

**PRESS RELEASE
FOR IMMEDIATE USE
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Kettle Foods supports local Food Discovery Programme

Food Heroes from Kettle Chips met children from a Norwich Primary School thanks to an innovative programme run by The Country Trust.

The Food Discovery programme enables children to explore where their food comes from with farm visits at the heart of their learning. Pupils grow their own vegetables and herbs in school and are taught to prepare and cook delicious meals using fresh ingredients including the produce they've grown. They explore and taste new foods, organise and run their own playground farmers' market learning all about pricing, profit and the art of selling, visit local farms, meet local Food Heroes, learn about food choices and prepare and share a harvest feast with friends and family.

Norwich-based, Kettle Foods visited Mile Cross Primary School as part of a Food Heroes session within the programme, where local food producers, farmers and chefs are invited to talk to the children about their business. The visit took place on **Friday January 26th, 2018.**

Thanks to Kettle Foods, the children gained an insight into a successful Norfolk food business and learnt how local potatoes are turned into KETTLE[®] Chips. They also had the opportunity to think about what flavours worked well together, developed their own seasoning recipe and made their own limited edition potato chips.

Rosalind Bacon, Food Discovery Coordinator at the Country Trust comments: "Our brilliant Food Discovery programme has been running for many years at Mile Cross Primary and this year we were excited to invite Kettle Foods for an interactive session showing how their chips are made. The children were able to connect the dots between the chips they're consuming, how they're grown and then transformed into a product. Useful information for when they organise their own Playground Farmer's Market later in the year!"

Kettle Foods PR Manager, Louisa Grant, comments: "We feel really proud to be celebrating our 30th year in Norwich. We're also passionate about giving something back and are pleased to take this opportunity to support the Food Discovery programme in Mile Cross Primary School to help local children understand more about food production and where their food comes from."

In 1988, Kettle Foods chose Norwich as their home to be as close as possible to their potato growers. Thirty years later they're proud that KETTLE[®] is the nation's favourite premium crisp brand, still using locally grown Norfolk potatoes whenever they can and still hand cooking them with care in small batches to guarantee great crunch every time.

Kettle Foods is proud of its Norwich roots and making a positive contribution locally has always been an important part of their philosophy, so when the company was approached by the Country Trust they were more than happy to get involved in their Food Discovery programme with local schools.

The Country Trust works with schools educating the most disadvantaged children in Britain giving them access to the countryside through visits to real working farms, delivering year-long Food Discovery Programmes and offering residential visits.

Ends...

Editors' notes

About The Country Trust

- Founded in 1978, The Country Trust is the leading national educational charity that brings the working countryside alive for those children least able to access it, whether through disadvantage or disability. Every year we support hundreds of volunteer farmers and landowners to welcome thousands of disadvantaged children from all backgrounds and faiths onto their farms.
- The Country Trust has 3 main strands of activities:
 1. Farm Discovery - day visits to real working farms
 2. Countryside Discovery - residential visits to the countryside
 3. Food Discovery - yearlong programmes exploring every aspect of growing, cooking and even selling food
- The Country Trust focuses on working with the following:
 - Primary age children from schools with an above average percentage of children eligible for Free School Meals
 - Schools catering for children with Special Educational Needs and Disabilities
 - Looked After Children and Pupil Referral Units
- In 2016 The Country Trust enabled
 - 18,079 children to go on a farm or estate visit
 - 6,650 children took part in farm led assemblies and food and farming workshops
 - 1,113 children took part in Food Discovery Programmes
 - 918 children went on 29 Residential visits
 - 361 children with Special Educational Needs took part in Countryside Adventure days in Hampshire.
- The Country Trust currently works with schools in and around London, Essex, East Anglia, Hampshire, Birmingham and the East and West Midlands, Yorkshire, the North West, North Wales and Northumberland.

What we do

- We make it easy and safe for children to visit farms and for farmers to share their knowledge and passion.
- We bring urban and rural communities together, increasing communication, respect and understanding of the countryside as a place of possibilities but also a place on which livelihoods depend.
- We facilitate children's cultural understanding about the life and work of the British countryside through visits and talking with those who live and work there.
- We enable children to experience the wonder of the countryside:- open space, breathing space, the people who live and work there, habitats, farm animals and wildlife.
- We enable children to understand the possibilities of food, what a variety there is, why and how it grows, who grows it and where, what it tastes like, why all this matters.
- We introduce adult role models who nurture and take responsibility for crops and animals. People who often work in strong family units.
- We bring two interdependent but disconnected communities together for a stronger future. Our school community includes many urban children and a significant number of children from ethnic minorities.

- We can help schools to meet the new Ofsted common inspection framework which now includes a judgement on 'personal development, behaviour and welfare'. Ofsted states that the first-hand experiences of learning outside the classroom can help to make subjects more vivid and interesting for pupils and enhance their understanding. It can also contribute significantly to pupils' personal, social and emotional development.

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Please contact us if you require images of the event.