



## Young Marketeers Gloucestershire and Newcastle

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### About Young Marketeers

In 2012 School Food Matters devised the Young Marketeers programme in partnership with Borough Market in London. Thanks to the Nineveh Charitable Trust, we have now taken this tried and tested project successfully to Gloucestershire and Newcastle and offered over 150 children the chance to grow their own fruit and vegetables from seed. YM Liverpool was also successfully launched last year with the kind support of other funders.

### Participating schools

The Rosary Catholic Primary School, Stroud  
St Roses Special School, Stroud  
Cashes Green Primary School, Stroud  
Leonard Stanley Primary School, Stonehouse  
Kenton Bar Primary School, Newcastle  
Tyneview Primary School, Newcastle  
West Walker Primary School, Newcastle  
Central Walker CE Primary School, Newcastle  
Walkergate Primary School, Newcastle

### What does the programme entail?

The programme provides a hands-on opportunity for children from primary schools to grow fruit and vegetables from seed to sell at their local market. Young Marketeers is also a platform for School Food Matters to promote food education to schools and communities as a way to support children to live happy and healthy lives.





2022 was the second year of Young Marketeers Gloucestershire and Newcastle. Nine primary schools completed the Young Marketeers programme, which culminated in the Summer Sale at Stroud Shambles Market and the famous Grainger Market in Newcastle in July.

In the spring term, the programme was launched in schools with an assembly from our Local Project Officers. Next, children at our nine participating schools were invited to our Gardening and Market Trader Training Day. In Gloucestershire, we brought children together at the lovely Ebley Community Growing space, and in Newcastle, these sessions were held in each school. Children learned the art of growing veg from seed from local horticulturalists, and market traders shared their secrets on how to create a winning market stall. For many children, this is the first time that they have connected seeds and growing with the food that they eat every day.



From April to June, our horticulturalists visited each school at least once to share further tips on how to ensure a bumper crop. This ongoing support helps both teachers and children to learn many new gardening skills. As many children do not have their own garden at home, Young Marketeers gives all these children a chance to watch their plants grow and develop. Lack of rain, or attacks from pests are all part of the real life learning experience, replicating the challenges facing farmers in the countryside. Our gardeners are there to support every step of the way.

At School Food Matters, we enrich our work by partnering with local, like-minded organisations. In Gloucestershire, we took schools to visit The Long Table, a social enterprise that demonstrates to the students how food can be a power for good in the community. The Long Table provides pay-as-you-feel meals for their community food hubs and provides seed kits to local children so they can discover the magic of growing their own food. And in Newcastle, children visited the Nourish Food School, a social enterprise providing cookery classes for the community.

*"I learned that food looks different when you grow it yourself compared to in a supermarket", Pupil.*

In July the children returned to their local markets laden with their fresh produce to sell alongside market traders. Local shoppers were surprised and impressed by the energetic sales and marketing techniques of the primary school children. The children raised over £500 for The Long Table and FareShare North East. The produce sold was very varied and included gooseberries, lettuces, potatoes, sweet peas, peas, cardoons, tomatoes and courgettes. Broad beans were one of the most popular vegetables. *"The children are all great little gardeners and farmers now... I think they will be more inclined to eat healthily",* Year 2 Teacher, Central Walker CE Primary School, Newcastle.

### **What did the children learn in the project?**

We gather evaluation data from both teachers and children during our project, so that we can track the impact of Young Marketeers.

*"Don't put too much compost on seeds!"*

*"Be very gentle with the seeds and the soil."*

*"Plants can die really easily if you don't water them."*

*"Tasted a broad bean and learned that most things can be grown in the ground."*

*"You can make a nice soup out of carrots."*

*"I learned that plants grow from seeds."*

*"I didn't know about red cabbage."*



### **Market Day and media coverage**

Over 150 children across nine schools took part in the project and the Market Day was attended by the Mayors of Stroud and Newcastle, partners and press as well as local parents, teachers and shoppers. An interview on BBC Radio Gloucestershire on the day of the sale and a follow-up piece in the [Stroud Times](#) celebrated the achievements of these hardworking children. And Newcastle pupils charmed everyone with their passion for vegetables on [LBC, Heart and Smooth Radio](#).





## Conclusion

This project brings the countryside and a slice of the farmer's life to children who mostly study in a classroom. By growing vegetables in primary schools, hundreds of children can watch as their seeds develop into beans, lettuces and tomatoes. They can be involved every step of the way, planting and harvesting for themselves. We harness children's natural curiosity to spark an interest in where food comes from. Due to lack of exposure, children are often afraid of common creatures such as worms and bees, but after observing them and learning how we interact with each animal, fear is replaced with delight.

*"Worms are our friends."* Pupil, The Rosary Catholic Primary School.



We are now seeking funding for 2023 so that we can embed this programme in these schools and bring a love and curiosity of farming and the countryside to more children.