PRESS RELEASE

Beaver/Cub Scouts from [insert area] take part in Tesco Farm to Fork Trail

• Farm to Fork partner badge launched by The Tesco Eat Happy Project in conjunction with The Scout Association to teach young people where their food comes from

• Beaver/Cub Scouts from [insert Group] find out about the journey their food goes on to get from the farm to their forks

A Farm to Fork partner badge has been launched by The Tesco Eat Happy Project in conjunction with The Scout Association. Young people learn all about how their food is grown and produced on a Farm to Fork Trail.

Beaver/Cub Scouts from [insert Group] have recently taken part in a Farm to Fork Trail at [insert store name]. They have seen behind the scenes of a Tesco bakery, learnt which animals cheese comes from, been taught how to gut a fish and completed fun challenges to find out where different fruit and vegetables are grown.

Helping young people maintain a healthy lifestyle has always been key to Scouting’s programme. The Farm to Fork partner badge is a great way for young people to get a great understanding of where their food comes from. They also learn essential life skills in preparing food and have the opportunity to try things for the first time.

Xxxxxx Xxxxxx, a Beaver/Cub Scout aged x said:

“I had an amazing time at xxxxxxxx Tesco, I tried xxxxxx for the first time and it tasted great. It has really opened my eyes to new food and finding out where things come from has made me think about what I ask my parents for when we are at the supermarket”

Bear Grylls, Chief Scout said:

“Many young people have lost touch with where their food actually comes from and it’s great that Tesco, in partnership with the Scouts, have created a Farm to Fork partner badge that Beaver Scouts and Cub Scouts can earn that provides a meaningful way of reconnecting young people with what’s on their plates, and that knowledge and experience will stand them in good stead for the rest of their lives.”

Josh Hardie, Corporate Responsibility Director for Tesco said:

“Cubs and Beavers have a remarkable desire to experience new things, work outside of their comfort zone and explore every adventure they can – all of which makes the perfect foundation for broadening culinary horizons. We want to improve the next generation’s relationship with food and this partnership with The Scout Association will really take the project to the next level.”

Scouting in [INSERT LOCATION] seeks to transform the lives of young people by providing an inspiring programme of everyday adventure. Over 200 activities, including adventure glider flights, skiing, rock climbing and water zorbing, are on offer.

Scouting is shaped by young people in partnership with adults and we are always looking for new volunteers and if you fancy a go at [INSERT LOCATION] why not join the adventure at www.scouts.org.uk/join.

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For further information, please contact xxxxxxxxxxxxxxxxxxxxxx

NOTES TO EDITORS
ABOUT THE TESCO EAT HAPPY PROJECT

The Tesco Eat Happy Project is a long-term commitment to help 4 – 11 year olds have a healthier and happier relationship with food. Tesco believes that if children understand more about food and where it comes from, they can make better decisions about what they put on their plates when they grow up.

Tesco’s ambition is to give every primary school-aged child in the UK the opportunity to go on Farm to Fork Trails, Online Field Trips and Let’s Cook courses, to support their syllabus in learning about food and nutrition. All are free and open to every 4 – 11 year old in the country.

- Farm to Fork Trails offer interactive, educational fun at over 800 Tesco stores and more than 100 Supplier Partner’s farms and factories. Children learn how to bake bread rolls, taste new foods or see how cows are milked. The trails are based across the country and Tesco contribute towards transport costs.

- Online Field Trips broadcast live from farms and factories across the globe. Children use technology in the classroom to stand in a muddy field and discover where the food on their plates comes from, without needing to pull on their wellies. They can chat to real growers and producers using Google+ Hangouts.

- Free, downloadable resources are developed with teachers and nutrition experts to be age-appropriate and linked to the national curriculum. They include lesson plans, recipes, videos and activities, and span all subjects so that teachers can add a healthy eating theme to any lesson.

- Let’s Cook courses, run in partnership with the Children’s Food Trust, aim to give children the skills and passion to cook and eat healthily. Children take away an apron and healthy recipes to help them continue cooking at home.

The Tesco Eat Happy Project launched in March 2014 and has now seen over 750,000 children find out where their food comes from, as well as how to cook nutritious meals through participation in Farm to Fork Trails, Online Field Trips and Let’s Cook courses.

To understand more about The Tesco Eat Happy Project, please visit http://www.tesco.com/eathappyproject or tweet us on @EatHappyProject

ABOUT SCOUTING:

- The Scout Association was founded on 1st August 1907.
- Total membership now stands at 550,457 [2013-14 membership census]
- Adventure is at the core of Scouting, and the Association passionately believes in helping their members fulfil their full physical, intellectual social and spiritual potentials by working in teams, learning by doing and thinking for themselves.
- Over 200 activities are offered by Scouting around the UK, made possible by the efforts of more than 100,000 volunteer leaders. This has helped make Scouting the largest co-educational youth Movement in the country.
- One of the challenges that the Scout Movement faces is finding more volunteers to plug the current gap. At present there are over 40,000 young people on waiting lists.
- Adults working in Scouting contribute in excess of 364 million hours of voluntary work each year to their local communities.
- The number of volunteers working for Scouting is bigger than the combined workforces of the BBC (24,000) and McDonalds (67,000) put together.
- Worldwide Scouting has 30 million members and operates in nearly every country in the world.
- On 5th January 2012, Clarence House announced that HRH Duchess of Cambridge had become a flexible volunteer with The Scout Association.