



# Regional Coordinators of Open Farm Day – Experience of Jõgeva County

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**Jõgeva County Cooperation Chamber**

**Estonia**





## JÕGEVA COUNTY

Population (1 Jan 2025): 27 031 people.

Open Farm Days participants:  
- 2015: 5 farms or rural enterprises;  
- 2024 (also 2025): 15 farms or rural enterprises.

Over the past 10 years, 42 different farms or companies from Jõgeva County have participated.

The average number of visitors in 2024 was 461.

**Loov Energia Ceramics Workshop, Marimarta Strawberry and Tomato Farm, and Meemeistrid Honey Farm have opened their doors 8 times.**





## **THE ROLE OF COUNTY COORDINATOR in Jõgeva County:**

- brings signs, boundary tapes and other informational materials to the farms;**
- organizes infodays (this year, in addition to general information, the focus was on the smart use of social media and how to research the history of your farm);**
- advises participants on organizing the days;**
- takes photos of new participants (in the case of previous participants, if the photo material needs updating or there is a completely new topic);**
- introduces the farms on the Jõgeva County Cooperation Chamber's website and Facebook page;**
- drives through all the places on the right days;**
- asks for visitor statistics.**

**Our role is to be an advisor and supporter of the farms.**

# What have we done?

## 2015:

- photo sessions and exhibition,
- „stress tolerance tour“ with a journalist.

## 2017:

- folded leaflets, postcards,
- bus tour.

## 2019:

- folded map,
- bus tour.

## 2016:

- folded leaflets, postcards,
- mailboxes,
- opening event at Tarto farm.

## 2018:

- postcards,
- mugs,
- shopping bags,
- bus tour.

## 2020:

- folded map.



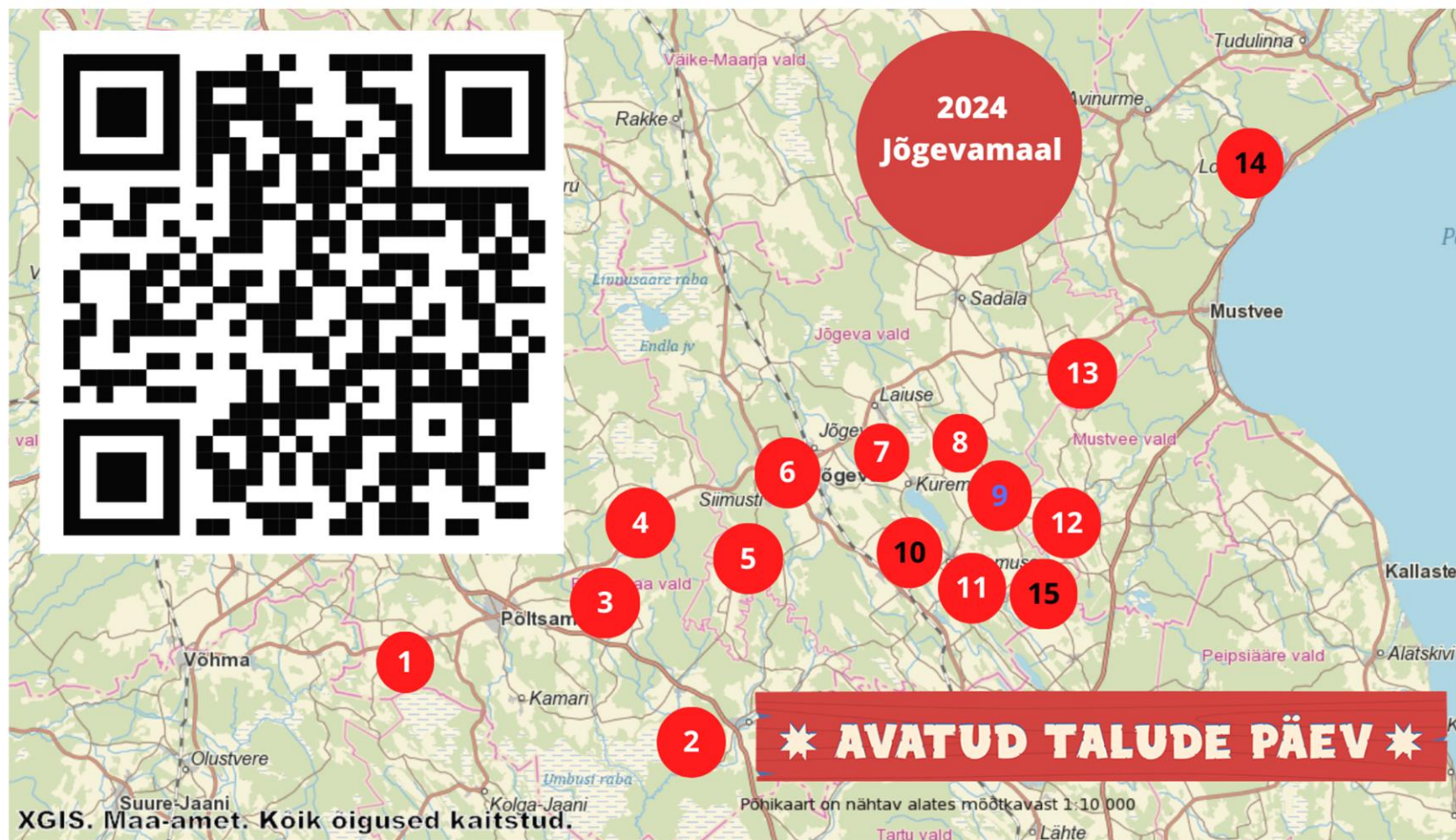
## 2021:

