



Do we care where our food comes from?



Consumers often do not think about the origin of the food they buy in the supermarket.

What effect does this have?

Visit a local supermarket. Select a product. What can you find out about its origin from the packaging?

The gap between consumers and producers is being bridged by many new ideas in order to "reconnect" people with farming and the origins of their food.



Many people are concerned about food miles. What does this term mean? Find out more at <http://www.bbc.co.uk/bloom/guides/foodmiles.shtml>

Look at the Food Miles Exploring Fact Sheet www.face-online.org.uk

Are there speciality foods available locally? Look in local directories or newspapers.



Find out about the Farmers' Market movement: www.farmersmarkets.net

Where is your local farmers' market? Why not visit? Or carry out a survey in your local town to see who uses it and what is on sale.



What is the red tractor mark? Find out at www.myredtractor.co.uk/site/rtc_faqs.php

Look for organisations that are keen to support British or local foods—why?

lovebritishfood.co.uk/weblinks/organisations-supporting-the-event/

Have you ever been to a farm shop? Why do some farmers operate these rather than selling all their produce to the supermarkets or food processors?

Use the following website to find a local farm selling its produce direct www.farmshopping.com

Which speciality foods are produced in your region? www.tasteofengland.co.uk

What advantages might there be for farmers and growers to sell direct to the public—how can it help their businesses?

www.farm-direct.co.uk

www.farma.org.uk/