

# Open Farm Day

## Estonian Rural Network support unit

An annual fair aiming to promote local produce and raise awareness about rural life by opening farms to the broader public, including local food tasting and a variety of workshops and activities.

The event is organised in close cooperation with Estonian Ministry of Rural Affairs and Rural Network support unit, with the support of Local Action Groups and farmers' organisations.

Promotion is done via a dedicated website and Facebook page, news media (TV and radio), and materials such as leaflets and banners in bigger cities.



## Target audience

Broader public

## Results

The fair has generated high public interest and has been well-attended since its first edition in 2015.

- 2015: 148 open farms received over 45 000 visits;
- 2016: 234 open farms received over 83 000 visits;
- 2017: 280 open farms received over 121 000 visits;
- 2018: 290 farms have registered.

It has received positive reviews from farmers for being “the best rural image designer”.

## Find out more

Reve Lambur

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➔ <http://www.avatudtalud.ee/en>

➔ <https://www.facebook.com/events/1753794027964630/>

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