

WHAT COULD iBE?

CAREER IDEAS FOR KIDS & PARENTS

SCOTLAND EDITION 03 | FEBRUARY 2015

FOOD & DRINK

THE EXCITING WORLD OF TASTE,
SMELL, SIGHT AND TOUCH

IN ASSOCIATION WITH

EveningTimes **sundayherald**



Skills
Development
Scotland



WHAT COULD I BE?

CAREER IDEAS FOR KIDS & PARENTS

If you were to ask a parent whether they had ever had a job which involved food or drink you might be surprised by how many of them said – 'YES'!

Many of us have worked behind a bar or waited tables during the long summer holidays when we were students. I did both and also spent a couple of months working as a chef in a motorway service station.

Since then I've spent most of my time sitting behind a desk wondering, as you might, 'what's for dinner?' However, when I was managing a magazine in Australia, the Editor thought I could write quite well and she asked me to become the magazine's restaurant critic.

To be honest I was quite nervous because my writing was pretty amateur and I didn't know the difference between a 'jus' and gravy (my Mum's didn't move much on the plate). But she wanted me to write as an ordinary member of the public going to a restaurant with my partner, my family or a few friends. It was fun and I must have done OK because I did get a few fan emails – and let me tell you there is nothing better!

But what I learned is how many people are involved in growing, producing, catching, preparing, cooking and serving food and drink. I hope these pages show some of that variety and that careers in this sector are often anything but ordinary.

Happy reading!

Tim



FILL IT WITH FOOD JOKES THEY SAID...IT'LL BE FUNNY THEY SAID... ANYWAY, MOVING SWIFTLY ON...

It's issue 3 of What Could I Be? And three actually is the magic number for us – as long as you think Food and Drink is magic, which personally, we do!

Eating and Drinking is something we're sure you know lots about, especially over the holidays – we're looking at you Santa!

But how many of you have really thought about all the jobs that exist in the Food and Drink Industry.

From Food Tasters (Yum!) to Food Stylists, and Whisky producers to Pasta shapers, there's quite literally a job for every skill imaginable.

So if you've ever wondered how your favourite meal gets onto your table at dinnertime or why you should never go to the Supermarket when you're hungry, we've got all the answers and more.

There's some secrets in here that will amaze your mates and might even leave your parents a little dumbfounded.

It's enough to make a Mango crazy – alright we'll stop now with the food jokes, they're driving us nuts too...

 **BON APPETITE!**

MEET THE TEAM



THE WORLD POPULATION IS GROWING AND NEEDS FOOD





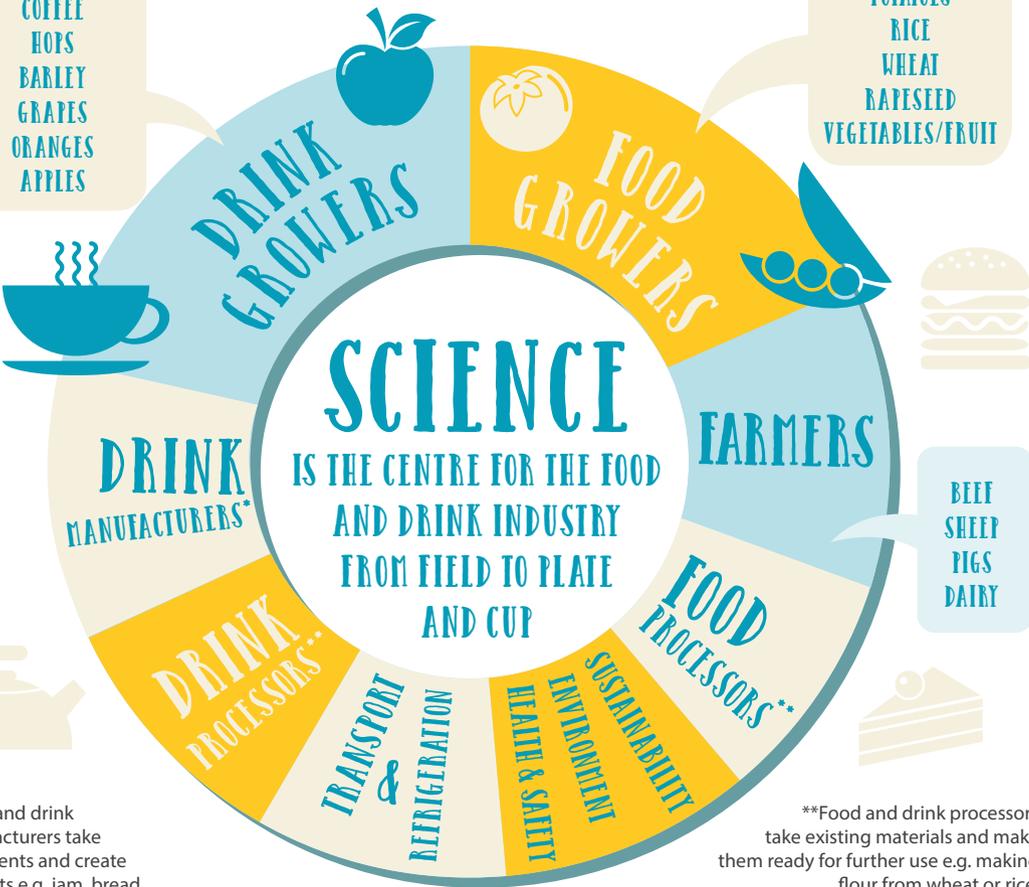
THINKING ABOUT FOOD AND DRINK?

SO MANY DIFFERENT CAREER IDEAS.

It is easy to simply eat food without thinking about all the people involved in growing, manufacturing and selling all the different ingredients. And of course we should make mention of the mums, dads and carers who go and buy ingredients to make us dinner.

