

# Drummond High School rise to Food and Drink Challenge



**A Food and Drink Challenge is a one day enterprise activity aimed at secondary school pupils. Now in its fourth year, it's a great way of introducing young people to the world of work and, in particular, food and drink manufacturing.**

Pupils work in teams with a facilitator, usually a local manufacturer, and are set the task of creating and developing a new food or drink product. They work through an eight stage process which involves real business skills ranging from new product design, marketing and manufacturing.

Many schools have been involved with Challenges since the initiative's early days and have returned year after year to repeat the programme having seen tangible benefits such as:

- Linking curriculum with real work experience.
- Building partnerships with local businesses which support other school activities eg: work placements.
- Introducing a diverse range of career and job opportunities.



## Case Study: The Drummond Enterprise Food Challenge

**ADM Milling, the UK's largest independent flour millers, gave the pupils of Drummond Community High School, Edinburgh, the task of creating a new, healthy recipe muffin.**

Around 100 pupils participated in the event that included employer visits, the development of support materials to complement the programme, Food Hygiene and Health & Safety training.

The 12 year olds progressed through a number of stages until they arrived at the point where the results of their hard work – along with their freshly baked muffins - were ready to be presented. Teaching staff and ADM Milling General Manager, Ian Gaston, were among the judges who marked the

children on their communication skills, teamwork and behaviour as well as their healthy muffin ideas.

The winning team were awarded the most marks in these categories and also wowed the judges with their enthusiasm. Each team member received a well-earned prize for their efforts.

Drummond's Deputy Head, Elspeth McLean was extremely positive about the challenge:

*"The pupils got huge benefits from participating and learning about the skills required in the real world of work. It was an excellent opportunity to make links between work and the curriculum."*