



Our 10 year vision

By 2025 we will have created a platform through Open Farm Sunday and Open Farm School Days that will:

- 1 **Create** an opportunity for everybody to have visited a farm
- 2 **Educate** everyone about where their food comes from and how it is produced
- 3 **Promote** the vital work of farmers in growing our food and enhancing the countryside
- 4 **Build** an even stronger connection between farmers and consumers
- 5 **Empower** the whole farming and food industry to engage with their customers
- 6 **Showcase** the diversity and quality of farming and the skills of the people who work in it
- 7 **Inform** everybody about the importance of sustainable food production
- 8 **Nurture** an appreciation of the countryside
- 9 **Value** the work farmers do and the food they produce
- 10 **Celebrate** the diversity of the farming industry and all that it produces

Through all this 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
- Talk to a farmer and meet the people involved in the story behind their food
- Get up close and personal to nature
- See crops growing at first hand
- Look at the machinery and technology used
- Experience sustainable farming in action



Waitrose

The co-operative food
Here for you for life



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FOR THE
FUTURE

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Kellogg's

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WEEKLY

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Department
for Environment
Food & Rural Affairs

BASF
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ENGLISH BEEF &
LAMB EXECUTIVE

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