TEA
COFFEE
HOPS
BARLEY
GRAPES
ORANGES
APPLES

POTATOES
RICE
WHEAT
RAPESEED
VEGETABLES/FRUIT



ALL HUMAN BEINGS HAVE 3 BASIC NEEDS FOR SURVIVAL...



SHELTER
FOOD
WATER

EVERYTHING THAT IS NOT FRESH AND IN ITS ORIGINAL STATE IS PROCESSED EG FRUIT AND VEGETABLES.

*Food and drink manufacturers take ingredients and create products e.g. jam, bread.

**Food and drink processors take existing materials and make them ready for further use e.g. making flour from wheat or rice.

Do you wish you had this when you were 12 years old? So do we!

NEXT EDITIONS DUE OUT IN 2015 ARE ALL ABOUT MONEY & FINANCE AND SPORT & LEISURE
GET INVOLVED!! CONTACT US AT info@whatcouldibe.org or www.whatcouldibe.org

WHAT COULD I BE?
CAREER IDEAS FOR KIDS & PARENTS

LOOKING AFTER YOUR FOOD & DRINK



THE REASON OUR FOOD AND DRINK PRODUCTS ARE KEPT FRESH, GET TO THE SHOP UNDAMAGED AND GIVE CONSUMERS IMPORTANT INFORMATION IS DOWN TO PACKAGING.

COMMON FORMS OF PACKAGING ARE:



RECYCLED PACKAGING AND BIODEGRADABLE PACKAGING MAKES SENSE FOR THE ENVIRONMENT.



Changing the air inside packaging is called **MODIFIED ATMOSPHERE PACKAGING (MAP)**. MAP helps keep food fresher longer, stops food discolouring and preserves the taste.

A PACKAGING STORY



The process of packaging food and drink involves lots of people doing lots of different jobs.

>> DECISION ONE:

What type of container will be used?

>> DECISION TWO:

Does this work on the production line?

>> DECISION THREE:

Does the container fit into boxes easily for transport?

PEOPLE INVOLVED SO FAR:

Engineers, Technicians, Line Production, Finance, Transport

Now these issues are working it's time to think about who is going to buy the product.

>> DECISION FOUR:

What needs to be on the label?

>> DECISION FIVE:

Do people like the label and the product?

PEOPLE INVOLVED:

Graphic Designers, Model Makers, Photographers, Illustrators, Food Stylists, Home Economists, Advertising and Marketing, Sales, Buyers, Market Researchers



HERE'S A REAL-LIFE EXAMPLE...

NAMING A PRODUCT

Biscuitbutter was invented in Belgium five years ago and was called *Speculoos Paste*. In the US it's called *Cookiebutter*.

UK market research in 2013 asked people to rate 8 different names and you can guess what was the number one choice.

ADDITIONAL INFORMATION

Instructions for use, nutritional information, allergy info, barcode, recipes and so on.



JAR WITH A LID

Lid may be tamper-proof and pop when you first open it. A food safety issue.

DESIGN ISSUES FOR LABEL

Colour palette, picture or illustration.

ADVERTISING AND MARKETING

The product will need to be presented to buyers to get in onto supermarket, shop and online shelves.

the food marketing and design specialist

nicholas and knight

is proud to support 'What Could I Be?'

enquiries@nicholasandknight.co.uk
www.nicholasandknight.co.uk
01763 272118

FROM FIELD TO PLATE...

The UK is the 11th largest potato producer in the world.

Potatoes produce more food per unit of water than any other crop.

2008 was the UN year of the potato.

In 1995 potatoes were taken into space and grown to feed astronauts.

WHERE WOULD THE WORLD BE WITHOUT

POTATOES? ...HUNGRY

Potatoes have been feeding people for over

6000

years when they were first discovered in the Andes Mountains.

There are more than

4000

edible varieties of potato which are naturally fat free and cooked carefully are a great source of energy.

13

DIFFERENT WAYS OF EATING POTATOES

- baked •
- boiled •
- chips •
- crisps •
- croquettes •
- french fries •
- hash browns •
- jackets •
- mashed •
- roast •
- salad •
- waffles •
- wedges •

f	f	h	s	p	i	h	c	i	c	c	j
x	r	c	w	d	d	t	y	r	v	h	a
z	p	e	p	a	s	a	o	b	w	m	c
h	b	t	n	a	f	q	l	n	o	q	k
h	c	l	o	c	u	f	n	a	j	b	e
g	c	r	k	e	h	w	l	k	s	a	t
f	e	i	t	g	b	f	e	e	x	k	s
v	d	t	o	a	n	z	r	d	s	e	p
l	e	b	o	i	l	e	d	i	g	d	y
s	m	a	s	h	e	d	w	l	e	e	p
s	p	s	i	r	c	t	w	m	o	s	s
h	a	s	h	b	r	o	w	n	s	v	z

POTATO QUIZ

1. HOW MANY POTATOES DO YOU EAT EACH YEAR?
a) 500 b) 300 c) 150
2. WHAT PERCENTAGE OF THE UK POPULATION LOVE CHIPS?
a) 45% b) 68% c) 87%
3. WHAT DAY IS THE MOST POPULAR FOR EATING CHIPS?
a) Tuesday b) Friday c) Sunday
4. THE POTATO IS THOUGHT TO HAVE BEEN BROUGHT TO ENGLAND IN WHICH CENTURY?
a) 19th b) 17th c) 16th
5. WHAT CONTINENT IS THE ANDES MOUNTAINS IN?
a) Europe b) Asia c) South America
6. WHERE DO POTATOES GROW?
a) On a tree b) In the ground c) On a vine

ANSWERS: 1A 2C 3B 4C 5C 6B

Study at Scotland's Rural College

From Agriculture to Hospitality: Education from field to fork | www.sruc.ac.uk/education



THE STORY OF MILK

It takes about 50,000 dairy farmers and farm workers on 11,500 dairy farms in the UK to produce just over 13 billion litres of milk each year. That's enough to fill more than 10 Wembley Stadiums.

