LEAF’s Core Activities

- Facilitating sustainable farming knowledge generation and exchange
- Developing market opportunities
- Educating and engaging the public in sustainable food and farming
LEAF’s Education

Our ambition
...to embed knowledge, understanding and appreciation of farming into everyday life.

Our mission
...to positively influence the next generation about agriculture to support farming, food production and the environment, and enhance the understanding and appreciation of everyone. We will do this by delivering inspiring and stimulating opportunities, through education and wider public engagement.
LEAF Open Farm Sunday

Another Record breaking year!
Record 293,650 visitors
362 farms opened to the public
26% farms participated for the first time
2.2 MILLION visitors since launch

9th June 2019

www.farmsunday.org

www.leafuk.org | Twitter: @LEAF_Farming @LEAF_Education @OpenFarmSunday | education@leafuk.org
Our work with schools

- **459** Schools worked with this year
- **10,560** Young people directly delivered to
- **22,040** Total learning hours delivered to young people
- **Over 1000** Teachers have received CPD training
- **2,367** Training hours for CPD training
Initial Teacher Training

353
Trainee teachers worked with this year

60%
have visited or intend to visit a farm

100%
Of those trained in last 2 years have used LEAF Education resources in the classroom since training

1,589
Total learning hours delivered to trainee teachers
Our work with farmers

5,000 Young people visited a farm

425 Teachers worked directly with farmers

14,942 hours spent on farm by these young people
Regional Education Consultants

Institute of Education
Trained in CPD
Leadership by UCL
With thanks to our Patrons

Beeswax Dyson Farming

Hutchinsons
Crop Production Specialists

Sainsbury's
Engaging our future generation with food, farming and the environment....
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Why now?

• Many people from the farming and food sectors have long neglected working with secondary schools and their students, choosing to focus on much younger children.

• There is a shortage of young people coming in to an industry that has many opportunities available to young people, but these opportunities are not communicated well outside of the industry.

• Evidence suggests that young people today will associate themselves much more with ‘food tribes’ than with other, more traditional social groups (such as music): gym, protein and nutrition, vegans, vegetarians, flexitarians, craft food and drinks etc.
What Were Our Research Objectives?

• To gain a greater understanding of the way in which 12-18 year olds view food and farming.

• To be able to engage with a future generation, to enable them to make informed future choices.

• To ensure that we (as an industry) listen to our future generation and empower them to lead in the development of five collaborative projects for LEAF Education to lead on with this age group in 2019.

• To help formulate communications and a wider education strategy going forwards for the farming and food industry.

To do this we questioned over 1,000 12-18 year olds across the UK in June 2018
Attitude to careers in food and farming

32% would consider a career in food and farming

22% have received information on jobs in this sector

Most appealing careers include: vet; caring for the soil; looking after plants; roles in IT e.g. with drones and GPS.

There was a lack of understanding and some confusion over what the various careers actually include.

35% said they are interested in the work farmers do and/or would like to find out more.

The majority of teenagers associate long hours and hard work with a career in farming.
Teenagers, social media and farming

89% say that social media is very important to them

63% say that they use social media several times a day

Jamie Oliver was who they most associated with promoting food and farming.
Teenagers, social media and farming

44% spending more than 3 hours on YouTube

28% spending over 3 hours on Snapchat

42% a short (30 second) video was the top choice for what content would engage teenagers
Teenagers, social media and farming

To find out more about farming

65% would look online to find out more about farming

20% would look on social media to find out more about farming

27% said that they would visit a farm
Science, technology and the future

46% of teenagers believe that animal welfare is an area that scientists should focus on in order to improve food and farming.

45% said it should be the use of pest and disease control.

41% of teenagers strongly agreed that young people should be more interested in how food is produced and where food comes from.
Science, technology and the future

34% thought soil sensors were key innovations that we should see more of on future farms

35% thought energy crops were key innovations that we should see more of on future farms

35% of teenagers believe strongly that science and innovation will underpin a sustainable future for farming
What were the next steps?

LEAF Education worked with a number of schools from across England over the course of four months with varying degrees of engagement in food and farming:

- St Alban’s Girls School
- Brockhill Park School
- Ibstock Community College
- Sir John Lawes School
- Onslow St Audrey’s School
- Parmiter’s Schools

With the focus that the 60 teenagers provided further information and to deepen the research. So that the ‘why?’ and ‘how?’ questions could be asked.

At all times we were clear that this was about listening, it was giving young people the opportunity to speak to an industry and for that industry to take note and action their ideas.