



## Young Marketeers Gloucestershire

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### About Young Marketeers

In 2012 School Food Matters devised the Young Marketeers programme in partnership with Borough Market in London to give children the chance to experience life as a vegetable farmer in their playgrounds. This tried and tested project has been running in Gloucestershire for three years. This year culminated in July at Stroud Market, where young gardeners from five schools sold fruit and vegetables they'd grown and raised money for a local community food group.

### Participating Schools

The Rosary Catholic Primary School, Stroud  
St Roses Special School, Stroud  
Leonard Stanley Primary School, Stonehouse  
Cashes Green Primary School, Stroud  
Shrubberies SEN School, Stonehouse

### What does the programme entail?

The programme provides a hands-on opportunity for children from primary schools to grow fruit and veg from seed to sell at their local market, raising money for The Long Table a charity that provides pay-as-you-feel meals in an inclusive informal setting, trains young people to become chefs and provides seed kits to local children to give them the chance to discover the magic of growing their own food. Young Marketeers shares with the community a vision of children understanding how the countryside produces the food that we eat. Many children grow up thinking that food comes from supermarkets, but this programme is genuinely transformational in making them see that everything comes from the ground.



Four of the five schools had taken part in Young Marketeers previously. Two are special schools. They are particularly pleased to be included, as many enterprise programmes exclude special schools.

In the Spring term, all children in each participating schools attended an assembly to hear all about the project. Next, children from the five schools were invited to Down to Earth's Ebley Community Growing space for a gardening and market trader training day. Children learned the art of growing veg from seed from a local horticulturalist, and a market trader shared his secrets on how to create a winning market stall.



A school visit to The Long Table showed the pupils about food being a power for good in the community.



From April to June, our horticulturalist visited each school at least once to share further tips on how to ensure a bumper crop. Children learn how to grow vegetables in harmony with nature, using organic and sustainable techniques. Seeing their own seeds transform into new vegetables made them think about the vital role that nature plays in feeding us every day. They saw for themselves the worms in the soil and bees pollinating their flowers. They learned about companion planting, watering and compost. They began to understand that the whole of nature is a connected and interdependent system.

In July the children returned to the market laden with fresh produce from the school garden to set up shop alongside market traders. The children raised a fantastic £378 for The Long Table. The produce sold was varied and included flower and veg seedlings, purple mange tout, lettuces, potatoes, cardoons, tomatoes and courgettes. Rhubarb was one of the most popular.

### **Impact of Young Marketeers on participating pupils**

Children have a **better understanding of how food is produced**. 73% found out something new about where their food comes from.

*"You've got to hold seedlings gently or they don't like it".* Pupil, Rosary Primary School

Children are **more willing to eat vegetables** and try new vegetables. 60% tried a new food or flavour through the programme.

*"My favourite part today was eating the (borage) flowers".* Pupil, Rosary Primary school

*"I learnt about new healthy foods and how they grow and what nutrients are in them".* Pupil, Leonard Stanley Primary School.

Gardening makes children feel **calm**.

*"Gardening makes me grossed out because I'm touching soil, but I'm happy because it's calming".* Pupil, Leonard Stanley Primary School

Children develop a **taste for gardening** and want to continue. At the end of the programme, 66% were more interested in growing fruit and vegetables, and continuing to garden. 100% of students had learned new gardening skills.

*"Gardening makes me happy because I'm making life".* Pupil, Leonard Stanley Primary School

*"She didn't want to help me with the garden before this project, but this year she's potted on all the tomato plants for the polytunnel and she now eats courgettes!"* Parent of pupil at Cashes Green Primary School on Market Day.

*"I like planting best because if you grow up and want to be a gardener you've got the experience".* Pupil, Cashes Green Primary School

Young Marketeers helps children feel more **confident**:

*"She's dyslexic and was angry and frustrated, but the gardening and sport have given her loads of confidence. She's much happier."* Grandparent of pupil, Leonard Stanley school on Market Day.



This project has an incredible ability to bring together the community through food and enterprise. 60 children across five schools took part in the project and the Market Day was attended by the Mayor of Stroud, representatives from our funders and partners, potential partners and press as well as parents, teachers and shoppers. An interview on BBC Radio Gloucestershire the day before the sale and a follow-up piece in the Stroud Times celebrated the achievements of these hardworking children.



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Ruth Quinlan, School Food Matters  
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