

# Farmer Time Case Study

## Upland Beef and Sheep Case Study



### The Farmer

John Yeomans is a second-generation farmer who, in partnership with his wife Sarah, farms a herd of 70 beef cows and a 620-strong flock of Beulah sheep. Based in Newtown in Wales, they supply meat to the trade and direct to the consumer. John and Sarah are not from farming backgrounds, their early lives were spent growing up in large cities, therefore they were keen to participate in order to educate children from non-farming backgrounds about the agricultural industry. As a Sainsbury's supplier farmer, John heard about the initiative at the Sainsbury's Farming conference and decided to sign up.



### The School

St Francis Catholic Primary School is in Bradford, class teacher Olivia Dearden stated, "the children thoroughly enjoy and find the whole experience of Farmer Time engaging and inspiring. It was so lovely to see the children learning something different, especially when some of the children have never visited a farm before!"

### The Sessions

John and Sarah's farm is located within the upland rural Welsh region of Powys where most people live in small villages, a completely contrasting geographical

region to St Francis Catholic Primary School which is within the suburbs of Bradford. John and Sarah were keen to show the children their farm and animals, making the link to food production and food chains evident. An example of this was when John showed the children his turnip crop that he uses to feed the lambs which eventually will be food on their plate. A highlight at the end of the session was when Olivia asked the children who would like to be a farmer and most hands went up!



### Impact

John is enjoying the Farmer Time experience and is positive about the impact, he believes, “as farmers become more isolated from the non-farming public, it is our responsibility to engage people in farming.”

Olivia agrees with John, “One of the children from my class quoted our Farmer Time was ‘so much fun’ and it was great to have a real-life insight into the life of a farmer which we have never learnt about before. We even got the opportunity to see some of Farmer John's new puppies on his farm which we loved!”

Further information about this initiative and how your school or farm can become involved can be found at [www.farmertime.org](http://www.farmertime.org)

Contact: [Julie.Neale@leafuk.org](mailto:Julie.Neale@leafuk.org)

Thank you to John and Sarah Yeomans and St Francis Catholic Primary

