



FOR IMMEDIATE RELEASE
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LEAF unites industry for landmark Open Farm Sunday anniversary **‘20 years of connecting people with sustainable farming and food production’**

LEAF (Linking Environment And Farming) has officially launched the 20th anniversary campaign for Open Farm Sunday, calling on farm businesses and supply chain partners to come together next June to champion sustainable, nature-friendly agriculture.

Plans for 2026’s flagship industry open day were unveiled at a briefing and panel debate held at The Farmers Club in London on 26 November. Attended by farmers, retailers, brands, levy bodies and other industry leaders, the event highlighted the role of stakeholder collaboration in delivering LEAF’s objective to encourage greater public engagement.

Open Farm Sunday, taking place on 7 June 2026, will mark two decades as the UK’s leading on-farm event – connecting consumers with how their food is produced, showcasing farming with nature and inspiring the public to make more informed, environmentally conscious food choices.

Speaking at the launch, David Webster, Chief Executive of LEAF, said:

“For 20 years, Open Farm Sunday has given the public an honest, first-hand view of modern farming and the care that goes into producing their food – thanks to the hard work and enthusiasm of our community of host farmers and their helpers. As we reach this important milestone, our focus is on deepening those connections – uniting brands, farmers and communities to strengthen every link from farm to fork and build more resilient, transparent and purpose-driven food systems.”

The panel discussion brought together influential voices from across the sector including Baroness Minette Batters; Ian Pigott OBE, founder of Open Farm Sunday; and Lucinda Langton, Head of Sustainability at M&S Food. They explored how the industry can support the transition to more sustainable food systems and build public trust.

Speaking of the current ‘squeeze’ farmers feel with rising costs, unclear policy and market pressures, Baroness Batters said: “For sustainability to thrive, farm businesses must be secure. Government must recognise that. But importantly, Open Farm Sunday isn’t about politics – it’s about pride and purpose. It helps farmers feel valued again.”

Open Farm Sunday’s proven impact

Since 2006, Open Farm Sunday has highlighted the value of connecting with the public and showcasing the positive impact of modern farming. This year saw a 20% increase in the number of host farms which welcomed 200,197 people. As a result, 92% of visitors said they felt greater trust in British food and farming, 94% left with a better understanding of how farmers work with nature, and 87% reported feeling more connected to the people producing their food.

“Open Farm Sunday is more than an annual fun day out – it is a catalyst for change. Its 20th anniversary is our moment, as a sector, to step forward together and show how farming with nature

is shaping the future of our global food system. We want as many farmers as possible to open their gates, welcome visitors and showcase the passion and professionalism at the heart of their work,” concludes Mr Webster.

ENDS

NOTES TO EDITOR

For further information, please contact the LEAF Press Office at Pinstone:

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- **Watch the OFS 2025 highlights video:** [Open Farm Sunday 2025](#)
- **Keep up to date with all the Open Farm Sunday news and join in the online conversations using #OFS26:**
 - X: @OpenFarmSunday
 - Facebook: @OpenFarmSunday
 - Instagram: @OpenFarmSunday
- Open Farm Sunday is managed by LEAF (Linking Environment And Farming) – the charity that promotes and supports more sustainable farming to create a resilient food and farming system for future generations. LEAF is a registered charity no: 1045781 www.leaf.eco
- The OFS team at LEAF are ready to support farmers across Britain to take part to make Open Farm Sunday 2026 the best and connect more people with farming than ever before!
www.farmsunday.org
- With thanks to our Open Farm Sunday sponsors: AHDB, Arla Foods, BASF, Co-op, Defra, Frontier Agriculture, John Deere, LEAF Marque, M&S, McDonald’s, NFU, Sainsbury’s, Tesco, and Waitrose.
- Open Farm Sunday 2026 will take place on 7th June 2026.
Register to host an event at www.farmsunday.org
- To contact the Open Farm Sunday team direct:
Email: OpenFarmSunday@leaf.eco Tel: 02476 413911 Mob: 07912 463151