



Year of Food and Farming - East of England

Bedfordshire – Cambridgeshire – Essex – Hertfordshire - Norfolk - Suffolk



Facilitated by the Centre for Environment and Rural Affairs
at Writtle College (Sophie Blythe / Sarah Willsher)

The Year of Food and Farming is a national campaign to promote healthy living by giving young people direct experience of food, farming and the countryside.



Aims of Year of Food and Farming



To give children the opportunity to:

- find out how food is grown and produced
- explore the importance of food
- make informed choices about healthy eating
- experience what the countryside can offer
- learn more about environmental issues linked to food and the countryside.



The Website



www.yearoffoodandfarming.org.uk

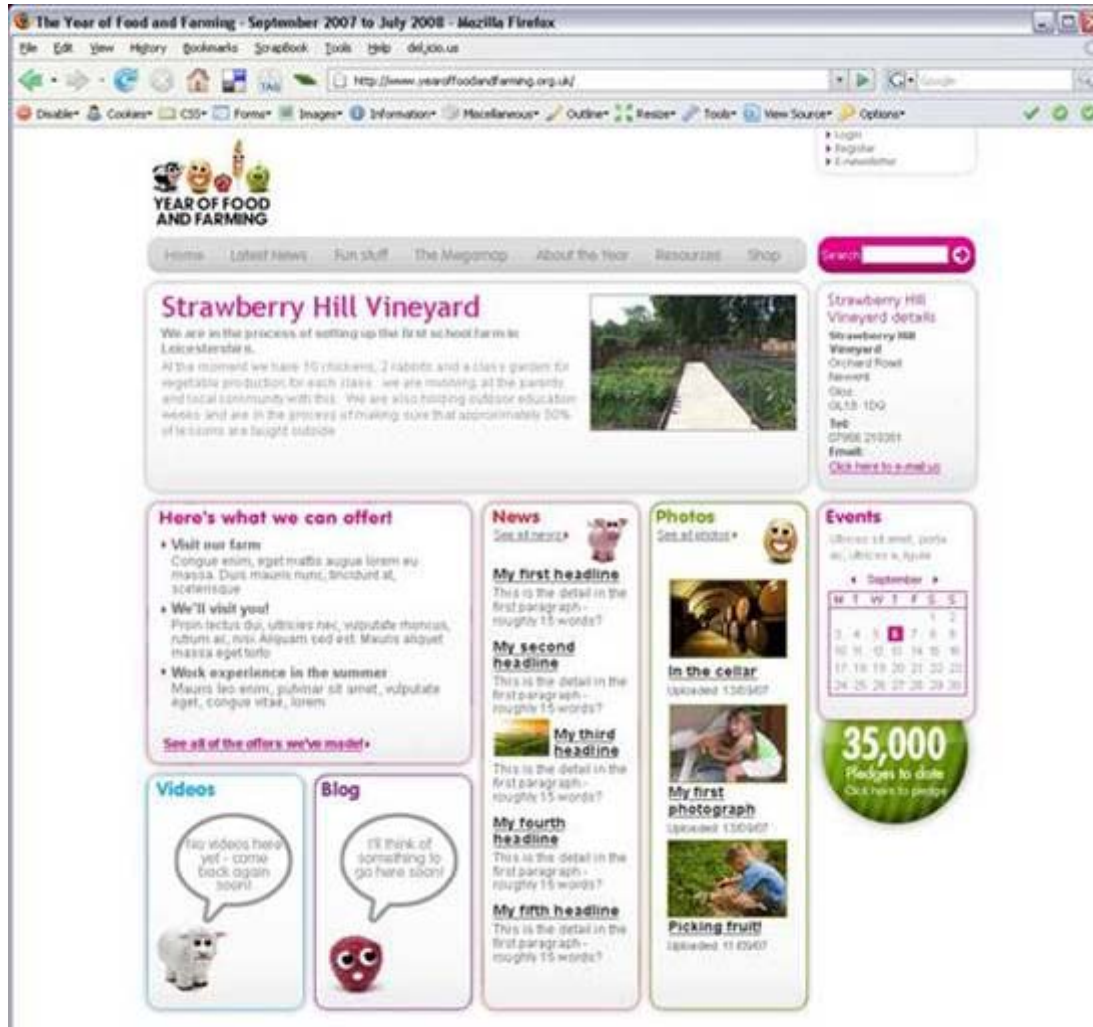


Click on any pin to bring up more information about that organisation. Then follow a link into their space.

Schools can type in their postcode, so they become the centre of the Megamap.



Organisation / school spaces



All organisations or schools that register will receive a username and password to allow them to add content and modify their 'spaces'.



Regional Facilitation



- support the Regional Chair & Regional Steering Group
- contact point for East of England
- co-ordinate and share information between all of the counties in the region.
- organise and co-ordinate activities in all counties
- encourage support from industry and the public sector
- follow up leads for activities or sponsorship in region
- website pages on the national website
- logging of all media exposure and press releases.
- launch events



Essex County Facilitation



Work with YoFF County Steering Group

- The Essex YoFF Launch, 24th Sept 07 at Boyton Hall
- Essex Healthy Schools Network Meetings – Oct 07
- Essex School Meals Conference and Exhibition- 31st Oct/ 1st Nov 07
- Essex Schools Food and Farming Day – 1st May 2008



Essex Schools Food and Farming Day



- CERA organising on behalf of Essex Agricultural Society
- 1st May, Writtle College, Chelmsford
- Support from Essex County Council, National Lottery, CLA
 - 3000 Key Stage Two pupils (ages 7 – 11)
 - 1500 on reserve list
 - 500 teachers, assistants and parent helpers

Each school group will be given their own farmer steward



Exhibitors & Demonstrations



Countryside / Environment	Crops	Food	Livestock	Machinery
CERA – Moth Traps	Writtle College	Jimmy’s Farm	Living Eggs	Belton Brothers
Essex Bee Keepers	Technology Crops	Sprinstep Dairy	The Sheep Show	Writtle College Mechanisation
Essex Wildlife Trust	Barleylands	Wilkin & Sons	Writtle College Farm	Does
CADE – Willow Weaving	ADM	Ashlyns Organics	Writtle College Small Animal Unit	
J S Wright & Sons	Hemcore	Dorrington’s Master Makers	Centre for Equine & Animal Science	
CERA Amphibians	H J Fairs	Arla Foods	John Torrence (Dairy Cows)	
Colchester Zoo	Marriage & Sons	Bairds Malt	Anglia Wildfowl	
Richard Haward Oysters		British Potato Council		
ECC Recycling Bus				
Mid Essex Weavers & Spinners		British Sugar		
Environment Agency		Maldon Salt		





www.yearoffoodandfarming.org.uk

Get involved

Opportunities for Student work? Talks at Schools? Any ideas?

For more information please contact:

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