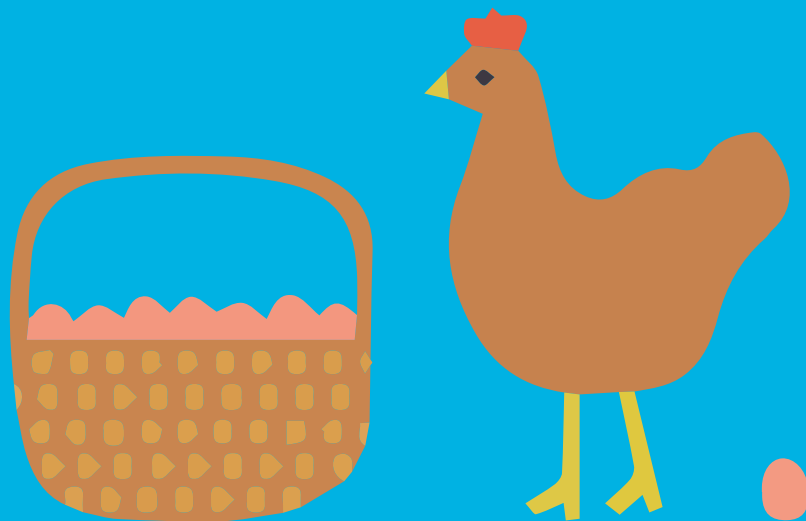


coop



FREE RANGE ART
Parent Guide

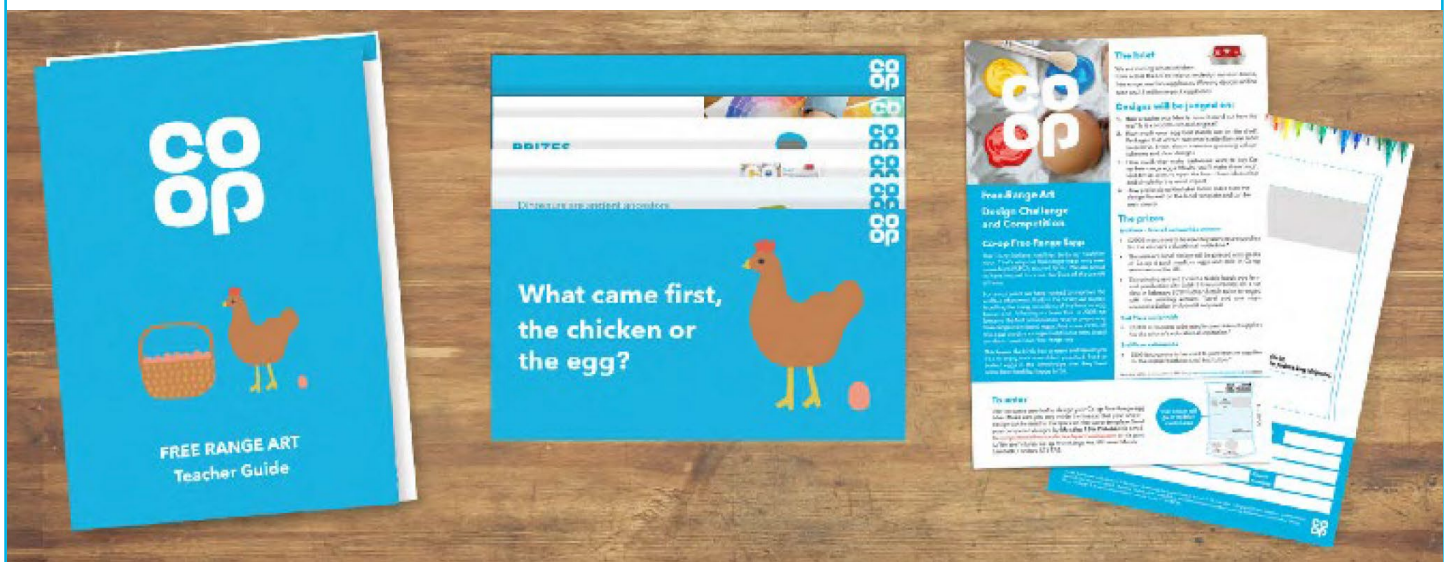
Co-op Eggs Free-Range Art resource and competition!

How to use this resource

You can run these activities over multiple lessons, or cherry pick the ones that will suit your needs the best.

In this pack you will find:

- **Parent notes** including the lesson plans and worksheets
- **Lesson PowerPoint presentation**



Introduction

Free-Range Art is an engaging Art & Design and D&T resource that leads learners through a range of creative challenges to an exciting design finale.

Developed by Co-op, children find out all about egg production, from farm to fork, and use this as a springboard for a range of art and design activities that help develop commercially-relevant, creative design skills in Key Stage 2 (Ages 8-11). They are then invited to reimagine our free-range egg box. We want learners to let their imaginations run wild, just like our free-range hens!





About Co-op eggs

We have, for many years, looked to improve the welfare of animals. Back in the 1990s we started labelling the living conditions of the hens on egg boxes and, following on from this, in 2008 we became the first convenience retailer to use only free-range own-brand eggs. And since 2010, all the eggs used as an ingredient in our own-brand products have been free-range too.

