



Open Farms



Snapshot

Industry partners: Open Farms Ltd

Project length: 1-day event to be held in 2020 and 2021

Start date: March 2020

Estimated completion date: April 2021

MPI funding: \$50,000

Open Farms is a nationwide, cross-sector open farm day experience designed to reconnect urban Kiwis with the people and places that grow our food.

The opportunity

Many New Zealanders want to feel closer to the land, to better understand how our food is grown and to meet the people who grow it. Open Farms is about supporting farmers to share those experiences with urban Kiwis.

The solution

Kiwi farmers nationwide from 50 farms of all types and sizes will open their gates for an inaugural Open Farms day on 1 March (www.openfarms.co.nz). This event, will enable Kiwi families to experience farm-life and see where our food comes from. Programmes include everything from farm walks to bug hunts, bush tours, animal displays and more. Open Farms is free to the public thanks to the support of sponsors – Beef + Lamb New Zealand, DairyNZ, the Our Land and Water National Science Challenge and Farmside Powered by Vodafone.

The benefits

If successful, this project is expected to benefit New Zealand by:

- increasing urban-rural engagement;
- demonstrating to urban New Zealanders why farming is an important part of the New Zealand culture and economy.