- folded map,
- shopping bags.

## 2022-2024(5):

We have saved the environment.

## Common map of Jõgevamaa Open Farms



- 1 - Meemeistrid: Annavare, Nõmavere küla (L ja P)
- 2 - Raudale talu: Raudale, Jürikäla (L ja P)
- 3 - Kirsimäe talu: Kirsimäe, Lustivere küla (L ja P)
- 4 - Lepiku talu: Lepiku, Kaavere küla (L ja P)
- 5 - Moona talu: Mõisavahe tee 3, Saduküla (L ja P)
- 6 - Iisaku talu: Iisaku, Liivoja küla (L ja P)
- 7 - Metsapiiga talu: Haldjapiiga, Vilina küla (L ja P)

- 8 - Taani hobitalu: Taani, Lemuvere küla (L ja P)
- 9 - Tõrukese talu: Tõrukese, Imukvere küla (ainult L)
- 10 - OleMari talu: Vahe, Raadivere küla (ainult P)
- 11 - Luua metsanduskool: Dendropargi, Luua küla (L ja P)
- 12 - Prossa talu: Prossa, Maardla küla (L ja P)
- 13 - Torma glämpinguküla: Pargi 15, Torma (L ja P)
- 14 - Pereaiand "Elulõng": Saare tee 7, Lohusuu (ainult P)
- 15 - Vahe kultuuritalu: Vahe, Vaidavere küla (ainult P)

*Example from 2024*

[www.avatudtalud.ee](http://www.avatudtalud.ee), [jogevamaa.com](http://jogevamaa.com)

# Introducing Open Farm Day on the news channels of the Jõgeva County Cooperation Chamber:

<https://jogevamaa.com/arendustegevused/avatud-talude-paev/>

<https://www.facebook.com/jogevamaakooostookoda>

The screenshot shows the website for the Jõgeva County Cooperation Chamber. The header includes the logo and navigation links: Koostöökoda, Uudised, Projektitoetused, Arendus, Kohalik toit. The main content area features a large image of a rural landscape with a yellow field. Below this, there is a sidebar with a menu of categories: Arukad külad, Avatud talude päev, Seemnefestival, Taastuenergeetika, Seenloritöö, Elu kahe maailma piiril, Peipsimaa, Ürituste kokkuvõtted, and Galerii. The main article is titled 'Avatud talude päev Jõgevamaal' and 'Jõgevamaa avatud talud läbi aastate' (12. juuli 2024). It describes the tradition of open farm days and includes a 'Loe edasi' button. Below the article, there is a section for 'Uued sündmused' (New events) with a list of dates: 04. juuni (Avatud talude päeva seminar), 05. juuni (Avatud talude päeva õppereis Tartumaale), and 07. juuni (Loeng).

The screenshot shows a Facebook event page for 'Avatud talude päev 2024 Jõgevamaal'. The event is scheduled for July 20, 2024, from 10:00 to 17:00. The cover image features a cartoon illustration of a tractor and a farmer with a speech bubble saying 'TULE METLE KÜLLA!'. The page includes a 'Teave' (Details) tab and a 'Osalen' (I'm going) button. The 'Üritused' (Events) section lists upcoming events, including a webinar on July 3, 2025, and a workshop on July 7-8, 2025. The 'Recommended events' section also lists several events. The 'Üksikasjad' (Details) section shows that 109 people are attending and provides information about the event's location and contact details.



Our good media partner is the county newspaper „Vooremaa“.



# See you at the Open Farm Days!

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