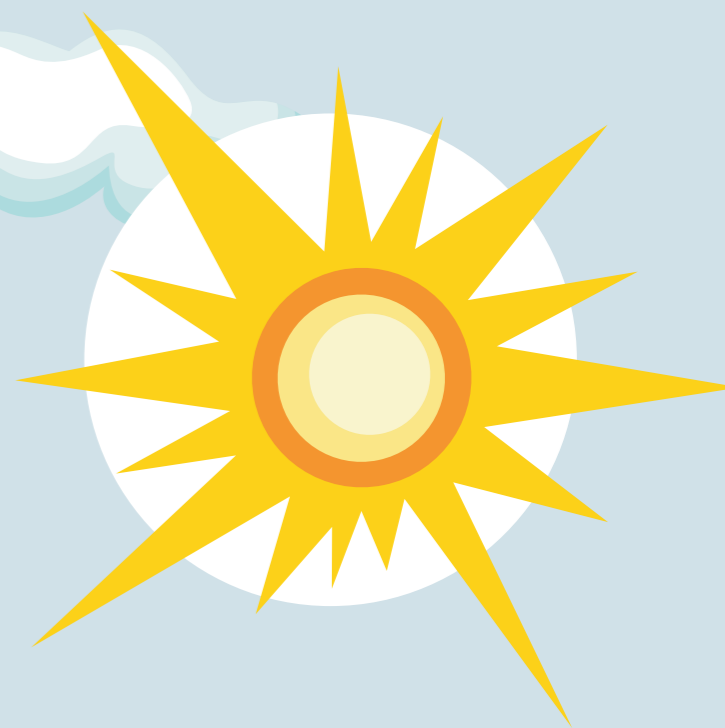




IN PARTNERSHIP WITH:



IN PARTNERSHIP WITH:



COMPETITION DETAILS

KS3 Home Economics Challenge

Design a seasonal, home grown and local two course meal, fit to feed an athlete.

KS3 Employability Challenge

Create a radio advert to encourage young people to consider a career in the agri-food sector

Competition Rules

- Competition is open to all secondary school KS3 pupils
- There is no limit in the number of entries by each school or college
- The winning entries will be used by the Ulster Farmers' Union and Food NI and copyright will not apply
- Originality will be taken into consideration during judging
- Individual pupil entries, or group entries (up to a maximum of 4 people) are accepted

Interested in entering? Visit www.nigoodfood.com and follow the link to the Agri-food School Challenge to find out more!

**Closing date for entries is Friday 6th April 2012
Prize giving will be in May.**

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NORTHERN IRELAND REGIONAL FOOD PROGRAMME

THE AGRI FOOD CHALLENGE 2012

FOR KS3 CURRICULUM LINK - LEARNING FOR LIFE AND WORK

PRIZES

£250 FOR THE WINNING SCHOOL IN EACH CHALLENGE AND A UNIQUE OPPORTUNITY FOR WINNING PUPIL TO LEARN FROM AN INDUSTRY EXPERT

£100 FOR THE RUNNER-UP SCHOOL IN EACH CHALLENGE AND A HAMPER OF LOCAL PRODUCE FOR THE CLASS



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FOOD FOR THOUGHT 2012 HOME ECONOMICS CHALLENGE



IN PARTNERSHIP
WITH:



Design a seasonal, home grown and local two course meal to feed to an athlete

Devise a menu, fit for an athlete, which celebrates a passion for great local and seasonal ingredients. Be inspired by the provenance of your food and the hard work of our local producers who grow, harvest and rear to the finest ethical and traditional farming methods. The care and attention invested in the growth of these ingredients can only enhance the flavour and texture of each dish. We want you to innovatively showcase these attributes in a menu fit to be fed to London 2012 Olympic athletes.

Your menu must consist of two courses and must endeavour to use 100% local, in season ingredients. Your entry must include information on where your ingredients were sourced, a short introduction on why your entry showcases local food in the best possible way and details of why your menu is fit to win gold. Your menu and entry form must be produced and submitted electronically via the Food NI Website www.nigoodfood.com.

Points to consider;

Originality, creativity, provenance, seasonality (menus should be developed for a May meal), traceability, animal welfare, nutrition, sustainability, labelling and value for money.

