



# YEAR OF FOOD AND FARMING



## SPONSORSHIP OPPORTUNITIES





# feeding young minds with a respect and passion for good, healthy food

year of food and farming: September 2007 – July 2008

Patron: HRH The Prince of Wales

## overview

An increasing awareness of the issues surrounding food and farming is reflected in the media, consumer choices and government policy with a focus on health, environmental impact, economic factors and ethical questions. However, many children have little or no understanding of how their food is produced and the impact their food choices have on themselves and the wider community.

Children from urban environments may not have visited the countryside and so have no knowledge of it as a place of food production or its potential as a place for employment, leisure and sporting activities. There is also a great diversity across rural communities where children are exposed to different aspects of food and farming within different communities, but without an understanding of the broader context.

The Year of Food and Farming is an industry-led initiative which has full Government support to create a programme of activities aimed at offering every child the opportunity to learn first-hand about food and its production. The activities will also extend to involve teachers, schools and parents.

Through the year, the programme will deliver relevant and inspiring experiences to every child across primary and secondary education. There are eight key aspirations to be achieved.

## key aspirations

### for primary students

1. Every pupil will undertake a growing activity
2. Every pupil will visit a farm or other countryside location
3. Every pupil will have the opportunity to prepare at least one food plate

### for secondary students

4. Every pupil will take part in a countryside activity
5. Every pupil will have the opportunity to undertake work-related activities

### for all schools

6. Every student and practising teacher will be aware of the curriculum opportunities offered through the experience of food, farming and the countryside
7. Every school will provide opportunities for small and local producers to supply them with fresh, seasonal produce
8. Every school will promote healthy living through the experience of food, farming and the countryside

In addition to the opportunities created for students during 2007 and 2008, the Year of Food and Farming will also create a lasting legacy by instigating ongoing projects, producing resources and changing attitudes and practices.

## supporting organisations

A wide range of organisations are already actively involved in the Year of Food and Farming driving the development and implementation of the year's programme. These organisations are drawn from government departments, government agencies, charities, NGOs and regional authorities, including:

- Department for the Environment, Food and Rural Affairs (DEFRA)
- Department for Children, Schools, and Families (DCSF)
- Farming and Countryside Education (FACE)
- Meat and Livestock Commission (MLC)
- Royal Agricultural Society of England (RASE)
- British Nutrition Foundation (BNF)
- National Farmers Union (NFU)
- Royal Horticultural Society (RHS)
- Specialist Schools and Academies Trust (SSAT)
- Association for Science Education (ASE)
- Heads, Teachers and Industry (HTI)
- Business in the Community (BitC)



## sponsorship opportunities

There now exists the opportunity for commercial companies to get involved with the Year of Food and Farming; to shape the programme of activity, support the delivery of the key aims, and raise awareness of good, healthy food. The Year of Food and Farming will provide a high-profile platform from which leading companies interested in the production, manufacture and retail of food can help educate children, inform the debate and present their responsible role within the marketplace.

The Year of Food and Farming Steering Group has identified a wide range of projects and activities that could be undertaken to achieve the programme's aims. All of these proposed projects can be further developed with commercial input to extend the reach of the activity and deliver greater benefits to the participant and sponsor.

A potential sponsor has the opportunity to work on one discrete, tailored project or take on a greater role across a whole theme of activity, linking several projects in a co-ordinated campaign. The projects in this document offer a flavour of the overall programme, outlining the activity to be undertaken, the delivery of the key aims, the benefit to the participants and sponsor. Greater detail is available for each project that demonstrates the potential for positive sponsorship results, and a range of next steps outlining the PR and marketing campaigns that could be implemented to augment the sponsored project.

## further information

For further information and to explore how your organisation could support the Year of Food and Farming while achieving your own strategic objectives, please contact:

The Staging House Ltd  
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# YEAR OF FOOD AND FARMING



## INDIVIDUAL PROJECT OVERVIEWS



### 1.1 - growing kits for schools

Allowing children to discover the simple pleasure of growing their own fruit and vegetables. Primary schools across the country will be offered growing kits to give children the opportunity to grow a vegetable in a pot and to use the supporting education materials to explore the curriculum links through classroom activities.

### 1.2 - school kitchen gardens

The Royal Horticultural Society (RHS) will develop a national programme that encourages all primary schools to grow food in their grounds. Schools will be offered a garden pack with vegetable seeds, advice on establishing a kitchen garden, easy-to-follow growing instructions and simple cooking ideas. Children will be directly involved in every aspect of sowing, nurturing and harvesting the vegetables, giving them a practical knowledge of growing food and preparing vegetables to eat.

