

Love British Food case studies to learn from: Anchor Trust Care Homes

Why did they source British?

- With an appreciation of the importance of local British produce for the elderly, Anchor Trust Care Homes took an active role in the British Food Fortnight 2009

How did they get involved with the British Food Fortnight?

- Held a special menu that was provided to help mark British Food Fortnight
- Residents were taken on half a dozen day trips around the local area during the Fortnight, on each one undertaking tasks to collect different local foods
 - For example: visiting Minsmere cliffs and High House Farm (Sudbourne) for blackberry picking
 - Emmetts shop (Peasenhall) to watch how to make smoked ham
 - Dunwich tearooms etc.
- Residents gathered for a big British breakfast where the wild blackberries from the day trips were used to make pancakes.
- One of the Care Homes, Chantry House, did the following:
 - A picnic for residents where local cured back bacon was offered alongside other local products
 - Various outings involving local produce, which got over 60% of the residents involved
 - Every resident enjoyed a special British menu and the whole experience left the house feeling cheerful and uplifted
 - Decorated the dining halls with Union Jacks and red, white and blue
 - Advertised British Food Fortnight with posters around the homes
 - Displayed the British menu for the two weeks in the common room

Lessons learnt?

- Start planning the event earlier on in the year so more residents can be involved and more activities can be organised
- Keep menus simple and easy to understand
- Organise more unique outings for the residents
- Chantry House Care Manager, Avril Askew, says:
"It was very good. The residents really enjoyed their trips out to local producers. They all came down on the day for a full English breakfast – it was very successful."