Together we buy about 6 billion litres of liquid milk and use another 6 million litres to make butter, cheese, yoghurt and other dairy products to eat.

LET'S START AT THE BEGINNING...



1

IT'S ALL ABOUT COWS

On an average day cows spend about 8 hours eating, 8 hours sleeping and 8 hours ruminating or chewing their cud.

2



HARVESTING MILK

Cows are normally milked twice a day and milking by machine takes about 5-10 minutes per cow.

3



STORING MILK

Milk is stored at the farm in refrigerated vats for no longer than 48 hours before it is collected. The storage vats and stainless steel pipes are then cleaned before the farmer milks again.

4



TRANSPORTING MILK

Milk is collected from the farm every 24 or 48 hours. The tankers used have a special stainless steel and heavily insulated body to keep the milk cold during transportation. Tanker drivers grade the milk based on temperature, sight and smell.

5



PROCESSING MILK

Whole milk, once approved for use, is pumped into storage silos where it undergoes pasteurisation, homogenisation and further processing.

6



PACKAGING, DISTRIBUTING AND SELLING MILK

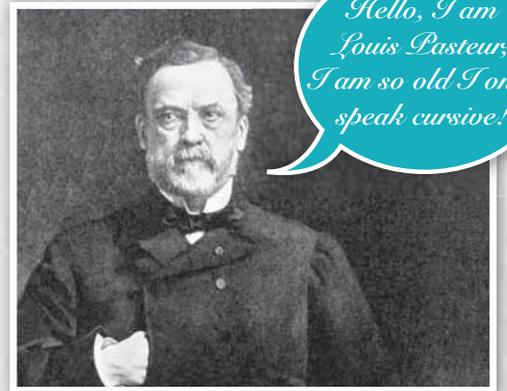
Milk is packaged into cartons and sent off in refrigerated trucks to your favourite shop for sale.

7



DRINKING MILK

Straight from the fridge at home, in a cup of tea or a milkshake, milk is a popular drink for everyone from babies to grandparents.



Hello, I am Louis Pasteur, I am so old I only speak cursive!

PASTEURISATION

Louis Pasteur, a scientist, worked out that by heating up liquids you could stop them from going off so quickly.

Without Louis Pasteur we would not have the choice of drinks we enjoy today! Wine, Beer, Milk and even Fruit Juices are pasteurised so they are as fresh as possible on the day they are opened.

WHISKEY OR WHISKY

IT'S ALL A MATTER OF LOCATION

To legally be able to carry the label 'Scotch whisky', this drink must be made in Scotland and aged in oak casks for at least three years. The world loves whisky and about 40 bottles are being exported from Scotland every minute.

There are **109** distilleries in Scotland

More than **10,000** people work in the Scotch Whisky industry.



So who put the "e" in whiskey?

It's quite simple but important to remember if you see an "e" the whiskey comes from Ireland or America.

>> MALTING

Barley is steeped in water and allowed to germinate. During germination, the grain slowly changes into malt where the starch in the grain is made and ready to be converted into sugars.

>> MASHING

The malted grain is crushed and mixed with hot water into the mash tun. The sugar is run off in liquid form, called wort.

>> FERMENTATION

The wort is cooled and pumped into big cauldrons where yeast is added and fermentation starts. The yeast converts the sugar into alcohol. After 2 – 3 days fermentation is complete, leaving a liquid called wash.

>> DISTILLATION

The wash is distilled. During this distillation only the pure centre cut is collected in the spirit receiver.

>> POT STILLS

Curiously, the shape of the pot still affects the character of each malt whisky.

>> SPIRIT SAFE

The entire product from the distillation is passed through the spirit safe to allow the stillman to check the strength and quality of the spirit.

>> MATURATION

The newly distilled, colourless spirit is poured into oak casks. While maturing the Whisky becomes smoother and more flavoursome and draws its golden colour from the cask.

>> THE PERFECT DRAM

Each bottle of single malt whisky is the product of a single distillery.

COOPER - IT'S NOT JUST A NAME... IT'S A SKILL

A cooper is a highly skilled person who makes or repairs casks. A new cooperage was built in Scotland in 2010 designed by coopers for coopers but using state of the art engineering. There is also a coopering school to support apprentices.

Photo: Old fashioned Cooperage.

BARLEY + WATER + YEAST = WHISKY

A FUTURE IN FOOD

Scottish Food and Drink Federation **SDF** Delivering Sustainable Growth



FOOD FOR THOUGHT

Across Scotland school pupils have been getting a real taste for the food and drink industry . . .

There are lots of great opportunities under Curriculum for Excellence. The Scottish Government has provided more than **£3million** since 2010 on projects such as *The Food For Thought Fund*, *Chefs@School*, *Seafood in Schools* and the *Scottish Food and Drink Federation's A Future in Food programme*. These help pupils and schools to get to know the people and the jobs in the industry and highlight the range of exciting careers on offer. Here are some of the things that have been going on.

170 PUPILS from St Thomas of Aquin's High School in Edinburgh spent a day with chef Neil Forbes and helped him prepare the Battlefield Banquet at a fun day celebrating the Battle of Bannockburn.

Neil introduced them to the different tastes in food from food from 1314 to the present day, and a massive hog roast took centre stage.

Neil explained: "Scotland is blessed with outstanding produce and passionate producers. Stories about our food heritage, culture, people and produce conjure a sense of pride, and so, commemorating the Battle of Bannockburn seemed like the perfect event to inspire young people to eat Scottish."

Find out more about Neil in our interview below



SAUSAGE casing manufacturer Devro worked with more than 120 S1 pupils near their HQ in Moodiesburn to teach them about the scientific, engineering and technological aspects of food production.

GLAMIS Primary School teamed up with Agrico Ltd to learn about potatoes, how they are grown, their nutritional benefits and how they are sold into the shops.



IN EDINBURGH, 200 pupils at Firrhill High School learned about food manufacturing when they worked with Stoats porridge makers to create a new product to fit in the Stoats range.



