

FOOD STORIES

THE INVESTIGATIVE JOURNALIST'S
NOTEBOOK

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INVESTIGATIVE JOURNALIST'S NOTEBOOK

The Task

To take on the role of an investigative journalist

So what exactly is an investigative journalist?

An investigative journalist is someone who explores and writes about subjects that are really important to people. These journalists uncover exciting truths and report their findings to the world in newspaper articles!

To be good at the job, you're going to need the following skills...

- Have an 'eye' for a good story that people will want to read about
- Good research skills – you need to understand the topic you are writing about, know where to find the best information and the best people to ask
- Good interview skills – you need to be able to listen to people, ask the right questions and interpret what they are saying
- Be inquisitive and interested in people and the world around you
- Good writing skills – you need to be able to write clearly and creatively
- Work under pressure and meet tough deadlines

Time to start work!



THE JOB

1. Research

- Everyone loves food. People love to eat it, talk about it, and even more than that – they love to read about it! Your editor wants you to write an article about food. It can be about anything – you have to find a story.
- There are lots of interesting people waiting to be interviewed. Pick the section on the food stories website that you are most interested in.
- Using your best journalistic skills, listen to what the people in that section have to say about food.
- As part of your research, try answering the questions that are written with each interview, and look at the 'go deeper' sections.
- Every time you answer one of the questions, tick off one of the icons in your journalist's notebook. You are building up your experience and information to become the best journalist, and write the best article!
- The aim is collect/tick off all 10. Once you have all 10, congratulations – you have made it! You are now ready to write your story!

2. Write your story!

At the end of this notebook you'll have a chance to write your own newspaper story, based on your findings.

FOOD, NATION, CULTURAL IDENTITY - ?

Frances Soar



Imagine you have a pen pal in another country who has never tried traditional British food. Pick a dish and try to describe what it is like (think about its taste, texture and smell.) Do you think they would want to try it?

Think about all the food you eat in an average day. How much of it is influenced by food tastes from other countries? What would your diet be like without these?

If you were told that you could only eat food from one country, which would you choose?

How has migration influenced the food experiences of people in Britain? Do you think migration continues to have such an influence in today's global food market?

Wing Yip



According to Wing Yip, why were Chinese restaurants so successful when they opened in the UK in the late 1950s?

How and why did the first Chinese restaurant owners adapt their menus to suit British tastes?

Dog, chicken, cat, cockroach, tofu, plants, spider, crocodile, sweet and sour pork: these are all foods which are eaten by people in different parts of the world.

Which ones would you refuse to eat and why?

Why do you think that in the 1950s, people used to laugh at the idea of sweet and sour pork?

What role do you think food plays for different migrant communities in the UK?

Steve Rogers



Can you remember the first time you tried food from a different culture?

Does your family have any specific rituals that relate to food?

If you had a friend round for dinner, would there be anything about the food you eat or the way you eat that would surprise them?

Have you ever had a meal with someone else that was a totally new experience? How did it feel?

Why do people feel disgust? Is disgust a biological or cultural phenomenon?

FOOD, NATION, CULTURAL IDENTITY [2] - ?

Leon Albert Murray



Britain is now a 'multicultural society'. What do you think this term means?
How does the cultural diversity in this country affect our experiences with food and the types of food we eat?
How would you define British food?
Do you think attitudes towards food reflect general attitudes in society towards other cultures?
What do you think Leon means when he says that "there still remains an underlying firm foundation of the British way of life"?

Claudia Roden



Why was it so important to Claudia to write about the food of her country?
How does Claudia describe British attitudes towards Middle Eastern food? What do you feel about these attitudes?
How have British attitudes towards food from abroad changed during your parents' and grandparents' lifetimes? What reasons might there be for these changes?
What role do you think food might play for migrant communities?

Rosamund Grant



Describe a stereotype of Caribbean food. Why might this stereotype be inaccurate? Why does it matter to Rosamund if Caribbean food is stereotyped?
Have you ever been affected by another person's stereotyping of your culture or identity? How did it make you feel?
Why does Rosamund like to give her customers different types of Caribbean foods - types that they might not be expecting to eat?
Using the extract as the basis for analysis, discuss the negative and positive ways that food connects to our notions of who we are.
What role does food play in connecting Rosamund to a sense of her history? In what ways does Rosamund use food to demonstrate her sense of identity?
Compare this extract to Claudia Roden's extract in this section. What do the two extracts tell you about British attitudes to food from abroad?