Some Useful Websites;

www.ufuni.org, www.nigoodfood.com, www.lmcni.com; www.dairycouncil.co.uk;
www.nutrition.org.uk; www.food.gov.uk

What the judging panel are looking for

The judging panel will look for all of the things covered in the points to consider, noted above. Information on why you have chosen this menu, based on clear evidence of research on local food production and local sourcing will also be scored.

Prizes

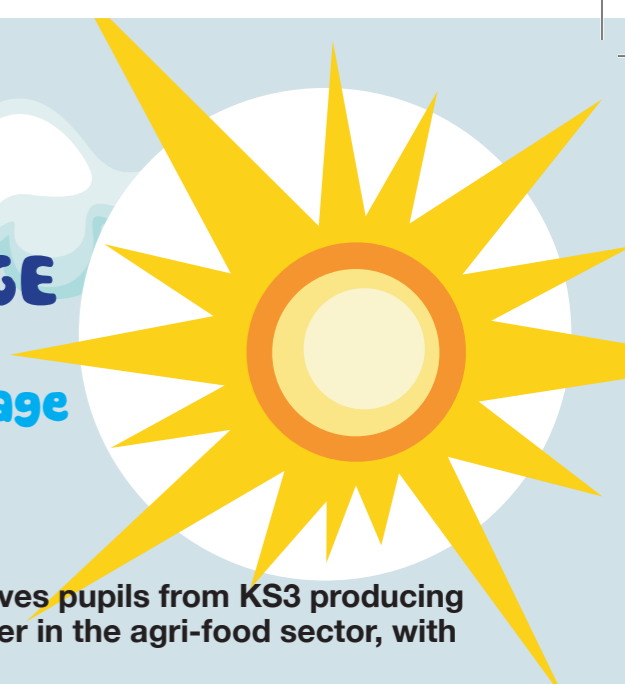
Winning School – Cash prize £250
Winning Pupil / Group – Chance to produce your menu along side a professional chef from The Academy Restaurant in Belfast
Runner up School – Cash Prize of £100
Runner up Pupil /School – Hamper of local food for your class

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FOOD FOR THOUGHT 2012 EMPLOYABILITY CHALLENGE



Create a radio advert to encourage young people to consider a career in the agri-food sector

This year kick starts the radio advert competition. It involves pupils from KS3 producing Radio Ads to encourage young people to consider a career in the agri-food sector, with emphasis on primary production.

The Northern Ireland Agri-food sector is helping to lead our economy into times of prosperity, given its continued growth. We are a £3.2billion turnover sector, serving a diverse and distinguished client base locally and globally. Following continued substantial growth and investment over recent years, we require highly motivated and talented people that can set the pace for our future industry.

We want you to explore the exciting career opportunities available in one of the most diverse and rewarding sectors in NI. Our job market has a great outlook and offers many opportunities for future career progression. Consider what skills are needed and what doors they will open up for you. The Department of Agriculture in Northern Ireland knows it has to increase awareness of the careers availability in the agri-food industry to cope with the growth of the sector. We challenge you to produce a recorded radio ad that promotes the agri-food industry as an exciting and sustainable career path.

Your recorded ad should be 30 seconds long and aimed at future school leavers. More information about how to record your ad, and how to enter this competition can be found online at www.nigoodfood.com.

Points to consider;

Challenging stereotypes of the agri-food industry, demonstrates a variety of career pathways, acknowledges the local agri-food industry, uses general marketing techniques e.g. clear, concise messages delivered well, relevance to young people and school leavers.

Some Useful Websites;

www.ufuni.org, www.nigoodfood.com, www.cafre.ac.uk, www.bbc.co.uk/radioulster

For careers information in our industry go to: **LANTRA** www.lantra.co.uk

What are the judging panel looking for?

The judging panel will look for all of the things covered in the points to consider, noted above. Evidence of understanding the importance of the agri-food sectors to the local and global economy, reference to the range of jobs available, positive references to the agri-food industry and commerciality will also be scored.

Prizes

Winning School – Cash prize £250
Winning Pupil / Group – Chance to go to BBC Radio Ulster to have your advertisement played by Richard Wright
Runner up School – Cash Prize of £100
Runner up Pupil /School – Hamper of local food for your class

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