PLUS!

CASTLEVIEW primary pupils joined oatcake manufacturer Nairn's in Edinburgh to learn more about how oats are grown and all the stages that the oats go through before they end up as a pile of oatcakes next to some cheese.

And the Natural Fruit and Beverage Company in Coatbridge teamed up with some S6 pupils to show them how to develop a new baby food that would fit with its range on the shop shelves.

WHAT COULD YOU DO?

10 QUESTIONS FOR NEIL FORBES

Chef, Cafe St Honore, Edinburgh

What's it like being a chef?

It is wonderful. You work with taste, smell all your senses and even emotions every day. It is lovely to make something for somebody to enjoy.

Have you ever been on TV?

Yes! I have been on the BBC's Saturday Kitchen and The Hour on STV, and I also work a lot on radio on BBC Scotland's Kitchen Café.

Do chefs just produce posh food?

No not at all, I hate all that pretty, overly complicated food. I don't want my food to be posh and expensive. Just simple, seasonal cooking.

Do you make a mean pie, beans and chips?

Oh yes, with beautiful homemade flaky pastry, organic meat, root vegetables and chips. The beans ... maybe a nice cassoulet instead.

What was your worst moment at work?

One of my chefs dropped a tray of desserts. We had to make another 40 organic Sicilian lemon tarts in 10 minutes... but we did it.

What was the first thing you cooked?

Madeira cakes. My dad was a cake decorator and on a Sunday I would get to help him. Scraping the bowl is always a bonus.

What do you eat at home?

One thing we do every week with my family is have roast chicken every Sunday evening. We

sit and talk – and have a laugh. It is a way of sharing more than just food.

How many meals have you made in one go?

We made 5000 meals from food that would have been thrown away to raise awareness about waste and using ugly looking veg.

Have you won any awards?

Last year we won the CIS Sustainable Business of the Year Award. This means a lot to me. We look at all aspects, from buying from the right suppliers to keeping waste to a minimum.

What's your favourite food?

I love cheese but if I had to pick one dish I would say grilled fish with lemon butter, organic potatoes and salad. I could eat that every day.



WHERE IN THE WORLD OF FOOD AND DRINK?

There are hundreds of jobs in the food and drink industry ... here are just some of them

GET A REAL CAREER 'TASTER' AT SCHOOL

BEHIND Scotland's internationally successful food industry are the manufacturers. The Scottish Qualifications Authority's (SQA) new National 5 Skills for Work qualification in Food and Drink Manufacturing Industry is supported by the Scottish Food and Drink Federation Schools programme and some key employers including Walkers of Aberlour and Kettle Produce.

It shows young people the size of the sector, its importance to the economy, the jobs available and a lot of the science and technology behind it all. Students look at developing and launching products and they learn about all the safety and legal aspects involved.

In addition to this, SQA's new National Qualifications, taught in schools and colleges, can equip young people for a career in Scotland's vital, multi-billion pound food and drink industry. For more information on SQA's Food and Drink qualifications, visit www.sqa.org.uk/mysector



FARMING: MARTINE CHAPMAN

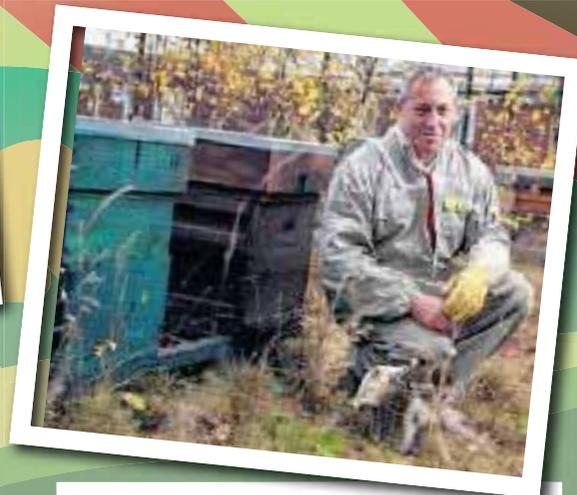
Co-owner, Highland Wagyu, Perthshire.
 "I used to serve burgers, now I breed some of the world's best beef, which will be exported all over the world. I have always loved food ... but I didn't even set foot on a farm until 2011."



MANUFACTURING: STACY HANNAH

Chocolatier, Sugar Wings, Glasgow
 "I like to experiment with flavours and I enjoy watching people's faces when they taste my chocolates. I love to see my ideas bringing happiness to others."

ON THE FARM ...
 FARMER
 AMENITY
 HORTICULTURIST



ENTERPRISE: WARREN BADER

Beehive manager, Plan Bee, Motherwell
 "I first became interested in bees through growing heritage fruits and vegetables. The Clyde Valley used to be filled with wonderful, Scottish orchards. They have almost all gone. It seemed to all come down to the bees. Having a beehive shows a commitment to sustainability and customers appreciate when companies make a positive impact on the environment and community."

IN THE HOME ...
 PARTY CATERER

IN THE TOWN ...

LAB SUPERVISOR
 PRODUCT DEVELOPMENT
 FOOD SCIENTIST
 DEVELOPMENT CHEF
 PROCESS TECHNOLOGIST
 QUALITY ASSURANCE MANAGER
 FOOD STANDARDS
 INSPECTION
 HEALTH AND SAFETY MANAGER
 MARKET RESEARCH
 FOOD TECHNOLOGIST
 PROCUREMENT MANAGER
 FOOD ENGINEERS
 ENVIRONMENTAL MANAGER
 TECHNICAL BREWER
 TOXICOLOGIST
 PROJECT ENGINEER
 BUYER
 BRAND MANAGER
 LOGISTICS AND
 DISTRIBUTION TEAMS
 PACKAGING TECHNOLOGIST
 SALES MANAGERS
 STOCK CONTROLLERS
 SUPPLY CHAIN LOGISTICIAN
 WAREHOUSE MANAGER
 PACKAGING DESIGNER
 FOOD PHOTOGRAPHER

ALL OVER THE WORLD ...

