

Welsh Food Fortnight 2007

'The food campaign that can make a difference to every child in Wales.'

Background: Welsh Food Fortnight (WFF) is a community initiative that engages manufacturers, suppliers, farmers and food retailers with local schools. It has been designed to raise awareness of food products and increase the profile of the manufacturers/suppliers in our schools and our community.

Established four years ago in England and known as British Food Fortnight, it was held for the first time in Autumn 2002, the same time as Harvest Festival, the traditional time for celebrating food. It was felt that so numerous were the regional products and yet relatively unknown in some regions, that this fortnight would promote both suppliers and manufacturers alike through raising awareness in schools and in the community to celebrate their existence and give them more exposure.

The aim: A campaign designed to integrate education and the community to teach young people about food, that is the diverse range available, its impact on health and the benefits of eating seasonal and regional produce.

What are the opportunities that Welsh Food Fortnight can bring to your classroom?

- To teach young people about the diverse and delicious range of food available and about the health benefits and pleasures of eating quality, fresh, seasonal and regionally-distinct produce.
- To give young people the opportunity to learn basic practical cookery skills and excite them to develop these further at home.
- To increase the amount of food education in schools by encouraging teachers to hold special events for young people during the fortnight in the hope that this will generate their enthusiasm and interest.
- Opportunity to work with producers, retailers, restaurants and tourism outlets to organise activities to teach children with the help of the experts about local food.
- To ultimately nurture the values of eating and buying seasonal and locally produced food and drink.

How could this campaign help you as a teacher?

- This campaign is designed to teach young people about food such as the types and range available, its impact on health and the benefits of eating seasonal and regional produce. It is an initiative that was first implemented in England as British Food Fortnight.

When and where will Welsh Food Fortnight be held?

22 September–6 October 2007

Schools all over Wales – We hope that you will join us in celebrating this food festival in your school and if you have any suggestions, we would like to hear from you (see below).

How will this be implemented?

This is up to you – the ideas are numerous!
The following resources will be available to help you

1 Brochure which will detail the following:

- Food groups and types
- What is a balanced diet
- Healthy eating
- Regional recipes
- Topical food issues – for example, Food Miles, organic, GM, Fair Trade and so on
- Case studies and lesson plans for each Key Stage (Foundation 2-4)
- Food hygiene and safety in the kitchen
- Seasonality
- History of Welsh food
- Food labels and shopping
- Recipe ideas for smoothies and lunch boxes
- List of suppliers and resources
- What's on guide – farmers markets, festivals, shows
- What food activities have been organised – pictures and names of schools.

2 Welsh Food Fortnight website – www.welshfoodfortnight.info (live August 2007) and Welsh Food Fortnight TV (live July 2008)

An interactive website that will have the following:

- Map of Wales, divided by regions listing all the suppliers and manufacturers including their names and contact details for you to contact directly
- PDF files of the brochure content
- Suggested activities for you to implement in the classrooms
- A list of additional resources from food institutions, food experts, recipe ideas, chef institutions, WIs and food suppliers willing to come and visit local schools
- Opportunity to register your school activity in the 'What's on in Wales' section so that coverage can be given in next years brochure
- British Food Fortnight TV - Live daily programmes covering a wide variety of food skills with chefs, food experts and suppliers. Also, live footage of school visits by the BFFIW team. So if you want us to come and film at your school, let us know what activities you have planned.
- Hourly slots of video footage of various food manufacturers showing their food sourcing and their production which can be included in lessons – for example, How is orange juice made? One of Wales most reputable fruit juice suppliers shows you how. Ideal for those who are unable to leave the school gates.
- Live questions and answer session to aid teachers to have relevant information to teach on: types of food; food groups; cookery demonstrations; healthy eating explained; Food Miles and the importance of 'eating local'; hygiene and safe cooking video links and so on for those unable to leave the school gates.

Who are Set Point and what is their involvement?

For 2007, a dedicated approach is required for Wales. We are working with the Welsh Assembly Government to devise a brochure that will contain relevant information for Teachers. We have already contacted the Healthy Schools Co-ordinators to get as many teacher's needs and requirements implemented in to this Welsh Campaign. The aim is to develop a programme of events for schools to benefit from local farms and manufacturers in their local community.

If you have any questions or want to find out more about Welsh Food Fortnight and how you can get involved, ring Sara Gibbard-Jones on 0777 1813689.

We would like to hear from anyone who has any plans for this years Welsh Food Fortnight. Please let us know what activities you are planning for September and we will post it on our website. Please contact us on the following email address: erees@glam.ac.uk.