### 1.3 - growing school gardens (sponsored)

With a high-profile launch at the Hampton Court Flower Show, this project will encourage schools to develop their gardens and involve all pupils in their planning and care.

### 1.4 - farm animals for schools

Eglus are easy-to-care-for, designer chicken-coops that can be set up in any school playground, whether rural or inner-city. This offers children the chance to care for the chickens, explore the process of farming, and cook and eat their freshly laid eggs.

### 1.5 - developing more school farms (sponsored)

The DfES, via its Growing Schools Programme, is working with the School Farm Network to support more schools in creating farms in their grounds. School farms provide all students with invaluable, practical experience of caring for animals and plants.

### 2.1 - adopt a school

To help students gain a real understanding of food and farming they need to be able to ask an expert and discover the answers for themselves. When a school is 'adopted' by a farm, the students have the unique opportunity to talk directly to a farmer and explore a working farm.

### 2.2 - transport links for schools and farms

Many children are expected to understand where their food comes from without having any direct experience of a farm or the countryside. The simple provision of transport would enable children from inner-city schools to visit a farm and explore the beginnings of the food chain that produces the meals they eat.

### 2.3 - farm visit award (sponsored)

### 2.4 - farm visits (part sponsored)

Students will have the chance to explore farms and carry out fieldwork, giving them a practical understanding of the relationship between food production and care for the environment.

### 2.5 - care farms for young people

Successful projects across Europe show that a farm environment has the potential to engage young people who have special needs or who have become disaffected with school. Getting children to care for plants and animals gets them to care for themselves, developing vital skills and a growing sense of worth.

### 3.1 - grow it - cook it: cookery book for schools

This project connects children with the process of growing and cooking food. Schools are provided with a selection of food items that can be grown in the classroom or a school allotment, and a cookery book that has menus using the grown ingredients which can be cooked in school.

### 3.2 - school cookery kit

The School Cookery Kit will provide the ingredients, recipes and utensils needed by a student to prepare a straightforward item, such as a loaf of bread. Supporting education materials will extend the project across the curriculum including trips to a local food business, such as a bakery.

### 3.3 - choose it. buy it. cook it.

This project encourages primary school students to: select the food they want to eat; explore the raw ingredients and their nutritional benefits; identify where to buy the food from, considering local and national outlets; and then cook their meal.



### 3.4 - walking the food chain

To ensure a healthy lifestyle, children must be given knowledge about the sources of food and the process food undergoes before it reaches their plate. Armed with this knowledge children can make informed decisions about what they buy and eat. Local networks will be established across food producers, manufacturers and retailers in order to offer students the chance to follow the food chain of what they eat from the ground to their plate.

### 4.2 - professional development for science teachers in the outdoors

If they are to inspire their students, a teacher needs to be inspirational. Food and farming offers a wealth of potential that teachers can exploit to engage, challenge and educate. Tailored professional development offers teachers the knowledge, practical experience and resources to realise this potential.

### 5.1 - forging school & business links

Delivered by Heads, Teachers and Industry (HTI), this project will create vital links between secondary schools and food and farming businesses to provide teachers and students with an appreciation of the industry. The project will also offer food and farming businesses the opportunity to gain educational expertise in developing effective training resources.

### 5.2 - business on the farm: sixth form days

No text book can replace the impact of a hands-on experience and this project offers students a day on a farm. Closely linked to the curriculum, the day's activities support A level and NVQ students studying business studies, geography, economics, biology and environmental studies.

### 5.3 - career learning day

Many food and farming industries have to confront stereotypical views of the careers they offer. This project offers students an in-depth view of a farming industry, enabling them to explore the wide range of careers available and the relevant qualifications needed to begin working in the industry.

### 5.4 - virtual countryside game

The virtual countryside game will create an environment for pupils to explore the countryside, allowing them to try out different jobs and develop a practical understanding of the many roles within the countryside.

### 5.5 - enterprise challenge

Students studying business and enterprise at school can suffer from a lack of real business experience. This project offers students the chance to tackle a genuine enterprise challenge that will focus on one aspect of the food and farming industry.

### 6.1.1 - food stories (part sponsored)

This project is based on using curriculum-based resources that lead students along the journey of two main food items as they travel from farm to plate. Through this journey, students can explore and debate the economic, social, political, cultural and environmental issues involved in the production and distribution of food.

### 6.1.2 - science across the world: poster competition

It is impossible for students to understand the issues involved in food and farming if they do not explore an international dimension. For this project each school would create a poster that presents a food and farming issue in their country. The competition would be promoted to English and international schools establishing a profile for the sponsor across global education

### 6.1.3 - science UPD8

Science UPD8 is a website created by the Association for Science Education (ASE) that translates news items into curriculum resources for teachers to use directly in the classroom. For this project, Science UPD8 will focus on topical food and farming issues, adding a dedicated section to its website where teachers can access news resources to use in the classroom in order to engage students in debate and exploration of the issues. .





#### 6.1.4 - science across the world

Science Across the World (SAW) is an award-winning project developed by the Association for Science Education (ASE), which networks UK students with international schools enabling them to swap experiences of science in their societies.

#### 6.2 - food: a fact of life (sponsored)

This project is an extension of an existing website, Food – a fact of life, created by the British Nutrition Foundation (BNF). The site offers information designed for teachers to use with primary school classes covering healthy eating including cooking and food skills.

#### 6.3 - farming matters (sponsored)

Farming Matters introduces children to the role of food and farming in the economy through tailored, multi-media education resources. Posters, DVDs of farmer interviews, photo cards and activity booklets help primary and secondary pupils explore the economics of the farming industry.

#### 6.4 - farming and food teaching resource

This project will build on a successful model developed by the Government Office, the Regional Development Agency for the Eastern region and Defra. A resource pack will be developed for use in schools across the country that delivers a full day of learning focused on farming and food.

#### 6.5 - OCR's new GCSE supporting resource

The new applied science GCSE is being taught for the first time this year, offering students a stand alone qualification or modules that sit alongside the existing science GCSE. All students taking Applied Science must study the unit covering Management of the Natural Environment and can then choose to do two further units covering horticulture and animal husbandry. This project will create invaluable resources to support the GCSE.

#### 6.6 - YFF award for schools

A national competition for schools, with regional heats at primary and secondary levels, will encourage students to take ownership of an aspect of food and farming. The competing schools will be invited to create and present a themed project that explores a key aspect of healthy eating, food production, manufacture, retail, the countryside or environmental issues.

#### 6.7 - cross curricular materials (tbc)(Design & technology)

#### 6.8 - school champions (tbc)

#### 6.9 - on the farm-game

On the farm will utilize webcam technology, a blogging tool, data collection equipment and a gallery of video and audio material to provide three virtual online farms.

Each farm would feature a farm blog, live feeds from the farm, gallery, teachers area and a range of activities s

#### 7.1 - local food sourcing champions

This programme will recognise, reward and raise awareness in the wider education community about schools and Local Authorities that have reviewed and developed their food procurement practices to use more locally produced and seasonal produce.

#### 8.1 -brainboxes

Aimed at primary and secondary schools, this project recognises that the majority of students eat packed lunches rather than school dinners; therefore, it needs to be a priority in schools to work with children and their parents to develop a healthier lunchbox.

#### 8.2 - global lunchbox

The project leaders will develop a teaching resource that focuses on each child's lunchbox to initiate an exploration of the global issues intrinsic in food and farming. The developed resource will include a teacher booklet, posters, and lunchbox audit worksheets.

#### 8.3 - healthy living through the curriculum

This project will offer PHSE teachers case studies that can be used in the classroom to promote discussion and debate that can help influence young people's eating and lifestyle choices.

## 9.1 - homegrown heroes

Homegrown Heroes is the working title of a television series which aims to highlight the aims of YFF through an interesting, educational and informative programme to be broadcast on ITV.

Concept: 12 junior chefs will be selected through regional competitions from different areas of the UK. These junior chefs will then work alongside their local celebrity chefs to create dishes using locally sourced ingredients and then compete against the other regions.

## 9.2 - yff top trumps

A special edition of the best selling card game, will feature nutritional information of various well known food brands. The highly successful format of the game will help improve children's understanding of the benefits of certain foods.

The Top Trumps game will have cross-curricular links with PE, Citizenship/PSHCE and Mathematics. As well as being useful to these schemes of work, the Top Trumps game would form useful revision and top-up sessions when delivered in other areas of study.

## 9.3 - roadshows

This project gives children the opportunity to experience food chain processes first hand in an environment which is interactive, fun and educational.

There are currently plans for three unique roadshows focussing on:  
cereals - the 'amaizing' cereal experience

dairy - the Milk Moo-bile  
vegetables - the veg express

Each custom built unit will travel schools nationwide engaging children in the processes foods undergo before reaching their plates.

## 9.4 - merchandise/characters

There are currently a total of 20 animal, vegetable and fruit characters supporting YFF.

There exists the opportunity to help 'bring the characters to life.' through the roadshows and beyond, in the shape of stress balls soft toys and vegetable character costumes. There also exists the opportunity to create bespoke characters which may be more in line with the individual sponsors brand.