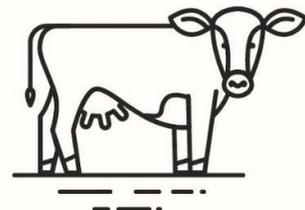




**Project Ideas
for
Secondary Students
at the
Great Yorkshire Show**

Tuesday 9 – Thursday 11 July 2019



Introduction

The Great Yorkshire Show provides the perfect opportunity to extend your students' learning outside of the classroom. Not only will they be immersed in Yorkshire's biggest celebration of food, farming and rural life, they can also experience 'hands on' learning in our interactive 'Discovery Zone'.

There will be endless opportunities for students to engage with potential employers and industry specialists where curriculum learning can be linked to careers (Gatsby Benchmark 4). They can also explore further study prospects with the numerous Colleges and Universities that will be exhibiting across the showground.

The show is the perfect event for Key Stage 3 – 5 students, studying the following subjects:

- Business Studies
- Food Preparation & Nutrition
- Engineering
- Computer Science
- Biology
- Hospitality, Tourism & Event Management
- Agriculture
- All Land Based subjects

Students will be immersed in these industries and can carry out relevant project tasks or research.

Take a look in this booklet at the project ideas which we have created for specific subjects. We hope this will help to showcase all that the Great Yorkshire Show can offer your students and gives you a starting point to set a task for them to complete.

If you need further assistance please do not hesitate to get in touch.

Contact:

Kate Kirby

Charitable Activities Coordinator

T: 01423 546283

E: education@yas.co.uk

W: greatyorkshireshow.co.uk/school-visits/

Business Studies

Marketing

The Great Yorkshire Show attracts over 130,000 visitors over the 3 days every year. The show is marketed through multiple channels and attracts a wide range of visitors.

Example Questions:

- Consider the different visitor groups and how to structure a marketing campaign to promote the event to these groups
- Research in advance the website, social media campaigns, printed advertising and signage to build a portfolio of the marketing plan in the run up to the event.
- Look out for press articles and analyse the top stories which are focussed on, what are the key messages being portrayed?
- On the day, see if you can spot evidence of organisations sponsoring elements of the show. What advertising opportunities have they received?
- Think of a new tool the organisers could develop, such as an App, instead of the printed programme. How could this help visitors plan their day and find their way around the event more effectively?

Recruitment

The Great Yorkshire Show directly employs around 350 temporary staff for the event period, in addition to contracting out certain services to other organisations. These staff are essential to ensure the event runs smoothly.

Example Questions

- Make a list of the job roles you have seen on the day and write job descriptions for these.
- Consider how the jobs could have been advertised and what the recruitment process would have involved.
- Which services do you think have been contracted out to external organisations and why?

Trade Stands

There are a huge variety of trade stands at the Great Yorkshire Show from selling goods to promoting services. These include Gifts & Crafts, Clothing & Footwear, Home & Garden, Agricultural Machinery, Charities, Food & Drink and Leisure, plus many more.

Example Questions

- Look at how trade stands are set up and consider what works well and what could be improved to gain more customers.
- Consider what a trade stand's aims are by attending the Great Yorkshire Show.

Careers

The Great Yorkshire Show offers students the chance to experience many industries in one place and research career options.

Example Questions

- Take this opportunity to speak to trade stand holders, food producers and animal exhibitors and find out the careers available in their industry.
- What are the different routes to take when starting your career in a certain industry?
- Can you make contacts to arrange a work experience placement for the summer holidays?

Food Preparation & Nutrition

The subject content for this qualification, including Food Choice, Food Provenance and Food Preparation & Cooking Techniques, can all be experienced and researched at many locations around the Great Yorkshire Show. We have listed the key places to visit below, along with example questions for students.

Great Yorkshire Food Theatre, Meet the Farmer & Cheese & Dairy Show (All found in Hall 1)

- Watch the cheese judging and see how the judges grade the entries.
- Visit our Meet the Farmer area to talk directly to producers of meat, dairy, poultry, grains, vegetables, potatoes and salads. Find out what challenges they face and what technology they are using.
- Watch professional chefs in cookery demonstrations and see what skills they use, how they prepare the food and then cook their chosen recipe.
- Visit the rest of the hall to sample products and talk to local producers, what products are popular at the moment and find out why consumers are choosing these products?

Game Cookery Theatre – Country Pursuits area

- Watch a demonstration and see how game can be incorporated into delicious dishes.
- Can you write your own game recipe taking inspiration from what you have seen?
- Consider how to prepare the animal for cooking.

Cattle, Sheep, Pigs, Goats

- Walk around the different breeds, pick 2 and compare the different physical characteristics.
- Speak to the exhibitors and find out which breeds produce the best meat and dairy.
- Find out where the different cuts of meat come from on the animals.
- Ask how long it takes to rear livestock ready for the food chain.
- What goes into their diet and what considerations does the farmer make when deciding what feed to buy and how does this effect the end product.

Lely Robotic Milking Parlour

- Why are specific breeds of cattle such as Holstein and Jersey used in the dairy industry?
- Why is Milk Pasteurised (primary processing)?
- How does a robotic system compare to a conventional parlour system?
- Think of different dairy products and see if you can find producers selling them at the show, ask how the processes differ to make butter, cheese, yogurt etc. (secondary processing).

Agricultural Machinery

- Take a walk around the machinery and find examples of planting and harvesting equipment, find out which crops are they used for.
- Choose 2 different crops and ask when they are planted and how long they take to grow.
- Where does produce go once it leaves the field and what processes does it go through.

Supermarket Trade stands

- A number of major supermarkets have large stands at the show. Visit these and compare what messages they are portraying and what products they are showcasing.

Farm Assurance Schemes

- Find out about assurance schemes such as Red Tractor and how these benefit the industry.

Engineering & Computer Science

Agri-tech is evolving rapidly and therefore careers in this sector will grow as a new skill set will be required. It is imperative that the industry attracts individuals with relevant skills in robotics, data analysis and programming.

Agricultural Machinery

See a vast range of machinery all in one place, speak to the manufacturers and dealerships to discover more about their products. You will be able to see machinery up close, learn more about the technology they use, the information they can gather and how farmers can then use this data to make informed decisions.



Lely Stand

'Making farmers' lives easier with innovative solutions and tailored services'.



You can see the robotic milking system (Lely Astronaut) in operation, find out how it works and the technology behind it. Lely also design and manufacture automatic feeding systems, a manure vacuum robot and even an electronic cow massage brush to pamper and care for the herd! Discuss why these solutions can improve efficiency, animal health and increase yields.

Future of Farming

With precision farming, the use of GPS, GPRS and data collection increasingly used in agriculture, along with projects like the 'Hands-Free-Hectare'; it is evident farming practices will change over the coming years. Talk to industry specialists and see what their vision is and how engineering and computer science will play a vital role. Can you think of a scenario where you could develop a solution which would help the industry?



Future Study

To find out more about further study in this sector visit the college and university stands, including Harper Adams University, Newcastle University, Bishop Burton College, Myerscough College and Askham Bryan College.

Ripon Farm Services and Russell Group are just some of the stands who offer apprenticeships in this field. You will be able to visit their stands, see their products and discuss opportunities direct with their teams.