

The Farmer

James Robinson is a Dairy farmer from South Cumbria, his family have farmed in Kendal for the past 150 years. James was inspired to sign up for FaceTime a Farmer after seeing Farmer Tom's posts on social media.

The School

Haydn Bettles is a food technology teacher at Armitage C of E Primary School in Manchester. He first heard of FaceTime a Farmer via LEAF and thought it was a great idea to support the learning in his classroom.

The Sessions

The first FaceTime a Farmer session followed on from classroom learning on animal welfare and James was able to talk to the children about this within the Dairy farm context. He showed the children how the cows needed a high standard of care for example, in the sheds where they were housed and the choice of food that they were given. In addition, James was then able to make links the milk he produces and relevant food standards, including The Red Tractor.

James was amazed at the children's level of engagement and enthusiasm throughout their first FaceTime a Farmer session, especially seeing the children's 'enthralled' faces when showing the cows on camera. He was then able to make the link between milk and its nutritional value which was enhanced by the prior knowledge the children had learned from Haydn in the classroom. This thirst for knowledge will feed into their next call when James plans to take the children into the dairy to 'virtually' find out where their milk comes from.



Impact

From just one phone call, the impact of the FaceTime a Farmer initiative at Armitage C of E Primary is evident. Haydn states, "the children loved speaking with James and learnt so much from one 15-minute conversation with him, he also helps me by passing on his knowledge to develop my own work in the classroom."



FaceTime a Farmer Case Study



James is equally positive, “FaceTime a Farmer is bridging the gap between primary food production and people that could, in the future, become part of the industry.”

Further information about this initiative and how your school or farm can become involved can be found at www.leafuk.org/facetimeafarmer

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Thank you to James Robinson and Armitage C of E Primary School