ERGONOMIST
SOURCING PRODUCTS AROUND THE WORLD
CHEF IN THE ARMED FORCES

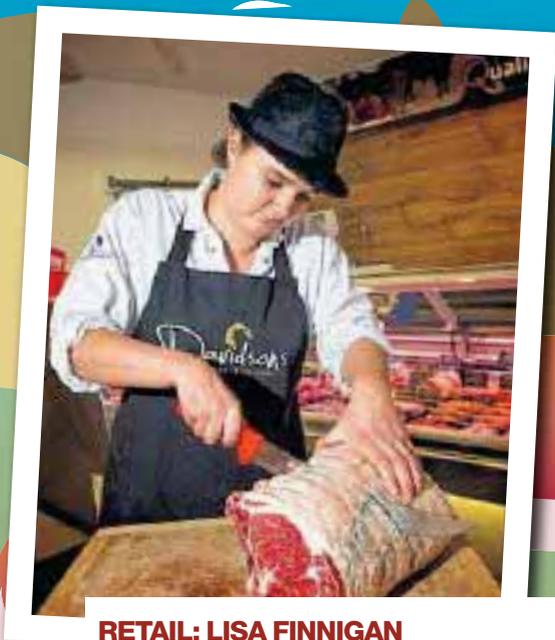
ON THE SEA ...
AQUACULTURE
FISHERMAN



HOSPITALITY: AMY MCKINLEY

Modern Apprentice Chef, Two Fat Ladies, Glasgow

"I started cooking with my Gran when I was really young and I knew that this was what I always wanted to do."



RETAIL: LISA FINNIGAN

Modern Apprentice Butcher, Davidson's Specialist Butchers, Inverurie

"I enjoy being taught different things and it is always good to learn more. I really enjoy my job, especially the planning, preparation and making everything in the shop right for our customers."

- SALES MANAGER
- CUSTOMER SERVICES
- CUSTOMER INSIGHT MANAGER
- FINANCE MANAGER
- LEARNING AND DEVELOPMENT
- CO-ORDINATOR
- CHARITY MANAGER
- EVENTS PLANNER
- HOSPITALITY
- NUTRITIONIST
- SMALL BUSINESS
- ARTISAN CHOCOLATIER
- RESTAURANT/CAFE
- OWNER
- WAITING STAFF
- CHEF
- BAKERY
- BUTCHER
- CAKE DESIGNER
- STORE MANAGER
- CATERING
- TEACHER
- LECTURER
- DIETICIAN

ENGINEERING: BRIAN DALGLEISH

Project Engineer, The Salt House, Ayr

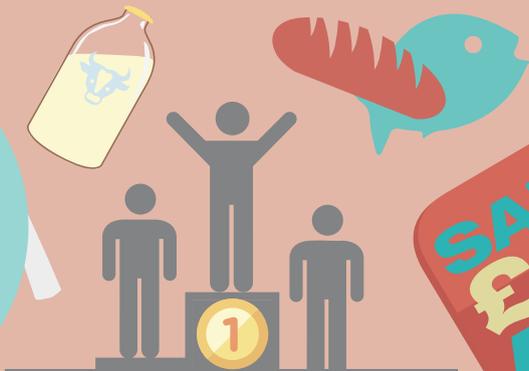
"I look at the processes involved in making the different salt products we have ... But I do a huge range of other things within the business as well. It is enjoyable and challenging and no two days are the same."



INDUSTRY STATS



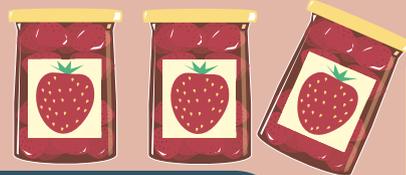
IT IS THE LARGEST MANUFACTURING SECTOR IN SCOTLAND, EMPLOYING AROUND **50,000** AND MAKING UP **24%** OF THE SCOTTISH MANUFACTURING WORKFORCE



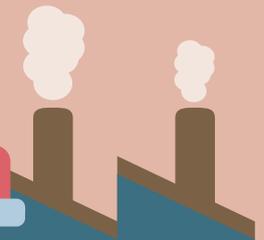
SCOTLAND'S FOOD AND DRINK PRODUCERS AND CATERING INDUSTRY SERVED UP MORE THAN **TWO MILLION** MEALS DURING THE 2014 COMMONWEALTH **GAMES.**



MORE THAN **350,000** JOBS **10,000** MORE JOBS BY 2018



EXPORTS WORTH **£5.3BN** A YEAR



THERE ARE JOBS IN MANUFACTURING, RETAILING, WHOLESALE, FISHING AND AQUACULTURE AND AGRICULTURE

There are apprenticeships in:
PROCUREMENT
 CRAFT BAKERY BUTCHER
BAKERY
 FRESH PRODUCE
 DAIRY FISH/SHELLFISH
 MEAT POULTRY OPERATIVE
 LIVESTOCK HANDLER
 SLAUGHTER OPERATIVE
QUALITY
 CONTROLLER
 PRODUCTION CONTROLLER
LOGISTICS
 CONTROLLER
 GRADING/PACKING
 WAREHOUSE/DISPATCH
 OPERATIVE
FISHING



AGRICULTURE IS THE THIRD LARGEST EMPLOYER IN RURAL SCOTLAND
 SHEEP FARMING NORTH WEST AND SOUTH
 CEREAL FARMING IN THE EAST.
 BEER AND DAIRY FARMING, SOUTH WEST.



AVERAGE EARNINGS IN FOOD AND DRINK REMAIN HIGHER THAN THE NATIONAL AVERAGE



Protection: A Job For Everyone

We live on an island so our seas and shores are an important natural resource. Our coastline and marine environment is home to over 8000 different species.

From diving to swimming, scrambling to walking **our coastline is available for everyone** to enjoy and use.