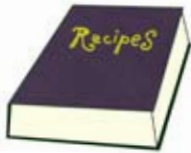
FOOD, NATION AND CULTURAL IDENTITY

Activities

- 1:** The government have suggested having a national day to celebrate 'Britishness'. Imagine that you are responsible for organising a special meal for this event. Outline your plan for the occasion, including details of the menu, where it would be held, music, decorations, guests etc... What would you include to make it a celebration of 'Britishness'?
- 2:** Design and conduct a survey which investigates the cultural variety of the types of food that your classmates eat and enjoy.
- 3:** Think about the food served in your school canteen. Does the menu contain foods from lots of different cultures? Does it reflect the cultural diversity of your school? What is your opinion on this? Write a letter to the school council telling them your opinion on the matter.
- 4:** Conduct some interviews with people from older generations about their experiences of food from different cultures. When did they first try food from a different culture? Is there a difference between their favourite foods and those of your friends?
- 5:** Pick ten foods. Investigate the different origins of these foods.
- 6:** Imagine: "The government have decided to ban all foreign foods from Britain." Write an article in your newspaper giving your opinion. How will it affect your life? What food would you miss most?
- 7:** Do you have a pen friend who lives in a different country? Ask them about the different foods they eat. You could share information, maybe even recipes, or you could even send each other some food to try!

RITUAL AND TRADITION - ?

SheZad Hussain



What does it mean to 'cook from the heart' and why do you think Shezad thinks this is important?

What role does food play in forming and maintaining relationships?

Can you think of any occasions where someone has 'cooked from the heart' for you?

SheZad Hussain - Eid



Think of all the different festivals and events that you have celebrated during the last few years. Did you have special foods on these occasions?

Particular foods are often eaten on religious festivals, such as Eid or Christmas. Think of as many of these as you can.

What role do you think that food plays in the Eid ritual for Shezad's family?

Neil Sachdev



Why did Neil not enjoy eating the vegetables that were served for school lunch?

Can you identify any differences and similarities between Neil's family meal, and your own dinners at home?

Have you ever eaten a meal with people from a different culture? How did it feel?

Do you know of any eating habits from other cultures, such as table manners, that are different to your own?

What role do you think food played in Neil's family life?

How do we learn table manners, and what is their purpose?

John Lowery



How many of the foods mentioned by John have you heard of? What kinds of food do you think they might be? Does it sound like a healthy diet to you?

Why do you think these foods are not eaten much anymore?

Why might the food traditions associated with a particular culture alter, become less common, or even disappear altogether? Have any new foods become a part of everyday 'traditional' British culture during your lifetime?

How would you describe the 'traditional' English food of the 21st century?

Do you think traditions change, or do they stay the same forever?

How did rationing affect people's diets during and after WWII?

RITUAL AND TRADITION [2] - ?

Bianca Manu



Imagine you are in your school canteen. Describe all the sights and smells. What routines and rules do you have to follow when you eat your lunch in the school canteen? How varied is the canteen menu?

Describe the routines and "unspoken" rules that you follow when you eat a meal at school, at home, or out in a cafe or restaurant.

How much choice do you think should be available at school dinners and who should decide what food is available and what is prohibited?

Elaine Hallgarten



If you are feeling unwell or unhappy, is there a particular food or meal that people make for you, which makes you feel better?

Can you explain why many people call chicken soup 'Jewish penicillin'?

Different religions have their own food traditions. These might be rules about not eating certain foods, for example (e.g. Muslims and Jews do not eat pork). Do you know of any other food traditions that are associated with particular religions? Can you explain why food plays an important part in religion?

Frances Soar



Where in your home do you prefer to eat your meals and why? Do you think it matters where and how a meal is eaten?

Why does Frances say that the way they eat their dinner now is 'very sad'?

What does this extract tell us about changing lifestyles and how they impact on the way we eat and the things we eat? What has been the wider impact on society of these changes?

