



Press Release

Produced in Kent launches KM supported *Create a Fruit & Veg Masterpiece 2010 at Living Land*

Produced in Kent, the champions of food and drink producers in Kent, will be launching ***Create a Fruit & Veg Masterpiece*** art competition at ***Living Land*** on ***Thursday 6 May***, which has the backing of the KM Group. The creative art competition is designed to get all primary-aged school children in Kent interacting with and eating more seasonal and locally grown produce.

The fantastic ***Create a Fruit & Veg Masterpiece*** competition is the brainchild of Produced in Kent, an organisation committed to keeping the 'Garden of England' flourishing with its unique mix of food and drink producers, independent food retailers, farm shops and Kentish restaurants and pubs.

Julie Monkman, manager at Produced in Kent, said: "Despite the government spending millions of pounds on the '5 A Day' campaign, fruit and vegetable consumption actually dropped by 11 per cent in 2008. Added to this the recent aviation crisis flagged up the folly of relying on imported fruit and vegetables that we can grow in Kent! If we can help children to see locally grown, seasonal produce as something that is fun, tastier and more planet friendly, then we will have gone a long way to reconnecting the next generation of Kent's children to the wonderful 'Garden of England'."

The competition is open to all primary school aged children across Kent and every school will receive a competition pack, alternatively visit the Produced in Kent website for full competition details (www.producedinkent.co.uk). Children can make either an individual entry or can enter the competition as a group – be it a class, Brownie or Cub pack, Sunday school or school allotment club.

Children are invited to gather together locally grown fruit and vegetables that are in season in Kent during May and June and use their imagination to create a picture of their choice – such as a Kentish landscape, an oast house or animal. All they then need to do is photograph it and email it to Produced in Kent before the closing date on **Friday 18th June 2010**.

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Produced in Kent has invited Carl Warner, who is widely regarded as the leading expert and originator of 'foodscapes', to judge the competition and present the prizes at a fantastic prize giving and afternoon tea at Broadview Gardens, Hadlow on Thursday 1 July. The Broadview complex is a wonderful place to spend an afternoon. Located within the grounds of Hadlow College, just outside of Tonbridge, it includes ten acres of beautifully landscaped gardens, a garden centre, Kent produce shop and tearoom.

Professional photographer and director Carl Warner came up with the original idea to create photographic landscapes entirely made out of food and has worked all over Europe and North America, with some major clients and brands. Carl recently appeared on Blue Peter to create a huge Amazon 'foodscape' to commemorate Blue Peter's Helen Skelton's momentous kayak down the Amazon for Sport's Relief and the lucky winners will receive a signed photograph of the 'Amazing Amazon Adventure'.

The individual winner will also receive a digital camera while the two runners up in the solo category will receive artists' materials. The group winners and runners up will be awarded a fabulous gardening hampers from Broadview Garden Centre to enable the group to 'grow their own' fruit and vegetables in the 'Garden of England'. Everyone will receive a certificate to mark their achievement.

How to enter

- Decide if you want to enter **individually** or as a **group** (this can be a school class, Brownie or Cub pack, Allotment Club etc)
- Create your Fruit & Veg Masterpiece using real fruit and veg that is grown in Kent in season
- Take a photograph and email to events@producedinkent.co.uk
- Be sure to provide your name and *full contact details and the age of the entrant/average age of the group

*(Confidential: This information will only be used to contact the winners of the competition and will not be passed to a third party)

Rules of entry

- You should be primary school age (from YrR-Yr6)
- Get your entry in before the deadline of **FRIDAY 18 JUNE**
- Only one entry per person or group
- Only use local fruit and veg that is grown in Kent (between **May-June**)
- The masterpiece should be all your own work, or that of the groups
- You can ask your parents/teacher to help you take the photo, send in your entry and find out what's in season (Visit: www.producedinkent.co.uk and go to Information – What's in Season)

For more details & to see a gallery of last year's winners go to

www.producedinkent.co.uk

Produced in Kent, supported by



For more information or images on:



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Notes to the editor: *Living Land* is a free one day event (not open to the public) offered to Kent school children in years 3 and 4 aimed at educating young children in the areas of farming, agriculture, countryside and healthy eating within the Kent Showground, Detling. The timetable of activities includes the opportunity to see and touch farm animals, taste local produce and see the 'Sheep Show' and Birds of Prey. Produced in Kent will be giving groups of children a chance to have a hands-on practice run creating a fruit and veg picture before they enter the competition for real.