

**METIK**

Centre of Estonian  
Rural Research  
and Knowledge



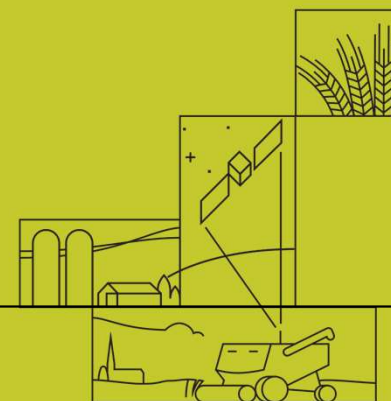
**ESTONIAN RURAL NETWORK**



# Open Farm Day in Estonia since 2015

**Reve Lambur**  
**Estonian CAP Network**

10/06/2025 Network2Innovate webinar



## History



- From 2012 to 2014, Open Farm Day was organized by **two Local Action Groups (LAGs)** in Järva County, inspired by a study visit to the **Finnish island of Åland**.
- **Since 2015**, Open Farm Day has been held throughout Estonia
- Starting in 2019, the event transitioned to a **two-day format**, allowing for more activities and greater community engagement



Photo: Muuksi tall

## Focus and target group

- **Promote local food and short supply chain**
  - Foster direct connections between consumer and producers
- **Support agriculture and rurallife**
  - Highlight the importance of agriculture and the vitality of rural communities
- **Educate children**
  - Provide education at the farm level that teaches children about local food and rural life
- **Showcase the diversity of rural life**
  - Demonstrate and promoe the various aspects of rural living

**Main target group:** Families with children up to 14 years old

## Who can participate?



**Small family farms:** These farms focus on sustainable practices and often prioritize the quality of their produce over quantity.

**Agricultural producers:** This category includes individuals and businesses involved in the cultivation of crops and livestock, contributing to local and regional food systems.

**Local food and drink producers:** Companies who create products such as cheeses, jams, wines, and craft beers, highlighting the unique flavors of the region.

**Rural tourism farms:** „Farms“ that provide tourism experiences, such as farm stays, educational tours, and other activities designed to engage visitors with the rural lifestyle and nature.

**Hobby farms:** These include small-scale farms that may focus on various activities such as handicrafts, theater, circuses, or even zoos, offering unique experiences and products to the visitors

## Our Team



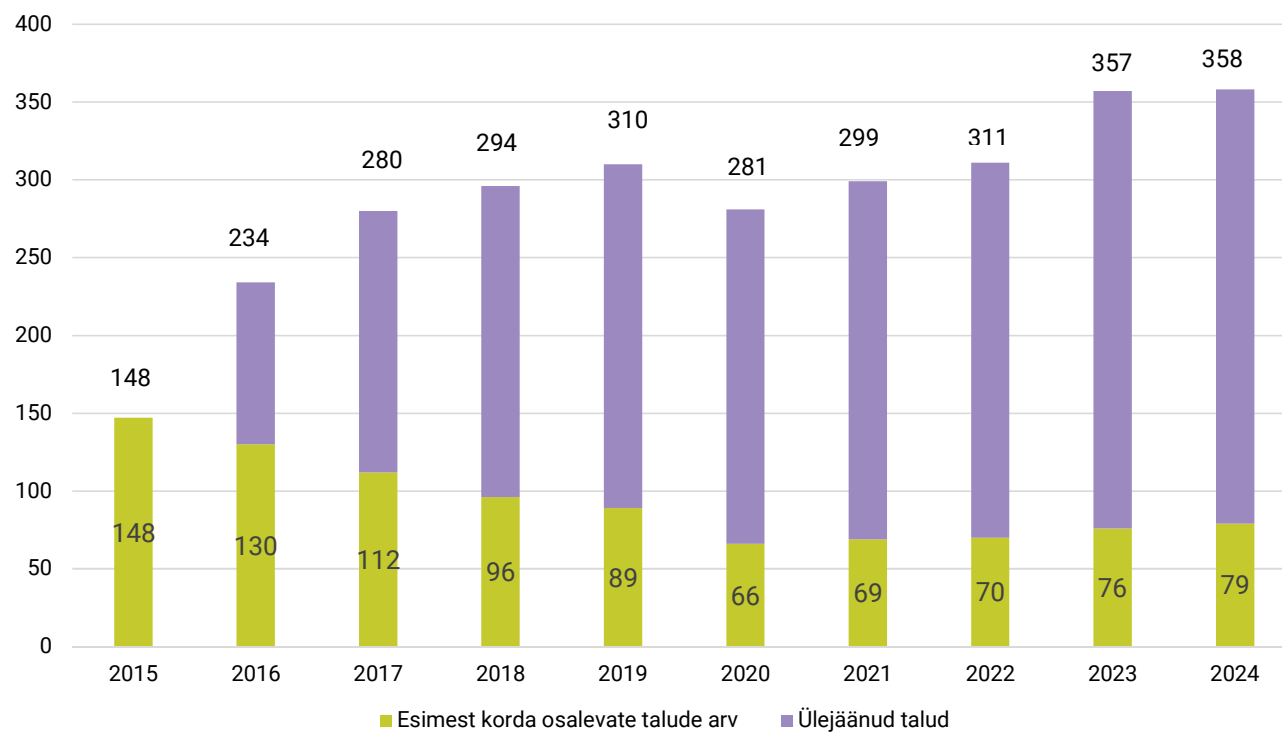
**Ministry of Regional Affairs and Agriculture –**  
Responsible for Media campaign and communication