Paul Wilgos

Do you ever do any cooking at home? If so, do you enjoy it?

Why do you think Paul's mother may have felt so much 'pleasure' when she cooked for her family and friends? Is there one person who does most of the cooking in your home, and why?



Paul says that "food is a really important part of home life". What do you think he means and do you agree with him?

In what ways have food and cookery been traditionally associated with gender roles? Do you think that traditional associations between gender, food and cooking have changed in recent years? If so, how and why do you think this is?

RITUAL AND TRADITION

Activities

- 1: Religious festivals are often celebrated by eating special foods. Investigate and see if you can find out more about the type of food that people from different cultures eat to celebrate different festivals.

- 2: Interview people from your parents' and grandparents' generation to find out about food rituals during their lifetimes. You might ask about the following subjects:
 - Getting treats as a child
 - School dinners
 - Food eaten on special occasions (e.g. birthdays or religious festivals)

- 3: Think of a special event that you want to celebrate in your life, either in the past or the future. Write a special menu for your festival.

- 4: Are there any changes that you would like to see made to your school canteen and the food that they serve? Write a letter to your school council giving them your recommendations.

- 5: Design and conduct a survey amongst your classmates based on the issues raised in the interviews. For example one question you might want to look at is whether most people eat their evening meal with their family?

RETAIL EXPERIENCE - ?

Jenny Linford



What are your experiences of shopping for food at a market?

What does Jenny think are the advantages of buying food at a market instead of a supermarket? Do you agree or disagree with them and why?

When you go shopping for food, would you rather go to a supermarket, a smaller shop like a greengrocer, or a market stall?

How do different types of shopping practices reflect different kinds of consumer knowledge?

David Gregory



What are your earliest memories of food shopping?

How does the early Sainsbury's supermarket that David describes, compare to the supermarkets you go to today?

When you go shopping for food, would you rather go to a supermarket, a smaller shop like a green grocer, or a market stall?

Are there any differences in the experience of shopping for food at these different places? (For example the choice of goods, the environment, service etc...)

Can you think of any different methods that shops use to encourage customers to buy their goods? (for example in terms of shop layout and display)

From listening to the extract, how do you think retailers' attitudes towards their customers have changed? How is this reflected in the way that shops are organised?

Norman Robson



How does Norman's description of the food sold in his grandfather's grocery store compare with your own experiences of food shopping?

What is your strongest memory of shopping for food?

Norman mentions that broken biscuits were sold to people who didn't have much money. How do modern supermarkets try to meet the needs of people on low-incomes?

What are the advantages and disadvantages of shopping in a number of specialist stores as compared to shopping at a supermarket?

RETAIL EXPERIENCE [2] - ?

Delia Green



What is your strongest memory of shopping for food?

How does Delia's description of her mother's shop compare with your local shop?

Do you know any of the people that use your local shop, or any of the people that run the shop?

Delia describes the shop as the 'hub of the world' and a place where 'gossip was exchanged'. Are there any places in your community where people can do that today?

How do you think the role of small, local shops has changed?

Why has the number of small, local shops reduced over the last decade?

Is this change a positive or negative thing for local communities?

What is the wider social impact of the decrease in the number of smaller, independent food stores, for the wider community, economy and environment?

Supermarket Employee



Why might customers choose to have club cards?

Why do the supermarkets want to know all about their customer's shopping habits?

As a consumer, how do you feel about supermarkets holding all this information about you? What are the advantages and disadvantages of this?

Listen to the extract by Tim Lang in the section 'Consumer Knowledge and Power'. Can you draw any comparisons between the points made in the two extracts?

RETAIL EXPERIENCE

Activities

- 1:** Investigate campaigns against supermarkets such as the Friends of the Earth 'Shop Local First' campaign and 'Tescopoly'. Write a report explaining why some people becoming increasingly concerned about the power of supermarkets and want people to support local independent shops. What is your opinion on the campaign?
- 2:** Role-play a situation where a big supermarket has applied to open a store in your area. People can take on the roles of supermarket boss, councillor, local residents, local shop keepers. What will all their opinions be?
- 3:** Design a supermarket for young people. Things to think about would be the layout, the kinds of foods you would sell, the staff you would employ etc.
- 4:** Conduct a survey in your local area. How many different types of food retailers are there? Draw a map of local supermarkets and smaller, independent food stores.
- 5:** Have a look at some of the websites of the biggest supermarket chains. What do they offer that smaller shops are not able to?
- 6:** Conduct some interviews with people from older generations. What are their earliest memories of food shopping? How do they compare with your experiences?

