

HANDING IT TO SCHOOLS ON A PLATE
British Food Fortnight
20th September – 5th October 2008

"I am immensely impressed by the ingenuity and imagination of the schools that have taken part in British Food Fortnight over the last few years."

HRH The Prince of Wales



- **WHAT IS BRITISH FOOD FORTNIGHT?** Running from **20th September to 5th October** and now in its seventh year, **British Food Fortnight** is an established date on the school calendar. Hundreds of schools use the event as an opportunity to teach young people about food: about the diverse and delicious range of food available, the benefits of healthy eating and about the pleasures of eating quality, fresh, seasonal and regionally distinct produce.
- **WHAT'S NEW THIS YEAR?** In an exciting new collaboration, the Department of Health has teamed up with British Food Fortnight to promote the importance of its 5 A DAY Just Eat More (fruit & veg) message to schools and parents through the event's activities. As a result there is a particular focus this year on involving parents in the Fortnight's school activities. For example, asking pupils and parents to monitor how much fruit and veg they eat during the Fortnight, setting cookery homework activities during the Fortnight that involve parents and using school mailings to give parents tips on encouraging their children to eat more fruit and veg and reach their 5 A DAY.
- **WHY SHOULD SCHOOLS TAKE PART?** This year's British Food Fortnight coincides with a growing emphasis on food and cookery within the curriculum. The national food celebrations are a fun way to mark the launch of cookery activities in schools. The event provides schools with everything they need to teach cookery:

Worried your school does not have the skills to teach cookery? The event's network of 9,000 chefs is at the ready to give every school its own Jamie Oliver and help teach children how to cook. This year chefs are being joined by retailers who are being invited to donate food to schools for cooking lessons and to host school visits in order to teach children how to shop beyond the sweetie shelves.

Need cooking equipment? British Food Fortnight's 'Cook for Life' Challenge, sponsored by Kenwood, gives schools the opportunity to win Kenwood cooking equipment. 69 schools were kitted out with full class sets of equipment last year. Prizes are awarded to the top six schools in each region that incorporate cookery in their curriculum activities in the most imaginative and innovative way. Prizes include a Multi-pro food processor, handheld electric mixers, tea-towels and aprons. The national winner will also receive a Kenwood Prospero with mincing and juicing attachments for pupils to create even greater masterpieces.

Want ideas on including cookery within your curriculum activities? All schools in the UK are being sent best practice examples of last year's winning cookery activities.

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- **WHAT RESOURCES ARE AVAILABLE?** See the Teacher Zone on www.britishfoodfortnight.co.uk for:
 - A short film explaining why it is best to buy British food, seen through the eyes of children. Ideal for use in assembly.
 - All the event's 'Putting the Ooo back into food' resources for schools: 'A Resource Pack for Schools' - ideas for food-related activities for all curriculum subjects, 'A Guide to including Cookery within the National Curriculum' - cookery lessons and activities for early years, primary and secondary children. Plus contact details for inviting a chef into your school, recipe cards for children, ideas for involving parents, what's in season when charts, A-Z of food facts, food photographs and advice on seeking coverage in your local papers.
 - A six-page guide to taking part that includes examples of how schools participated last year with details of how to take part in the British Food Fortnight 'Cook for Life' Challenge, sponsored by Kenwood and entry form. This is also available from the Event Office, Tel: 020 7840 9292 or Email: info@britishfoodfortnight.co.uk.

For information and tips on 5 A DAY visit www.nhs.uk/5aday.

- **WHO IS BEHIND IT?** British Food Fortnight is sponsored by Budgens, ARAMARK and the Department of Health's 5 A DAY Just Eat More (fruit & veg) programme and features the British Food Fortnight 'Cook for Life' Challenge sponsored by Kenwood. It is supported by over 40 organisations led by Brakes, Compass Group, Country Markets, Mitchells & Butlers, National Farmers' Union, National Trust, Sodexo and Tenant Farmers Association.
- **WHY SHOULD SCHOOLS TAKE PART?** "British Food Fortnight is the largest volunteer movement educating young people about food," explains Alexia Robinson, organiser of the event. "41,500 chefs and retailers have been sent information about helping schools teach children about food during the event so every school in the UK should be able to find someone near them willing and eager to help."

"With the opportunity to win Kenwood cooking equipment, invite a chef into your school, ask retailers to donate ingredients and use all the resources on the event's website, British Food Fortnight is handing cookery lessons to schools on a plate!"
- **WHERE CAN WE FIND OUT MORE?** For information on British Food Fortnight, contact Alexia Robinson or Jennifer Meakin. T: 020 7840 9292. E: info@britishfoodfortnight.co.uk W: www.britishfoodfortnight.co.uk.