

9TH ANNUAL



AUG. 7 - 14, 2023

THE PROJECT

This week-long celebration of Vermont farms offers visitors a backstage pass to learn more about local food origins, authentic agritourism experiences, and the chance to build relationships with local farmers. Farm visitors can look forward to maple and honey tastings, yoga on the farm, ice cream socials, behind-the-scenes tours, on-farm dinners, 5k races, concerts and so much more!

VERMONT IS THE ONLY STATE THAT HAS AN OPEN FARM WEEK

FARMER TESTIMONIALS

"The variety of options and activities is impressive for consumers to partake in. Every State should follow Vermont's example by hosting an Open Farm Week! The more the public engages with agriculture the more they will support the farmers who produce the food they eat and enjoy."

"Open Farm week provided the organizational and promotional infrastructure needed to bring people to Vermont farms. It was instrumental in making our sausage cook out a huge success."

"Open farm week not only opens farms to the public, but it opens the eyes of public to the farms around. Without farm and food awareness, there will not be the connection between Vermont's farms and the food people see on the store shelves."

PARTICIPATING FARMS

52

EVENTS

180

ATTENDANCE AT OFW EVENTS

2134

PER FARM AVERAGE 82

FARM SURVEY

96% of OFW 2023 survey respondents believe that Open Farm Week is very helpful in attracting new customers and **88%** say that it raises awareness about their farm.

PAID MEDIA

SEVEN DAYS

sevendaysvt.com



FRONT PORCH FORUM

OFW COMMITTEE



AGENCY OF AGRICULTURE, FOOD & MARKETS

