Farmer Time
Impact Report 2021
Farmer Time continues to inspire, engage, and educate young people about the journey of their food from farm to fork using the power of digital communication. Since Farmer Time began in 2016, we have connected 742 different teachers (or over 22,696 children) with farmers, creating a platform for pupils to gain a real time, year-round understanding of farming and the food supply chain, all from a secure video call within the classroom.

**742** pairings
**22,696** children
**53,596** learning hours since Farmer Time began

"I was completely blown away by the cards the class made and sent to me, I have never known that feeling of worth from farming before."

*Stuart Rogers, Farmer Time farmer*

77% of calls have spoken about **science & the natural environment**

78% of farmers have spoken about **animal welfare** in their calls

56% of Farmer Time calls are actively discussing **sustainability**

97% of teachers feel their pupils have gained a better understanding of where food comes from

Farmer Time has been shown to link to almost all curriculum subjects, including:

- **English**
- **Maths**
- **Business Studies**
- **Food & Nutrition**
- **Careers**
- **DT / Engineering**
- **Citizenship / PHSE**
- **Mental Health & wellbeing**
- **Geography**
- **History**

"The Farmer Time calls have been so inspiring, they've often been the highlight of my day!"

*Farmer Time farmer*
100% of farmers & teachers have enjoyed the experience

97% of teachers found it ‘easy’ or ‘very easy’ to get in touch with their matched farmer

100% of teachers would recommend Farmer Time

“Farmer Andrew has been amazing with the children. We’ve called him every 2 weeks and he always has lots of interesting things to show the children. He explains everything really well and it’s the highlight of their week. He even made a weekly video for them during lockdown and sent them all some small presents at Christmas. He’s been brilliant and the parents have loved it too.”

Julie Ball, Teacher

“Farmer Sam has been absolutely fantastic, and we fully intend on continuing our weekly calls with him in the next academic year. The experience has been invaluable for our children.”

Sarah Dakin, Teacher

“Strutt & Parker are proud, for another year, to be a part of the incredible growth of Farmer Time, an initiative that inspires and educates school children about how their food is produced and the fantastic contribution our farmers make as custodians of the countryside. As we enter a new chapter for the rural sector, it is vital we have an open dialogue between farmers and the next generation so they may gain a greater understanding of the current and future debates around land use. We look forward to continuing our support.”

Jonathan Armitage, Strutt & Parker

“G’s is delighted to support Farmer Time for another year, helping to educate children about where their food comes from, the various processes involved and about the environment. At G’s a number of our growers are actively participating in the program, and finding their calls to be rewarding experiences; they are all passionate farmers and are excited by the opportunity to share with the next generation of consumers their views on healthy eating, the environment, technology and the vast opportunities that exist within the agricultural industry.”

Stewart McIntyre, G’s

“Sainsbury’s is delighted to continue to support the work of Farmer Time, helping to develop and educate thousands of children about food, farming and the environment. The simplicity of the project has been a huge success with all children having virtual access to learn more about the countryside. We’re really pleased that there’s been a huge increase in interest from schools recently using the new found confidence in technology. We are proud to have worked with Farmer Time for so long, continuing to make a positive, long lasting impact.”

Kate Stein, Sainsbury’s
Farmer Time Sweden is in its third year, with 78 successful matches connecting over 1,560 children with a farmer throughout the country.

100% of Swedish teachers and students said they have appreciated their Farmer Time calls!

"Positively surprised by the interest from the children. Many questions that I take for granted that ‘everyone’ knows." Farmer

"Even more fun than I thought, very easy to implement." Farmer

"The children get to see that there is a real person behind their food." Teacher

"I look forward to the autumn when we can continue to meet our fantastic farmer to increase understanding of agriculture." Teacher

Farmer Time Australia has over 60 classes paired with farmers across the country, reaching over 3,453 children

“Farmer Time has revolutionised how we teach young people about where their food comes from. Given Covid restrictions, we can engage so many more students that would miss out on an in-person farm visit. Farmer Time is a very successful program here in Australia.”

CEO, Primary Industries Education Foundation Australia (PIEFA)

“Watching the kids’ faces light up when the farmer comes on screen is my favourite part. They smile, wave; it’s a great moment. This program is a special educational resource, it’s so exciting to be part of it!”

Allison Arnott, VIC Farmer Time

Finland are moving into their 2nd year of Farmer Time, with 26 successful pairings meeting for regular video calls. Farmer Time is also expanding across Finland to other regions with schools and farmers eager to take part!

“We need farmers for our food production and it’s an important job they’re doing. Both me and my students have learned a lot about farming. It’s been rewarding to be part of the project.”

Teacher

Republic of Ireland

In 2020, Airfield Estate partnered with LEAF and Farmer Tom to begin the Farmer Time Ireland journey. By early 2021 they had completed a very successful trial run with 4 farmers and classes across Ireland. Farmer Time Ireland launched officially in July 2021 with sponsorship from SuperValu, and now over 40 farmers are linked with classrooms across the country. The programme is reaching a wide variety of students (over 1,000!) from primary to post-primary, including special needs schools that are now experiencing agriculture in a local, sustainable, and accessible way!

We are also thrilled to announce that New Zealand has just joined the Farmer Time initiative as our 5th international partner!
For further information about Farmer Time and how you can get involved please visit:

www.farmertime.org
#FarmerTime
Farmer Time
@Farmer_Time_

Thank you to our sponsors Sainsbury's, Strutt & Parker and G's: