

GREAT NEWS!

FREE Admission for School Groups to the Royal Norfolk Show



RNS 2015 SCHOOL GROUP TICKETS

School child - FREE Teachers/helpers within allowable ratios - FREE Additional teachers/helpers - £10 per head School vehicle parking - FREE

For the first year, we are offering school groups free admission for all school children and teachers/adult helpers within the allowable ratios to visit the Royal Norfolk Show.

ADVANCE BOOKING ONLY!

Schools must pre-order tickets by 5 June at the latest, for tickets to be received in time. School group tickets will not be available for purchase on Show days.

For further details or to book your school visit, contact Samantha Joyce, RNAA Education Co-ordinator, on 01603 748931 / Samantha.Joyce@rnaa.org.uk





The RNAA will be offering an exciting educational programme for the Royal Norfolk Show in 2015. We are keen that schools make the most of the educational opportunity to visit their county show, especially as school visits will be easier in the absence of a staff training day.

Particular points of interest include:

Young Norfolk Arts Festival: we are excited to be collaborating with the Young Norfolk Arts Festival for 2015. There will be opportunities for young people to watch, produce and participate in performances in multiple venues around the showground. There will be music, theatre, art and poetry to choose from, as well as creative workshops. If you would like your school to be involved, please register interest with enquiries@ ynaf.org.uk.

School Trails: a large number of school trails will be available at the Show and are being planned to make sure that they tie in with relevant schemes of work from KS1-KS5. These trails can be used as a platform for your visit, to help children experience the wealth of educational stimuli present in one place at the RNS: from livestock, through crops and farming machinery, to trade stands and businesses, there is an extraordinary range of exhibits from which young people can learn. Sign-up for School Trails when you book your tickets!

INSET sessions will also be offered to enable teachers and schools to make the most of their visit to the show; please register interest with the Show Office.

Life in the Discovery Zone

t has been well documented and extensively publicised that the average age of a farmer is 58 years old, and that there is a need for 60,000 new entrants into agriculture over the next decade.



For many years the land-based industry has been trying to promote itself effectively to young people and children as a worthwhile career and to dispel the myth that it is both low skilled and low paid. Recently the level of under-recruitment into the industry, as well as an ageing workforce, have contributed to significant skills shortages. For this reason the RNAA, working strategically with partners such as Easton and Otley College, Suffolk Agricultural Association, Young Farmers, FACE, schools and Agricultural Charitable Trusts, is trying to establish a cohesive regional approach to meet a key objective - 'to educate and inspire young people to learn about food, farming and the countryside'.

The main of this work is to ensure that young people in the schools system at all stages of their education gain an understanding and awareness of the land-based industry, both in a general sense and more specifically in terms of career opportunities. The broader educational vision of the RNAA and its partners is for every young person in Norfolk and Suffolk to have experiences relating to the country through food, farming and the countryside.

With this in mind, the new Discovery Zone was created for the first time at the Royal Norfolk Show this year. 21 exhibitors provided a range of hands-on, interactive, educational activities which engaged children who visited this area. The RNAA education marquee also included the 'Norfolk Farming in Style' art exhibition and poetry competition, as well as the Food and Farming Challenge which was carried out and completed by both primary and secondary school children. The Discovery and Careers Trails provided opportunities for children to experience and learn about specific areas within the land-based sector as well as being able to speak with representatives from a range of farming, countryside and horticultural backgrounds.

The success of the Discovery Zone and our initial collaborative work with partners has strengthened our commitment to educate and inspire children about the benefits that agriculture and the countryside can offer - more to follow!

Rob Storer, RNAA Education Head Steward

Art and Poetry Competitions Entry forms available now!

These competitions are intended to give children the opportunity to study their local environment and write a poem or produce a piece of art which reflects the countryside, food or farming. With the art competition, students also have the option of studying the work of a professional artist or otherwise using their own style to produce their artwork.

The Art Competition is open to students in Reception Year to Year 10 and the Poetry Competition is open to Years 1 to 9.

There is no limit to the number of entries per school. Winning entries will be displayed in the Schools Exhibitions Marquee, within the Discovery Zone at the Royal Norfolk Show 2015 on 1 & 2 July, during which the prize giving to school and student winners will take place.

Poetry winners will also be offered the chance to read their winning poems to an audience at the Royal Norfolk Show.

Closing date for entries is Friday 10 April

The competition is open to Norfolk, Suffolk & Cambridgeshire Schools.