Protecting the marine environment is something we can all help with.

One weekend a year in September, volunteers head to their nearest beach to take part in **Beachwatch**, a beach cleaning programme. It is organised by the **Marine Conservation Society** who work to give a voice to everyone who loves the sea.

Provision and Promotion

Keeping our seas and coasts clean and **free from pollution and rubbish** promotes healthy fish stock and a unique place we can all enjoy.

Fishing is a **tough and dangerous job** for more than 13,000 men and women in the UK. Fishing is also one of our **most popular sports** and leisure activities.

Whether we are **catching, selling, cooking or eating fish** we all need to take responsibility for promoting and supporting sustainable fishing so our seas are full of fish in the future.

The **Marine Stewardship Council** is a global organisation working with partners in many countries to set standards for sustainable fishing practices. Fish which meets the standards can use the MSC label, so look out for it on the fish you buy.



WHO? **THE A TO Z OF FOOD** **COOKING**
WHERE? **CREATING**

B



BAKERS

WHERE WOULD WE BE WITHOUT BREAD?
 So much a part of people's lives around the world.



BAKERS

CATERERS

From parties to film sets, airlines to trains, caterers bring food to people in all sorts of weird and wonderful places.

DID YOU KNOW?
 This lid is called a cloche.



C



CHOCOLATIERS

Making and creating treats with chocolate.



DEVELOPERS



Bringing new ideas to food from ready meals to new food products.

D

F

FAST FOODS



Big global chains to small shops serving everything from fish and chips to sushi and burgers.

HOSPITAL



All hospitals have kitchens because workers and patients all need to eat.

H

R

RESTAURANT CHEF



RESTAURANTS COME IN ALL SHAPES, STYLES AND SPECIALITIES.
 Some for everyday and some for special occasions.

SCHOOL

COOKING IN SCHOOLS IS IMPORTANT
 because kids get hungry and simply need food to grow.



S



Cooking food and styling it for photo shoots for recipe books or advertising.

STYLISTS

T



TECHNOLOGISTS

Test and experiment to create new recipes and check food and drink is safe.

HOME ECONOMISTS

Teach young people about food which includes how to cook.

...AND DON'T FORGET THE FAMILY!



Every day around the world mums and dads are cooking food for their children, brothers, sisters, cousins, parents and friends.

A FUTURE IN FOOD



Scottish Food and Drink Federation **SDF**
 Delivering Sustainable Growth





EATING AND DRINKING WITH OUR EYES

There's a whole host of people in the UK who's job it is to get people talking about food and drink – and what better way to do that than through:

- books
- blogs
- websites
- newspapers
- TV
- radio
- events
- advertising



PROCESS

Mix everything together in order and in about a year the book will be available to buy.

FLIP THE PHONEY...

Cookery Programmes on TV are incredibly popular these days. Can you help LiNK flip the programmes that aren't real from this list below?

- | | | |
|-------------|---------------------------|--------------------------|
| MISTERCHEF | GREAT BRITISH BAKE OFF | SATURDAY KITCHEN |
| MASTERCHEF | THE HAIRY BAKERS COOKBOOK | JAMIE'S 3 DAY LONG MEALS |
| MAN VS FOOD | BIG COOK, LITTLE COOK | GOK COOKS CHINESE |

DID YOU KNOW?
 In the UK we spend about £87 million on Food and Drink books each year.
 There are at least 20,000 food and drink blogs on the web.

Phoney Shows: MisterChef, The Hairy Bakers Cookbook, Jamie's 3 Day Long Meals.

ARTIST MEDIA AGENCY

Developing innovative ways to express and promote art and business through integration of brand, design and technology.

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WHAT COULD I BE?®

TASTES OF THE WORLD

WHETHER WE WALK DOWN TO A LOCAL FOOD MARKET OR TRAVEL TO ANOTHER COUNTRY WE CAN ALL BE FOOD TOURISTS.

FOOD TOURISM is all about enjoying unique and memorable food and drink experiences.

What is wonderful about food tourism is how it includes everything from local markets in your community to restaurants in other countries you might visit.



Wish you were here!



THE PINEAPPLE at Dunmore House, Scotland. Built in 1761 for the Earl of Dunmore. *The Pineapple* was the work of a stonemason who built it into the walls of the summerhouse which also had exotic fruit and vegetable gardens. Tourists can now stay in *The Pineapple*.



THE BIG PINEAPPLE is a tourist attraction and local landmark on the Sunshine Coast of Australia. It stands 16 metres high and was built in 1971.

INSPIRATION FOR FOOD TOURISM

PINEAPPLE:

Appearing on supermarket shelves in tins over fifty years ago and now a regular in the fresh fruit section, the pineapple is probably the most tasted tropical fruit in the world. Discovered by explorer Christopher Columbus on the island of Guadeloupe in 1493, pineapples became a delicacy in Europe for royalty and the rich. But pineapples were not just used for eating. They became an inspiration for buildings, gate posts, newel posts, fabric designs and furniture.



PINEAPPLE CAN BE EATEN FRESH,

in desserts, salads and cakes. It can also be eaten with ham, on pizza, in curries and as a juice.

CAN YOU THINK OF OTHER WAYS YOU MIGHT EAT PINEAPPLE?



DID YOU KNOW

...this is how a pineapple grows?



BEING A FOOD TOURIST AT HOME

IF PEOPLE DIDN'T MOVE FROM COUNTRY TO COUNTRY AND BRING THEIR FOOD WITH THEM CHANCES ARE WE WOULD BE LIVING WITHOUT PASTA OR CURRY IN OUR LIVES.

Cooking brings people together

THE ROAMING RESTAURANT



Mazi Mas is a roaming restaurant based in London and is a social enterprise and small business. Mazi Mas brings global home cooking to people and creates job opportunities for women food entrepreneurs from migrant* and refugee communities.

