

The generation that hasn't heard a cow moo

- **One in three children have not heard a cow moo or a sheep baa up close**
- **One in four children did not know the name for a baby cow, sheep or pig**
- **One in five children do not know bacon comes from pigs**

Hearing a real cow moo or a sheep baa for the first time is a special moment but a new survey of primary school children has revealed that this experience is becoming increasingly rare. The results show that more than 1 in 3 children have never heard a sheep baa (37 per cent) or a cow moo (34%) up close, with thousands only experiencing it through their TV or computer screens.

The survey, which was released ahead of this weekend's Open Farm Sunday, revealed the disconnect many children have with farming and where their food comes from. One in four children (24 per cent) surveyed did not know a baby cow was called a calf, with similar numbers unaware a baby sheep was a lamb (23 per cent), a baby chicken was a chick (26 per cent) and a baby pig a piglet (22 per cent). Four in 10 (37 per cent) children did not know that herd is the name for a group of cows and half (47 per cent) don't know that flock is the collective noun for sheep. Only one in six (16 per cent) knew that numerous chickens together were known as a brood. This weekend hundreds of farms will be opening their gates to visitors of all ages so that they can see farming at first hand and learn a little more about the basics.

The survey also showed that many school children did not know how many of our staple foods were produced or how fruit and vegetables were grown. One in three (33 per cent) children did not know that pork comes from pigs, and one in five (18 per cent) did not know that they are also the source of bacon. One in 20 children (5 per cent) even thinks we get cheese from pigs, while one in 25 (4 per cent) think potatoes come from pigs. Meanwhile, one in 20 (5 per cent) children think that strawberries grow in the fridge, while 6 per cent think they grow on trees. Three in ten children (28 per cent) did not know carrots grow underground, with one in 10 children (9 per cent) believing they grow on a bush. Six in ten children did not know lettuce grew on the ground, while nearly eight in ten (78 per cent) did not know broccoli grew on a plant.

Even their parents couldn't help*; a third of mums and dads (32 per cent) surveyed at the same time didn't know that herd was the name for a group of cows, while four in 10 (40 per cent) didn't know that flock was the collective noun for sheep.

The survey was commissioned by LEAF (Linking Environment And Farming) who has run Open Farm Sunday for the past decade and also organise Open Farm School Days throughout June. Annabel Shackleton, LEAF's Open Farm Sunday manager said: "Over the past decade more than a million people, including families, have visited an Open Farm Sunday event but the results show that there is still a disconnect with farming for today's youngsters (as well as for many parents too). We must all work together to ensure that this does not become an increasing trend and so we're calling on all families to head to their local farm on 7 June for Open Farm Sunday to experience all the sights and sounds of a farm for themselves."

Visitors can find their local farm to visit at www.farmsunday.org

- ENDS -

For further information, images, or to arrange an interview with a farmer or Open Farm Sunday organiser contact:

David Gough or Jennifer John

Open Farm Sunday Press Office

T: [01189 475956](tel:01189475956)

E: openfarmsunday@ceres-pr.co.uk

Editor's note:

- All stats One Poll Survey 1,000 UK children aged 5-11 carried out May 2015, except * One Poll 1,000 UK adults carried out May 2015.
- LEAF (Linking Environment And Farming) is the leading organisation delivering more sustainable farming and food. It works with farmers, the food industry, scientists and consumers to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities. LEAF has organised Open Farm Sunday since it began in 2006. (Registered charity no: 1045781)
- LEAF Marque is a farm assurance system recognising more sustainably farmed products. For more information visit: www.leafmarque.com
- The tenth annual Open Farm Sunday will take place on 7th June 2015. Open Farm Sunday provides a great opportunity for people to visit a farm to truly get to know how their food is produced and how the countryside around them is cared for. Over the past 10 years Open Farm Sunday has achieved so much:
 - 1000 farmers have hosted events since the first Open Farm Sunday in 2006
 - 1.25million visitors have been to Open Farm Sunday events since 2006

- Last year 1 out of 5 visitors had never visited a farm before
 - 85% of visitors said that they learnt something new about farming
- Sponsors of Open Farm Sunday 2015 include: **Aldi, Arla, Asda, BASF plc, Defra, Farmcare, Farmers Weekly, Frontier Agriculture, John Deere, Kellogg's, LEAF Marque, Marks and Spencer, National Farmers Union, Syngenta, The Tesco Eat Happy Project, Waitrose plus the Agriculture and Horticulture Development Board (from its BPEX, DairyCo, EBLEX, HGCA and HDC divisions).**
- Alongside Open Farm Sunday, farms across Britain also host Open Farm School Days which will run throughout June. They will provide thousands of school children with the opportunity to visit a farm to learn more about where their food comes from and how it is produced. For more information visit www.farmschooldays.org
- Keep up to date with LEAF's activities via twitter www.twitter.com/LEAF_Farming and our regular blogs at leafmarque.wordpress.com