If you would like to receive competition entry forms please email Samantha.Joyce@rnaa. org.uk



Photo 1: Lionwood Infant School at Royal Norfolk Show 2014 Photo 2: Lord Iveagh presenting Abigail from West Earlham Junior School, Winner of Years 3 & 4 Category, with her prize at Royal Norfolk Show 2014



GROW YOUR OWN POTATOES

The RNAA's objective to provide learning opportunities for local children not only consists of activities during the Royal Norfolk Show, we also organise various educational events, including the Norfolk Spring Fling and Grow Your Own Potato days.

As part of a national schools initiative organised by the Potato Council, the Association staged a regional event of the Grow Your Own Potatoes (GYOP) challenge for the first time this year. The two-part initiative teaches children how potatoes are grown and harvested through interactive activities, where schools take part to see who can grow the heaviest crop of potatoes.

Launched in 2005, GYOP was one of the first primary school based growing projects. Since then it has become the largest of its kind with almost 1 million children taking part each year. Schools that register to take part receive a FREE growing kit containing everything they need to grow a successful crop. As well as trying to grow the heaviest crop, the challenge is designed to help children learn where potatoes come from, how they grow and that potatoes are a healthy food. Its simplicity and the fact that GYOP is a hands on activity makes it perfect for young pupils.

The RNAA hosted its potato planting day this March at the Norfolk Showground, and then the harvesting day during the Royal Norfolk Show in June. The days were attended by pupils and teachers from 9 Norfolk schools, who brought their GYOP growing kits along to plant potato seeds with the help of industry experts. They also took part in other activities to learn about the different varieties of potatoes, see farm machinery and listen to talks from local farmers about how the machinery is used in the production of potatoes. The 2014 GYOP days at the Norfolk Showground were a huge success and the RNAA will be hosting similar events for Norfolk schools again in 2015. If you are a Norfolk school who is interested in taking part in the challenge and the Norfolk Showground Potato Days **please visit www.gyop.potato.org.uk to register** for the 2015 challenge and you will be contacted by the Potato Council with further details about how to apply for the Norfolk Showground Potato Days.



The Earl of Wessex with schools harvesting potatoes

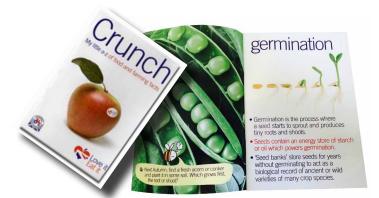
Date for your diary



31 March 2015 Norfolk Spring Fling

Tickets will be available from our website www.rnaa.org.uk in January.

'Love it Eat it'



'Love it Eat it' is an innovative project to address the problem of reconnecting Britain's urban/ mainstream population with the diversity and quality of the food and drink products produced in Britain. It aims not only to reconnect consumers, but in doing so, also help ensure they understand the link between the food purchase choices they make and their own health, economy, the rural environment and their countryside.

Love it Eat it offers two booklets, 'Crunch' and 'Sprout', which are filled with interesting facts about the food we grow here in Britain (designed for primary school children). The books are easy to read, attractive, fun, and are a memorable and informative reference.

Crunch is a fun A to Z of food and farming facts suitable for primary aged pupils. It is an ideal introduction to food production and the countryside.

For more information or to order your copy(ies) of these booklets contact FACE at enquiries@ face-online.org.uk or phone 0845 838 7192.

Food and Farming Challenge



What is the challenge?

The Food and Farming Challenge, organised by the Norfolk Education Industry and Commerce Group (NEICG), an

educational charity, is an educational/business activity involving teams of young people solving problems and undertaking real tasks for businesses and organisations connected with food, farming and the countryside. The challenge finishes with presentations of projects to judges, and displays at the Royal Norfolk Show.

The benefits for students:

- An opportunity to work with an outside company or organisation on a real task or problem
- An opportunity to put into practice the skills learnt at school or college
- A greater understanding of the world of work
- A chance to gain new skills such as communication, teamwork and problem solving

The benefits for schools and colleges:

- A means of developing and practising Key Skills
- A way of bringing real issues into many aspects of the curriculum
- A link with businesses that can be built up and expanded into areas such as work experience
- An enhancement of economic and industrial understanding

If your school or college wishes to take part in the challenge or you would like further details, visit www.neicg.freeserve.co.uk or email info@ neicg.freeserve.co.uk

Our 'New Look'

As you will have seen throughout this newsletter, we have a new 'look'; following wide consultation and work over the past year we are proud to introduce a new design and style appropriate for our organisation. This includes new emphasis being placed on our Royal warrant badge and a family of logos reflecting the different elements of the RNAA. We hope you like it and we are now working on a roll out over the forthcoming months. A new website - rnaa. org.uk - will be launched in January 2015.



Royal Norfolk Agricultural Association Norfolk Showground, Dereham Road, Norwich, NR5 0TT. Tel: 01603 748931 Registered Office as above. Company Limited by Gurantee No. 1817702. Registered Charity No. 289581