**Rural Network –** Responsible for Communication with farms; Registration of farms and data collection; Collecting feedback from farms

**Leader action groups –** Local coordinators who communicate with farms in their area, make joint marketing, collect feedback

## Number of farms participated...

... and farms that were open first time (light green)





Maaelu  
Teadmuskeskus

## Results

	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
<b>Number of farms</b>	358	357	311	299	281	310	294	280	234	147
<b>Number of visits</b>	306 000	284 000	262 000	234 000	214 000	195 000	163 000	121 000	83 000	45 000
<b>Average number of visits per farm</b>	866	823	857	795	760	630	550	430	360	300



## 2024 in numbers



A total **358** farms and rural enterprises participated, setting a new record (previous record was 357 in 2023). Among them:

- 22% (79 farms) participated for the first time
- 85% were open for two days

The last two years have shown that Saturdays attract more visitors than on Sundays. In 2024, 55% of visits were made on Saturday, while 45% were made on Sunday.

## Open Farm Day: 10 years in numbers (2015–2024)

A total of **944 farms** have participated over the past ten years, of which:



- 21 farms participated all 10 years
- 25 farms participated 9 years
- 39 farms participated 8 years
- 26 farms participated 7 years
- 50 farms participated 6 years
- More than 5 times: 161 farms
- Once: 336 farms (35%), including 79 farms this year
- Twice: 206 (22%), including 48 farms in last two years

## 11th Estonian Open Farm Days, July 12-13



## General Schedule for 2025... and tasks



- Network: **Registration of farms** – April 16th (one month later than usual) to May 31th through webpage. And communication with farms.
  - **Webpage renewal:** Ministry and Network in cooperation
- Network: **Webinar** – April 23rd with recording
- Network in cooperation with regionaal coordinators: **Communication tools to farms** - June-July
- Ministry: **Media campaign** – Starts 16th of June and communication with media
- Ministry: **Opening event** in 11th of July
- **Open Farm Days:** July 20th – 21st
- Network: **Feedback collection:** Monday, July 13th (to assess the number of visitors per farm to get the general number of visits)
- Network: **Feedback seminar with Coordinators:** in August

## Year 2025 – Challenges



Photo: Olemari farm

...for livestock farmers

- threat of foot-and-mouth disease
- threat of equine herpesvirus
- avian influenza (bird flu)

