



Broadcast

The offline periodical from www.ukagriculture.com

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Media Briefing

SNAP! New resource keeps the outdoor classroom open

With farmers facing huge challenges from Foot and Mouth Disease and now Bluetongue, many are struggling to support the Year of Food and Farming in the way they would like. Good news therefore that a new online resource helps bring the countryside back to the classroom for all those days when an outside trip cannot be made.

Published at www.ukagriculture.com the farming picture library features over a thousand food, farming and countryside images, all free for educational use by teachers, pupils, schools and colleges.

The library is conveniently arranged so that users can find the images they need through a directory consisting of four main sections - livestock, crops, food and the countryside. Alternatively users can use the intelligent search function to find the images they need. Bread and butter? No problem – its on the plate!

Speaking for the charity, Hampshire farmer David Uren said “We’ve had an image library for over five years and its been incredibly popular - but teachers have been asking for much higher resolution images that could be printed. That’s what we’re now providing. We’re sure its going to be incredibly useful over the coming year - what’s more, teachers and pupils who find an image useful can tell us through a simple submission form. It will help us to see what they need most”.

The initiative which has been undertaken to support the Year of Food and Farming is just one of a number from www.ukagriculture.com. “We have also provided FACE (Farming and Countryside Education) with the pictures for the “Why Farming Matters” booklets that are being sent to primary and secondary schools” said David. “The

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images are pre-printed on card and a great way to focus kids on some of the many issues that farmers face in the production of wholesome food”.

And how pertinent is that now? Demand for agricultural produce is rising with population growth and increasing biofuel use. But with worldwide supply being disrupted by a spate of poor harvests - there's never been a better time to learn about agriculture.

Notes to Editors:

The www.ukagriculture.com website is produced by Living Countryside, a farm grown charity that explains agriculture and works to protect and improve the countryside.

Production on the ukagriculture.com website commenced in 1999, since when it has become one of the countryside's most prominent resources.

High resolution images have been added to the farming picture library to help support the Year of Food and Farming but will remain available after the conclusion of the year, indefinitely.

This media briefing is available electronically at www.ukagriculture.com/press

The *Why Farming Matters* booklets, for primary and secondary schools are available from: FACE (Farming and Countryside Education) www.face-online.org.uk