



## **LOCAL CHILDREN GET HANDS ON WITH NATURE DURING WARBURTONS FARM VISIT**

**12 July 2017:** Children from local school Weelsby Academy enjoyed a hands-on farm visit at Claxby Grange in Market Rasen yesterday to discover the importance of wheat, the countryside and sustainable farming.

During the visit, Year 6 pupils had the opportunity to explore a working farm - many of them for the first time in their lives. They learned about the cycle of wheat and explored the importance of soil, water and wildlife through activities such as soil sampling, wheat grinding and a mini-beast hunt, all designed to teach children about the diverse natural environment around them.

The visit was part of a country-wide programme developed by Warburtons in partnership with The Country Trust and Openfield, inspired by the bakery brand's core values of quality, care and responsibility. Warburtons devised the project, supported by educational experts at The Country Trust and real farmers, to educate children about the vital role the countryside plays in providing the key ingredients required to create healthy staple foods such as bread. During the visits, farmers taught children about wheat and the role of the farmer, to help inspire young people to appreciate the countryside and the people it supports.

### **Brett Warburton said:**

"Today's visit has been a real success. It's great to see so many children enjoying an opportunity to get stuck in to learning about the natural environment around them. This programme is a crucial learning experience for young people, many of whom may not have an understanding of how vital a role the countryside plays in providing the raw ingredients required to put food on our plates.

"Our sustainability strategy focuses not only on what is produced but how it is produced, to ensure the environment is treated respectfully at all times. By teaching children to enjoy and care for the natural world around them, this programme helps ensure the future of our countryside and the farming industry is protected for generations to come."

### **Jill Attenborough, CEO at Country Trust said:**

"Our charity works directly with farmers to provide amazing experiences for some of the most disadvantaged children in our country. We transform children's understanding of the countryside, how our food is produced and actively encourage them to try out some of the practical skills involved in bringing our food to the table. Learning in a pressure-free, non-classroom, experience-rich environment allows many of these children to really improve their knowledge, skills and educational attainment while having fun. Learning about food production in this way will also, we hope, help them to become responsible consumers of the future who care about their own and the wider environment."

Warburtons works with farms who can help them grow wheat to a high standard and recognise the importance of sustainable farming. Engaging communities and young people with the countryside is an important pillar of the sustainability strategy.

Brett Warburton, Executive Director at Warburtons, Jill Attenborough, CEO at the Country Trust and James Dallas, CEO, Openfield attended the farm visit to celebrate the success of the pilot programme, which has been running since June – with 17 visits completed to date.

**ENDS**