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MAP on the  
webpage

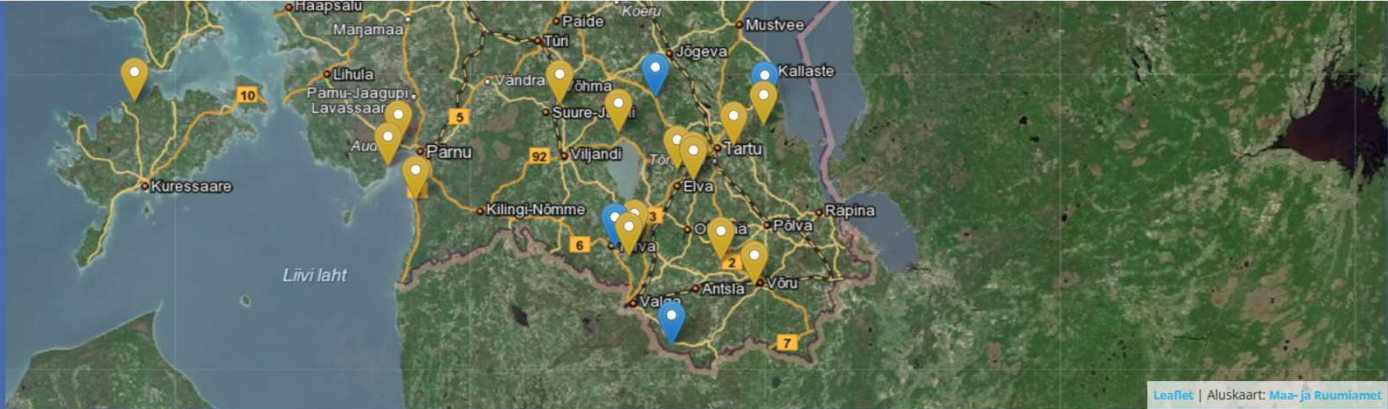
[www.avatudtalud.ee](http://www.avatudtalud.ee)

As of now, 321  
farms have  
registered  
(08.06.2025), of  
which 54 are  
participating first  
time.

Just one day are  
open 83 talu (26%)



List of farms is on the webpage –  
[www.avatudtalud.ee](http://www.avatudtalud.ee)



Leaflet | Aluskaart: Maa- ja Ruumiamet

Otsing

MAAKOND

- Kõik -

VALD

- Kõik -

VALDKOND

- Kõik -

AVATUD

- Kõik -

MÄRKÕNA

Märksõna

Otsi

VÕI LEIA TALL NIMEKIRJAST

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## Communication tools for farms



LOOMAD JA TAIMED, PÕNEV TEHNIKA,  
EHE TALUTOIT, TÖÖTOAD JA EKSKURSIONID.  
WWW.AVATUDTALUD.EE

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REGIOONALINE JA  
PÕLLAMAJANDUSMISJON



**Signs (2 per farm)**  
**Parking signs (1 per farm)**  
**Borderlines (250 m)**  
**Posters (2 per farm)**

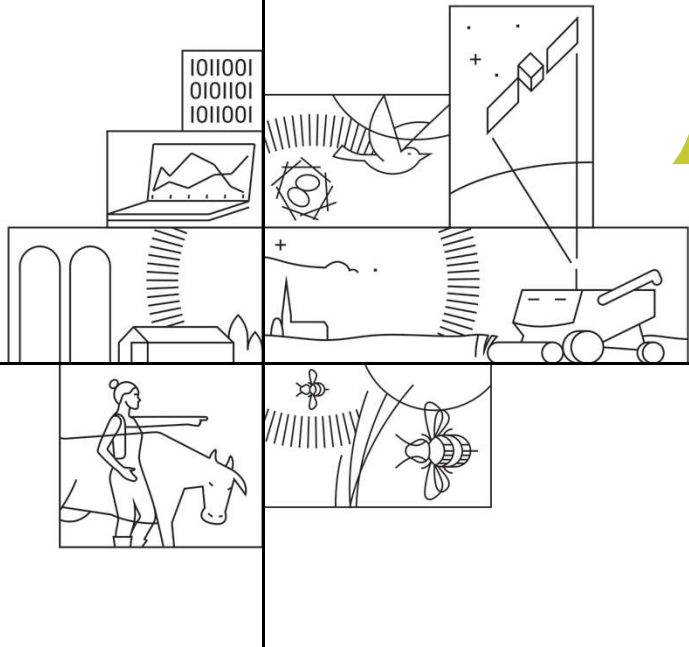
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## Printed map

Printed map  
inside the  
weekly  
newspaper  
"Maaleht"  
was  
published in  
2nd of July





Thank you!  
[www.avatudtalud.ee](http://www.avatudtalud.ee)