CONSUMER KNOWLEDGE AND POWER - ?

Barbara Crowther



What does 'Fairtrade' mean?

What Fairtrade food products have you seen for sale in the shops?

What are the benefits to the lives of the people who are Fairtrade farmers?

What are the benefits and disadvantages to the consumer of buying 'Fairtrade' products?

How might schemes such as 'Fairtrade' offer a long-term solution to tackling poverty for communities in developing countries?

Peter Jackson



What does Peter mean when he says that the market is more "differentiated" than it used to be? What reasons does he give for this change?

Why do you think there is a growing market for 'slow' rather than 'fast' foods?

Is there a connection between social and economic status and consumer demands and experience?

Catherine Lee



Which animals do you think people in Britain would never eat, and why?

Do you ever think about how the food you eat has been produced? Do you think more or less about this with different types of food, for example chicken, sweets, hamburgers, apples?

What do you think about Catherine's suggestion that customers do not want to know about how their food is produced? What reason does she give?

What reason does Catherine give for why customers do not want to know about the details about how their food is produced? What do you think about her argument?

Historically, how do you think increasing urbanisation has led to this change in our relationship with meat products?

Paul Wilgos



What are your views on the safety of free range, organic and intensive farming systems? What do you think are the advantages and disadvantages of each?

What negative and positive associations does Paul believe are connected to intensive versus organic/ free range farming? What do you feel about this?

What different decisions do you think determine whether consumers buy organic, free range or intensively farmed foods?

CONSUMER KNOWLEDGE AND POWER [2] - ?

Tim Lang

Compare Tim Lang's extract with Kath Dalmeny's and then explain what Tim means when he says 'food is literally us consuming the world'?

Can you explain why Tim describes the creation of the 'real food' market as 'ironical'?

What does Tim mean by the phrase "new consumer consciousness"? Why do you think food has been at the forefront of this more than other products such as clothes?

Do you believe consumers have any responsibilities in relation to food production and consumption?

Food retailers and manufacturers often claim that their success is due to 'serving the customer'. Tim suggests they are now more interested in internal competition. What is your opinion on these positions?

What sort of influence do you think that consumers can have on shaping food production?

Who do you think has the most influence on food production – customers, manufacturers, retailers, campaigning groups like Oxfam and Compassion in World Farming, the media or government legislation?



Kath Dalmeny



Why is Kath so interested in food? Do you feel the same way?

Have you ever grown anything that you can eat? Did it effect how you felt about the food?

Think of a food product in your local shop or supermarket. Can you think of all the environmental consequences of that product being available in the shops?

How have developments in the way we think about food impacted on the environment?

Think about the issues raised here by Kath. Do you or your family consider these issues when you buy food?

A spiral-bound notebook with a white cover and a silver metal spiral binding on the left side. The notebook is open to a page with a light green background. The title 'CONSUMER KNOWLEDGE AND POWER' is written in a large, bold, black serif font at the top of the page. Below the title, the word 'Activities' is written in a smaller, black serif font. There are five numbered activities listed below, each with a brief description of the task.

CONSUMER KNOWLEDGE AND POWER

Activities

- 1:** Make a list of all the resources that you have used in the last 24 hours (e.g. food, water, heating, CDs, mobile phones etc). Then sort the items into two groups, those which are 'wants' and those which are 'needs'.
Do this sorting exercise again, but this time imagine you are a young person growing up in a developing country. Would your wants and needs be the same?

- 2:** Research the Fairtrade website and design a poster encouraging people to buy Fairtrade.

- 3:** Go to your local food retailers (supermarket or grocery shop) and carry out a survey listing the countries that different goods have come from. Note how many Fairtrade goods are on sale.
Plot your results on to a map of the world. What do you think about the results? What is the environmental impact of the miles these goods have travelled? Write a letter to the shop explaining your views.

