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Celebrity chefs get a taste for Schools to Market

Food education programme Schools to Market is being backed this year by two new ambassadors: renowned chefs Tom Aikens and Ruth Quinlan.

Whole Foods Market and the Whole Kids Foundation developed the programme with School Food Matters, the UK charity dedicated to improving school meals and educating children about where food comes from.

Taking place throughout the spring and summer terms, the project will see children across the country visit farms to experience first hand where their food originates. There will also be a range of events and activities throughout the season including master class cooking demonstrations, store tours and marketing workshops for pupils.



Tom Aikens will kick off the masterclasses at Camden's Maria Fidelis School on Thursday 21st April. Aikens has worked in some of the world's most prestigious, Michelin starred establishments including London's The Capital Hotel and Pied à Terre, and Restaurant Joël Robuchon in Paris.

"I am delighted to be taking part in the Schools to Market campaign this year. Helping children learn about where their food comes from is something I am very passionate about. As a chef and father, the provenance of my ingredients is at the forefront of my mind and I believe it is really important for future generations to understand and appreciate where their meal comes from," he comments.

Masterclasses will also be taken by chef, cook book author and culinary teacher, Ruth Quinlan. Quinlan was previously head chef at Bermondsey Kitchen and E5 Bakehouse, ran a private chef and catering business in Ibiza for eight years and has toured the world as a travelling chef. She now teaches cookery classes at Cordon Verve, Walthamstow and E5 Bakehouse, Hackney and teaches in primary schools for Chefs Adopt a School (CAAS).

The classes will take place throughout April to teach students about the types of ingredients they should look for ahead of their farm visits taking place in June. Following this, there will be a series of workshops and store tours at Whole Foods Market during May and June, leading up to Market Day on 13th July when children will sell their products to Whole Foods customers.

School Food Matters founder, Stephanie Wood adds: "It's great to be moving into year four of this wonderful partnership with Whole Kids Foundation as each year we introduce more children to the joys of growing, harvesting and cooking fresh fruit and veg."



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