

## Ambition 2025: Warburtons

**Engaging communities and young people with the countryside is a key pillar of Warburtons sustainability strategy. Their Farm Visit programme, developed in partnership with the Country Trust and Openfield, focuses not only on what is produced but how it is produced, teaching primary school children about the importance of sustainable farming and the diverse natural environment around them.**

The visits give children the opportunity to explore a real farm – many of them for the first time in their lives. They provide a crucial learning experience for some of the most disadvantaged young people in Britain, and encourage care and respect for the environment to protect it for generations to come. During visits, children learn about the cycle of wheat and explore the importance of soil, water and wildlife. Activities are designed to help them understand how food is produced, and the vital role the countryside plays in providing quality ingredients. Taking pupils outside the classroom opens up new ways of learning in pressure-free surroundings, which allows many of them to improve their knowledge, skills and educational attainment while having fun.

Over 400 children have attended the visits and feedback from pupils and school teachers has been extremely positive. Following the visits, 96% of children indicated they considered the countryside 'quite' or 'very important'. There was also a 33% increase in pupils recognising the importance of biodiversity on a farm.

Going forward, Warburtons will continue to work with its partners to transform young people's understanding of the countryside and food

production. The positive experiences they have on visits will, the company hopes, help them become responsible consumers of the future who care about their own and the wider environment, ensuring the future of our countryside and farming industry is protected for generations to come.

*"We're proud to play a role in Ambition 2025, working alongside industry peers to act responsibly and protect the environment for generations to come. Our farm education programme has been central to helping us deliver on this commitment this year. We worked with key suppliers and our growers, deepening our relationships beyond wheat production into socially responsible activities. Together, we've promoted the role of the countryside to children, helping them understand the importance of protecting it for generations to come."*

**Brett Warburton**, Executive Director, Warburton's

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