- 4:** Make a list of all the factors that influence your choice of food products and services. Why are these factors important? (For example, price, brand, quality, benefit to others, benefit to the environment etc)

- 5:** Investigate the website of a campaign group such as the Consumer's Association. What are their main concerns? What are they asking you, the consumer, to do?

CHANGES IN EATING HABITS - ?

John Lowery



How many of the foods mentioned by John have you heard of? What kinds of food do you think they might be?

How did rationing affect people's diets during and after WWII?

How would you feel about having your food rationed?

Do you think people were more or less healthy in the 1940s than they are today? Why might this be?

Is the food you eat controlled by the government in any way?

In what ways can the government and the food industry influence how healthy we are as a nation in Britain?

George Herbert



What kinds of cooking methods did George's mother use?

How many gadgets are there in your kitchen that are used to store or prepare food?

Which do you think are the most modern inventions, and which are the oldest?

How has the development of technology and the invention of new domestic appliances changed the way that we eat and shop for food?

Norman Robson



How does Norman's description of the food sold in his grandfather's grocery store compare with your own experiences of food shopping?

Norman mentions that broken biscuits were sold to people who didn't have much money. How do modern shops try to meet the needs of people on low-incomes?

What are the advantages and disadvantages of shopping in a number of specialist stores as compared to shopping at a supermarket?

Colin Lighten



How does the pattern of meals that Colin followed as a child compare to your own family's experience?

What sort of skills would this kind of meal planning require?

What does this suggest about the types of food available, or typical British tastes or money available at this time?

Why may people be less likely to organise their week's food like this today?

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CHANGES IN EATING HABITS

Activities

- 1: Conduct interviews with people from your parents' and grandparents' generation to find out about how food has changed throughout their lives.
Ask them about the following subjects:
 - School dinners
 - Food cooked at home during childhood
 - Their idea of British food and 'foreign' food
 - 'Eating out' in past decades
 - Eating food from abroad for the first time
 - Food in relation to health

- 2: Design a new gadget for preparing food.

- 3: Write a letter to your MP about the new government rules about healthy school dinners. What is your opinion? Is it a good idea or should young people have more of a choice?

- 4: Research government healthy eating campaigns.
Do you think they are effective?

- 5: Carry out some research into the diets of different cultures.
How does Britain compare to other countries?

FOOD AND FOOD REGULATION - ?

Henry Cross



Who do you think should regulate the ways that farmers produce foods and farm their lands? What are the advantages of the government applying one rule to all farmers?

What are the arguments for and against using pesticides and fertilizers on crops? Why did farmers in the past burn their straw and why was this banned?

Oliver Walston



What is the main reason that the governments of Europe decided to subsidise farmers after the Second World War? Who was against the subsidies and why? What impact might these European subsidies have on countries in the developing world?

Do you think farming in the UK should be subsidised? Why? Why not?

Matt Twidale



Why is the journalist criticising Matt for growing his sugar beet crop?

How does Matt explain the introduction of the Common Agricultural Policy?

Sugar in the UK is made from a combination of sugar beet from the UK and sugar cane from African, Caribbean and Pacific Countries. What might be the advantages and disadvantages of sourcing the raw material to make sugar from either of these places? Consider this question in terms of the environment, GDP, food security, industry, farming and history.

FOOD AND FOOD REGULATION [2] - ?

David Gregory



Do you agree with David that the issue of trust is more important than the issue of food safety?

Who do you trust to produce, shop for or cook your food?

Can you name and explain the three types of trust that David mentions? When you go to buy or eat food, do you consider any of those areas of trust?

How does this relate to the "new consumer consciousness" mentioned by Tim Lang in his interview in the Consumer Knowledge and Power section?

Paul Wilgos



What are your views on the safety of free-range, organic and intensive farming systems? What do you think are advantages and disadvantages associated with each?

What negative and positive associations does Paul believe are connected to intensive versus organic/free range farming? What do you feel about this?

What different decisions do you think determine whether consumers buy organic, free range or intensively farmed food?

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FOOD AND FOOD REGULATION

Activities

- 1: Research and write an article that outlines the history of the Common Agricultural Policy up to the present day and includes current opinions and controversies.

- 2: Visit an ethical consumer information website. Find out which food retailers have the best and worst ethical records. (For example their impact on the environment, treatment of workers etc.)

