



February 2017

Help build public trust in farming on 11th June 2017

As we prepare to leave the European Union, it is clear that the farming sector will be greatly impacted by this change. Smart, practical and reasoned approaches will be vital as we draw up a new UK Food, Farming and Environment Policy. Equally important is the support of those that need farming most - the public.

The future viability of UK farming relies on the public trusting and respecting what farming delivers. For this to happen people need to feel truly engaged with how their food is produced and the countryside around them. Strong public support will lead to market demand, fairer prices and favourable government policy. Which is why, never before has it been so important to showcase farming's vital role in growing our food, contributing to the economy, managing the countryside and enhancing our natural resources.

LEAF's Open Farm Sunday, held this year on the 11th June, enables us, as an industry, to come together to make our case and provides a highly effective way of engaging with the public. Over a quarter of a million people annually now visit a farm on what is recognised as the industry's open day. The day helps visitors understand the breadth, skills and diversity of the farming industry and how it impacts on all our lives. Research shows it is having a huge impact on changing people's perceptions of our industry.

I am urging all farmers to take part this year either by staging their own event or helping a neighbour. Open Farm Sunday is for everyone. Size is not important, whilst some farmers hold large open days, many events are a small private farm walk for an invited audience. Large or small, EVERY event matters.

Open Farm Sunday is our chance to showcase the pride we all feel in *our* farming industry and all that it delivers. We cannot be complacent. Please get involved. For more information and to register an event visit www.farmsunday.org.

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