

AGRICULTURE & HORTICULTURE DEVELOPMENT BOARD

AHDB Education Strategy 2018 – 2021

Educating the next generation In partnership with the British Nutrition Foundation

Introduction

Children are the consumers of tomorrow. They are key to ensuring the long-term sustainability of the UK food and farming industry. Through our education work, AHDB is committed to increasing children's understanding of where and how their food is grown, reared and produced.

AHDB supports the teaching of practical cooking skills and promotes positive messages about healthy eating. We aim to empower young people with the life skills and knowledge to make informed food choices – what they buy, cook and eat – now and in the future.

AHDB has an established record in education delivery at both primary and secondary levels, through programmes including Grow Your Own Potatoes (GYOP), Meat & Education and Grain Chain.

To ensure our work continues to remain relevant and has the biggest positive impact, we need to ensure it evolves and aligns with the modern education landscape to remain fit for future generations.

This strategy document presents a fresh and forward-looking approach to AHDB's education work. At its heart is a new strategic partnership and a collaborative approach that seeks to realise greater value for farmers, growers and processors.



Education Strategy for 2018-21

The education landscape is a crowded one, where being heard above the noise is challenging. For AHDB to operate effectively in this environment, we need to deliver smarter, more targeted activities.

Our re-energised approach to education will see us actively working to avoid duplication – both within AHDB and across the wider food and farming industry. The new approach will see AHDB move away from running multiple, sector-specific initiatives that compete for the attention of time-poor teachers.

AHDB is launching a streamlined education programme in partnership with the British Nutrition Foundation (BNF) encompassing all AHDB sectors. With clear links to the school curriculum and qualifications, this new programme will focus on food and nutrition. This will allow AHDB to talk passionately and clearly about food provenance, including food production and processing. These are issues that we know matter to our farmers, growers and processor levy payers.

Together with BNF, we will actively engage with and develop an ongoing dialogue with key education decision makers and influencers, such as government and awarding bodies (exam boards). This is to ensure that opportunities for food, nutrition and farming on the curriculum are maximised, both today and tomorrow.

AHDB's Education Strategy objectives

Raise awareness of the nutritional value of food produced by AHDB sectors within a healthy balanced diet.

Sustain and further develop a trusted and positive image of UK agriculture and horticulture.

OUTCOME

An equipped professional teaching workforce, using trustworthy, quality assured information. Enabling teachers and educationalists to deliver increased awareness, understanding and knowledge of the food and farming industry, and the value of UK-produced food as part of a healthy diet and lifestyle.

Increase awareness of how food is grown, reared and produced, including processing. Support the development of basic meal and food preparation skills in line with national competencies.

Working in Partnership



The British Nutrition Foundation was established in 1967 with a core purpose of making nutrition science accessible to all, working with an extensive network of contacts across academia, education and the food chain.

BNF has worked with AHDB over many years to ensure educational integrity on our Meat & Education, Grain Chain, and Grow Your Own Potatoes programmes.

The partnership will mark a new way of working that provides enhanced value and greater impact. Combining collective expertise and knowledge, AHDB and BNF will deliver against shared priorities. These include:

- Championing food education in schools
- Informing about methods of food production and processing
- Promoting positive messages about healthy eating and drinking
- Supporting the teaching of practical cooking skills

66 Working together in a strategic partnership will allow both organisations to achieve greater value, through increased reach and impact. It reduces duplication and allows us both to focus on what's important – ensuring that teachers and their students have access to credible classroom materials and training. Together, we can make a meaningful difference – after all, food, it's a fact of life.

Roy Ballam,

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Managing Director and Head of Education, BNF





This is where AHDB believes our investment can have the greatest impact:

- Education programme: launch an enhanced *Food a fact of life* education programme. Designed specifically for teachers, this online programme links healthy eating, cooking and food production with the curriculum and qualifications.
- **Teacher training:** high-quality training direct to trainee and practising teachers, supporting professional development and filling an identified gap in provision.
- Quality assurance: development of industry and government-recognised quality assurance criteria for education resources.
- Engagement with key influencers: dialogue with key players in education to ensure that nutrition and food provenance stay on the school curriculum and in qualifications.

Industry collaboration

Industry collaboration is core to AHDB's new strategy. Our new education approach is designed to complement rather than compete with or replicate existing initiatives.

AHDB will actively share learning and knowledge with other industry bodies. This includes openly sharing the findings of independent research commissioned by AHDB on the attitudes and behaviours of over 1,300 teachers. Where possible, we will also signpost to other industry education programmes.

As part of the new strategy, AHDB has committed funds to strategically aligned industry collaborations for the next three years. These include **Countryside Classroom**, an online hub for education resources on food, farming and the countryside, **LEAF Open Farm Sunday** and **School Days**, and **BNF Healthy Eating Week**.

AHDB will also continue to run specific elements of its Grow Your Own Potatoes programme in partnership with the potato industry. The curriculum-linked resources from this programme will be moved across to the *Food – a fact of life* website. AHDB's ongoing support for Countryside Classroom will ensure that we continue to inspire and enable teachers to use food, farming and the natural environment, in a learning environment both inside and outside their classroom.

Carl Edwards, Countryside Classroom, LEAF

Growing potatoes in a school environment is an ideal way to teach children about how plants grow and how soil, light and water are important. It's also a great way to introduce the delights of freshly harvested and cooked new potatoes to children. I've attended schools and witnessed the excitement of digging for new potatoes and sampling the results.

Niall Arbuckle, Greenvale Potatoes (Seed supplier for GYOP)

Evidence-based

Ensuring our work is evidence-based and delivers return on investment for levy raised, are AHDB guiding principles. For our new strategic partnership with BNF, this means:

- All activities underpinned by independent research carried out with over 1,300 teachers to ensure they meet their needs. Research will be repeated annually and results shared with industry.
- We are committed to implementing a cycle of review, learning and continuous improvement through measuring the impact of our education programme, ensuring it remains relevant and cost-effective.
- Before launching, our new education strategy was appraised through an 'Investment Test' to ensure it fits with AHDB's corporate strategy and can demonstrate value for money.

We have been working with AHDB on Open Farm Sunday for many years. Their on-going and long-standing support shows their commitment to providing the public with the opportunity to visit a farm and learn more about British agriculture; it really does unite the whole industry.

Anabel Shackleton, LEAF Open Farm Sunday

Meet AHDB's Education Team



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