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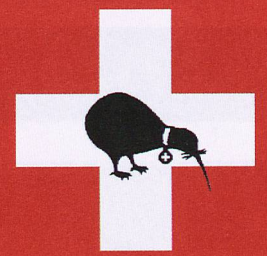
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## “Buure-Zmorge” – Farmer’s Brunches



The United States have the Fourth of July. The French have Bastille Day on July 14th. And the Swiss celebrate their national holiday on 1st August.

There are many ways of enjoying this day off but here is one way to celebrate when in Switzerland.

In 1993 the 1st August became a public holiday thanks to the populist vote. Today many enjoy starting their National Day celebration with a hearty farmer's brunch. These Brunches are organised by the “Schweizer Bauernverband” (the Swiss Farmers Association) together with farming families. This is only part of the success story. The idea of these Brunches originated from the west part of Switzerland but quickly spread throughout the country. The main reasons for this success are the motivated farming families. The hosting farms like to show the public how they have adapted to changes in their industry. They have been able to set up a niche market by finding new ways to engage directly with the public by incorporating Agritourism into their daily lives. The goal is to bring people from the city and countryside together. This direct contact is important to the farming families. The food on offer is local and often organic, but all brunch tickets guarantee you an all-you-can-eat experience.

Apart from free-roaming chickens, most farms will offer some kind of entertainment for the kids. Expect fun games in the haystack, horse carriage rides or petting zoos. For the adults, many farmers offer tours of the premises. It is an interesting way to get a glimpse of how a Swiss farm operates. Some areas also offer the traditional folk music such as Yodelling, Alphorn Playing and Swiss Accordion music.

If you're in Switzerland around this time then check out one of your local farming families – there is bound to be someone nearby hosting one of these events or you can go online and check out what's available and make a booking on [www.brunch.ch](http://www.brunch.ch)

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