our YouTube username is **Open Farm Sunday**.

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 free to download by visiting www.farmsunday.org and clicking on **Help Support Promote**. Please use them in your own communications, on your website and on social media.

Logos



Social Media Banners



Share your Story logo board

Share Your Story logo boards are a great way to show your support of Open Farm Sunday. We encourage all our sponsors, Regional Co-ordinators and supporting organisations to have their photograph taken with the board (incorporating their own company logo) and use the image on social media, websites and e-communications. Logo boards are sent to all Regional Co-ordinators and sponsors. Supporting organisations are asked to contact the LEAF office tel: 024 7641 3911 to receive a free board.



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 their chance to explain to the public what farming is all about and why it matters

Communicating with the public – tone of voice example:

Open Farm Sunday on the 5th June 2016, 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 Open Farm Sunday as operating across the country rather than UK-wide.
- Talk about 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 share their story and showcase British farming and food'.
- Refer to *LEAF's* Open Farm Sunday wherever possible.
- Use exclamation marks sparingly.
- Avoid using the abbreviations OFS and OFSD. Wherever possible, Open Farm Sunday and Open Farm School Days to appear 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.



LINKING ENVIRONMENT AND FARMING

Open Farm Sunday is managed by LEAF.

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LEAF is a registered charity (No. 1045781)