*A migrant is anyone who changes his or her usual country of residence for at least a year. A refugee is someone who has to move if they are to save their life or preserve their freedom.

TOP 3 PASTA EATING

countries per year are (measured in kg per person):

- 26kg in Italy
- 12.3kg in Venezuela
- 11.9kg in Tunisia

In the UK we eat 2.5 kg each and produce 35,000 tonnes.

PASTA

WORLD PASTA DAY usually takes place in October.

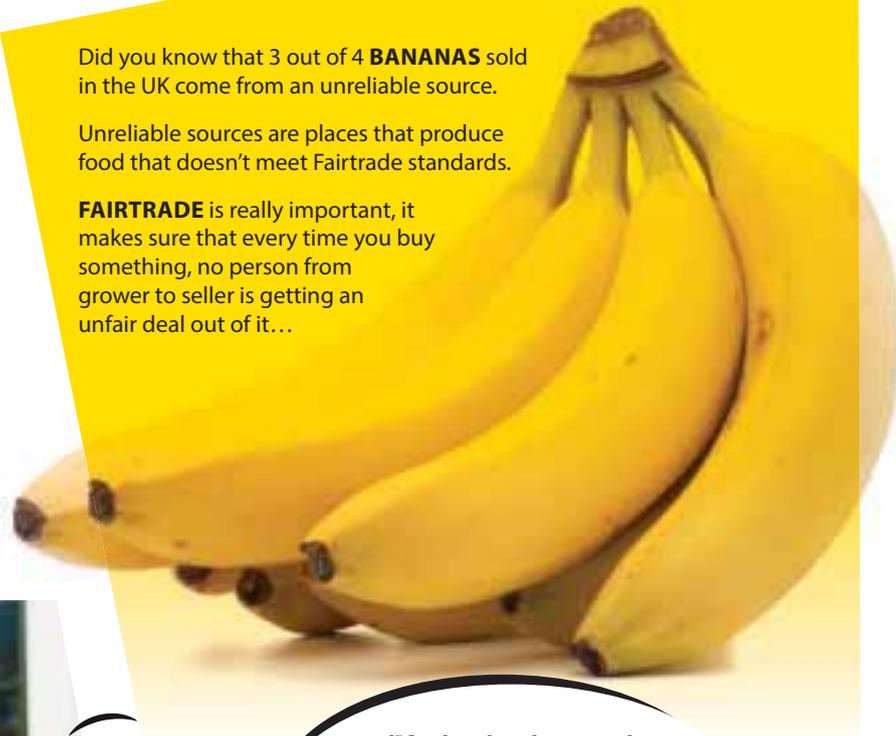


FAIR TRADE

Did you know that 3 out of 4 BANANAS sold in the UK come from an unreliable source.

Unreliable sources are places that produce food that doesn't meet Fairtrade standards.

FAIRTRADE is really important, it makes sure that every time you buy something, no person from grower to seller is getting an unfair deal out of it...



iDA, when the solar powered umbrella becomes the best-selling umbrella of all time, I don't want to have to work for a company that will never listen to my brilliant ideas...

But LINK you don't have to, Small Businesses are some of the most successful in the UK and there's lots of them to choose from...

There's actually just over 5 million small businesses in the UK alone.

That's plenty of people to listen to your "brilliant" ideas LINK!

WHAT'S ON YOUR PLATE TODAY?

NEARLY 10% OF PEOPLE IN THE UK ONLY BUY THEIR GROCERIES ONLINE. BUT MORE PEOPLE ARE SHOPPING LOCALLY. THIS SHOULD BE GOOD NEWS FOR EVERYONE FROM SHOPPERS AND SUPERMARKETS TO SMALL FOOD PRODUCERS AND COMMUNITY MARKETS. LET'S TAKE A LOOK.

Food producers are everywhere from the Scottish Highlands to the Cornish Coast. Many small food producers are entrepreneurs, working for themselves.

STYLES FARM on the Exmoor Hills is not just a family farm it's also an ice cream business. Since starting in 1989 Styles dairy and sheep's milk ice cream can now be found all over the UK. The business also has a fleet of vans, tricycles and trailers so they can get to events and shows to sell more ice cream.



The **GREAT GLEN CHARCUTERIE** is a family business in Scotland which uses only wild venison to produce salamis and chorizos. Starting only ten years ago the products are now available all over the UK.

BIGBARN is a *Community Interest Company (CIC)* which helps people buy and source locally sourced food. By putting in your postcode you can find all sorts of food markets, shops and food producers who are close by. You can also order food online like salami and have it delivered.



So if I have an idea... and I turn it into a business... is that **ENTERPRISE?**



Well yes, if there's risk involved, I guess it is, but **LiNK**, this isn't that solar powered umbrella again is it?



No, No No... It's much better than that! I've got lots of ideas, I'm going to be rich... And **iDA**... Does that mean I'm an Entrepreneur? I'm not French and it does sound French...



You don't have to be French to be an Entrepreneur. Entrepreneurs are people who have an Enterprise but **LiNK**, you do actually have to have started a business...



That's just a technicality, this time next month I'll be a **MILLIONAIRE!**



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WHAT COULD
iBE?
CAREER IDEAS FOR KIDS & PARENTS



SUPERMARKET SECRETS

Revealed!

Supermarkets employ the skills of all sorts of people from merchandisers to behavioural scientists to help understand how we all make decisions when we are shopping for food. Have a look next time you go with your mum or dad and see if you can spot their secrets.

1. SUPERMARKETS HIDE THE EGGS!
Staples are often kept apart to make sure customers go past all the deals they want you to buy! So you could be on an Egg hunt and not the fun Easter chocolate kind!



2. SUPERMARKETS WANT YOU TO BE HUNGRY!
This may be obvious but scientists have shown that turning up to a supermarket hungry can result in customers buying higher calorie food without really noticing.

3. WHAT A SWEET ENDING!
The treats are near the checkout for a reason. Everyone's tired, you're all bored and chocolate is the only solution.