- 3: Visit a website such as Greenpeace or Friends of the Earth. Why are they opposed to intensive farming methods? Do you agree or disagree with their campaign?

- 4: There have been many recent public food scares, such as the bird flu and CJD outbreaks. Investigate what happened and how the government dealt with these situations.

- 5: Investigate what the role of the Food Standards Agency is. Do you think there is a need for such a body?

TECHNOLOGY AND CHANGE - ?

Oliver Walston



What has changed in the last fifty years that allows Oliver's farm to run with only two rather than eighty farm workers?

Are you surprised by Oliver's description of life for the farm workers in the early days?

What impact has the decline in the number of farm workers had on rural areas?

Ray Moore



Can you think of any technological changes that have taken place in your life time that have affected the way you live?

Ray is describing developments in poultry production in the late 1950s. How has the use of machines affected egg production?

What is meant by the term 'intensive farming'?

What do you think the impact of these developments has had on the cost of eggs?

Andrew Mackenzie



Why does Andrew refer to chicken as a 'canvas upon which people paint'?

What is the relationship between the way that poultry is produced and people's attitudes to and experiences of eating poultry?

What distinction does Andrew make between chickens, ducks, robins and calves?

Why does Andrew 'struggle' with the clinical efficiency of the industry?

John Watts



How have changes in distribution and communication affected the distance and time that food travels? What are the consequences of this for the manufacturer and the retailer?

Norman Mcleod



How has most of the food in UK shops been transported?

How have changes in transportation affected the fresh food industry?

Do you think that these changes in transportation methods have had any negative consequences?

TECHNOLOGY AND CHANGE [2] - ?

Hugh Lowe



Have you ever been fruit or vegetable picking?

Why do you think students might come from Eastern Europe to Britain to pick strawberries for the summer?

Listen again to the extracts by Oliver Walston and Henry Cross. What changes have taken place in UK farming to make it necessary for farmers to employ foreign workers?

Norman Robson



Norman is talking about early developments in food manufacturing and packaging. What procedure is he describing that is commonplace today?

How have technological developments affected modern food retailing?

Do you think it was the consumers, the retailers or the manufacturers who led the developments in food production that Norman describes?

Pre-packaged foods have become very popular. What are the advantages and disadvantages of this? Can you give a concrete example?

Matt Twidale



Why is the journalist criticising Matt for growing his sugar beet crop?

How does Matt explain the introduction of the Common Agricultural Policy?

Sugar in the UK is made from a combination of sugar beet from the UK and sugar cane from African, Caribbean and Pacific Countries. What might be the advantages and disadvantages of sourcing the raw material to make sugar from either of these places? Consider this question in terms of the environment, GDP, food security, industry, farming and history.

Henry Cross



How does this description of life on a farm before mechanisation compare with your idea of farming in the past?

According to this extract, how did the introduction of machines impact on farming and on the lives of the farm workers?

Listen to the extract by Oliver Walston in this section. What do the two extracts tell you about life for farm workers many years ago?

TECHNOLOGY AND CHANGE

Activities

- 1:** Visit the Food Standards Agency website and investigate the new traffic light labelling. What do you think of their advertisements? Do you think the new system is effective? Conduct a survey amongst young consumers to find out if they understand or pay any attention to this new food labelling system.
- 2:** Imagine you were a farm worker in the 1950s. Write a story describing what life was like for you.
- 3:** Conduct a survey amongst young people which investigates their knowledge and views on knowing how food is produced.



NOW - WRITE YOUR STORY!!

You have carried out some great interviews! Now you just need to write up your information into a story. Pick a story that you want to tell people about and write it in time for your deadline – your editor is waiting!

2. Here is what you need to do:

- Write a headline (make sure it is something eye catching, that makes your readers want to read more!)
- Write your story (What have you found out from your interviews. What do you think your readers will be interested in hearing about?)
- When you have finished, lay it out as a front page and photocopy it for distribution. (You can print out the template next page and use it as the page layout or you can make your own)

THE DAILY FOOD STORY

Headline

Journalist

Illustration/photograph and caption

Text

Headline	
Journalist	Illustration/photograph and caption
Text	