4. THE SMELL OF SUCCESS!
In-store bakeries can make you hungry as the smell of bread hits you and the quickest way to your stomach is through your nose...not literally!



Small supermarkets are less than 2,300m². Superstores and hypermarkets are more than 2,300m².

It's all a matter of size as to what kind of shop you are buying your food and drink in.

SUPERMARKET

SUPERMARKETS employ people doing a huge range of jobs from IT, marketing, advertising, lawyers, accountants, customer service, checkout operators, shelf stackers, site managers, buyers, security, building maintenance, refrigeration engineers, drivers to store managers and many, many more.

OR

MINI MARKET?

Convenience Store under 280m².

FOOD PICKERS AND THE DARK STORE

WHEN YOU SEND YOUR ONLINE ORDER TO THE SUPERMARKET WHERE DOES IT GO?

Well it is increasingly likely that your food comes from a dark store. Sounds a bit creepy but actually a dark store is a warehouse full of groceries where staff called pickers and robots select the goods ordered by the online customer.



TRAFFIC LIGHTS

As of 2013 all food labelling in the major supermarkets has to carry a traffic light system to make it easier for people to understand food labels.



RED, AMBER and **GREEN** refer to the levels of sugar, salt, fat, saturated fat and calories.



Mmm... Delicious Data

What does your shopping list say about you?

With Supermarket Reward schemes, shoppers habits are being logged on a huge database with 20 million users in the UK.

When Edwina Dunn and her husband Clive Humby had an idea, it sparked the biggest revolution in British shopping since the invention of the supermarket itself!

Their small business Dunnhumby was the first in the UK to analyse data to best work out the spending patterns and habits of shoppers.

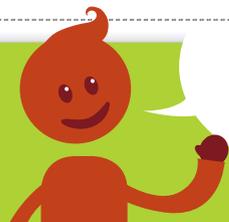


This might seem like an obvious thing to do now but 25 years ago no national retailer was properly collecting and analysing its sales data.

When Dunn and Humby took their software and data idea to **Tesco**, a business relationship began which lasted 15 years and started the trend for customer reward and loyalty cards.

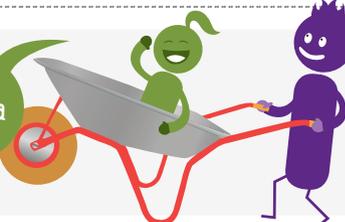
Just think about how many loyalty cards are available now and how many new jobs were created that didn't exist before the **Tesco Clubcard!**

WHAT COULD I BE?
CAREER IDEAS FOR KIDS & PARENTS



There's so much to learn!

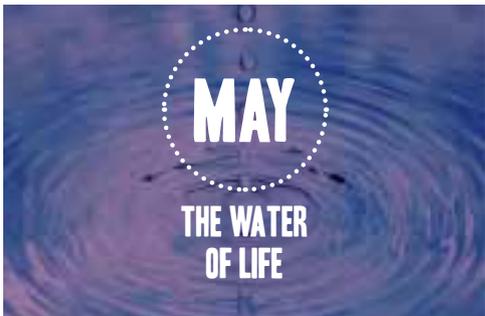
WOW! What a ride!



Come on guys let's do it again. SOON.

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FOOD CALENDAR 2015

 <p>JAN</p> <p>TRADITIONAL FOODS</p> <p>Hogmany to Burns Night, Shortbread to Haggis</p>	 <p>FEB</p> <p>THE FOOD OF LOVE</p> <p>Seafood, steak, chocolate</p>			
 <p>MAR</p> <p>THE SCIENCE OF FOOD</p>	<p>APRIL</p> <p>AWARD WINNING FOOD</p> <p>Award entries</p>	 <p>MAY</p> <p>THE WATER OF LIFE</p>		
<p>JUNE</p> <p>THE FUTURE OF FOOD</p> <p>Spotlight on Youth Development, Skills and Innovation</p>		 <p>JULY</p> <p>SUMMER BERRIES</p> <p>Pick Your Own</p>	 <p>AUG</p> <p>DELICIOUS DAIRY</p> <p>Yoghurt, Ice cream, Milk, Butter, Cheese</p>	<p>SEPT</p> <p>CELEBRATION</p> <p>Lots of events</p>
<p>OCT</p> <p>SUSTAINABLE SHORES</p> <p>Fishing, seafood and salmon</p>		<p>NOV</p> <p>HEARTY & HEARTWARMING</p> <p>Comfort food</p>		<p>DEC</p> <p>GRAND FINALE</p> <p>It's Christmas time!</p>

SPOTLIGHT ON YOUTH DEVELOPMENT

Tasty Jobs helps Scotland's food and drink companies find prospective employees in their local area, equipped with the basic skills and competences relevant to individual businesses.

AK Stoddarts is a beef processing company based in West Lothian and Ayrshire which took part in the Tasty Jobs initiative.

The company were so impressed by the calibre of the six young trainees that they recruited all of them on contract or permanent jobs.

Burn Stewart Distillers have recruited trainees from the Tasty Jobs initiative who receive valuable work experience and work towards the Certificate of Work Readiness.

Each week the trainees spend four days with the business and one day at college gaining employability skills and learning about the food and drink sector.

QUALIFICATIONS IN FOOD AND DRINK

Scotland has a rich larder of food producing quality, premium and healthy produce and with many international brands it can be an exciting industry to work in.

Qualifications include:

- Modern Apprenticeships in Food Manufacture Levels 2 & 3
- Scottish Vocational Qualification (SVQ) options and pathways such as Craft Bakery Skills, Butchery Retail Skills and Distribution Skills, to name just a few
- Degrees in food and drink related subjects – for example BSc Hons Food Product Design and BSc Hons Applied Science.

**CELEBRATING AND PROMOTING...
SCOTLAND'S NATURAL LARDER AND QUALITY PRODUCE TO EVERYONE LIVING AND VISITING SCOTLAND.**