The farmers we work with only produce Co-op fresh eggs which are Free-range, RSPCA assured and carry the British Lion Mark. We only want these eggs because they ensure Co-op eggs are tasty, safe and protect animal welfare - and because it is an ethically better way of doing business.

Co-op free-range means:

- All our laying hens are raised to strict animal welfare standards.
- Hens are free to roam in paddocks from dusk till dawn and are housed in barns at night for their safety where they lay their eggs.
- They have constant access to outside areas and are free to move around and forage in vegetation.
- They have access to food and water at all times and can move freely around the shed where they can interact with their companions.
- They are also able to behave naturally because their homes reflect their natural habitats.
- They have adequate nesting areas and access for laying eggs, as well as shelter and shade from outside.



CERTIFICATION MARK

RSPCA Assured is the RSPCA's ethical food label dedicated to farm animal welfare. Their vision is for all farm animals to have a good life and be treated with compassion and respect.

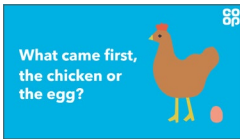
The RSPCA Assured label makes it easy to recognise products from animals that have had a better life, so you can feel good about your choice when shopping and eating out. If there's an RSPCA Assured label on the packaging of the eggs, fish and meat that you buy, you know the farms - and everyone else involved in the animals' lives - have been assessed and meet RSPCA animal welfare standards.



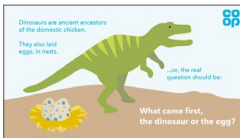
British Lion mark is the UK's most successful food safety mark, with over 90% of UK eggs now produced to its strict standards. They include a guarantee that hens and eggs are British, as well as that all hens are vaccinated against salmonella. Auditors visit farms to check on how the farmers are looking after their hens. Every British Lion egg is also stamped with a unique number and means every egg, hen and bag of feed is completely traceable, every step of the way.

Lesson plan

Starter (5 mins):



- Display **slide 2** with this (just for fun) question: What came first the chicken or the egg? Does anybody know? Then display the picture of a T-Rex on **slide 3**. Explain that because dinosaurs are ancient ancestors of the domestic chicken and they too laid eggs in nests, the real question should be what came first, the dinosaur or the egg!

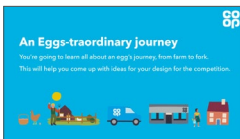


Introducing the creative challenges



- Do learners know what a graphic designer is? What do they do? What kinds of things do they design? Use **slide 4** to tell learners a bit about design as a career.
- Explain that during the forthcoming lesson(s) they will have a go at designing some of the things designers usually create, to give them a taste of what being a designer is like. It will also help them to come up with lots of good ideas for their egg box design.

Introducing the eggs-traordinary journey

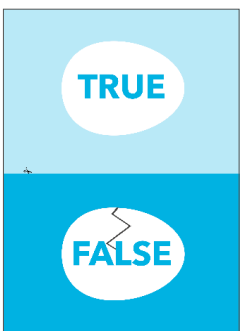


- Use **slide 5** to explain that they are going to learn all about the egg's journey, from farm to fork. This will help them come up with ideas for their design.



- Use this opportunity to display **slide 6** and encourage learners to use their sketchbooks as the base for them to document the egg's journey from farm to fork, and all the ideas they will have along the way.
- Explain how professional designers rely on their sketchbooks to help them keep track of how their designs change and improve over time and to make sure they don't forget any good ideas they have, for instance, on the bus to work! You could mention that employers in the design industry often like to see a sketch book in an interview to understand more about the way a designer works.

Activity: Free-range egg facts (slide 7)



- Take learners to an area where they are going to be able to move around freely (like a free-range hen!) On opposite walls, display the **true and false signs** on **page 11** of this guide.
- Ask learners to close their eyes and imagine (visualise) they are a Co-op free-range hen. Do they know what free-range means? Co-op free-range hens are completely free to behave like a chicken and roam around the paddock. They are very happy to peck around the farm and even like to play the odd game of football! At night, they return to their barn where they lay their eggs, ready for collection in the morning.



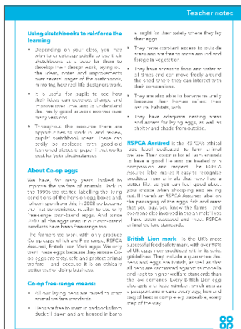
- Explain that you are now going to tell them some facts about eggs found on **page 10** of this guide. They must decide whether they think they are true or false by going to lay an egg next to the appropriate stand, like a free-range chicken on a Co-op farm.
- Use the free-range fact sheet to read out the questions and answers.

An eggs-traordinary journey part 1: from the hen to the farmer



- Remind learners that they are looking at the journey of a Co-op egg, from farm to fork using **slide 8**. Let them know that the journey begins with a free-range hen.

1. Hens lay their eggs in nest boxes on the farm.
2. These eggs then pass down a conveyor belt into the pack house where they are packed by the farmer onto trays.



- Co-op farmers only produce Co-op eggs which are free-range, RSPCA Assured, British Lion Mark eggs (more info found in the **About Co-op** section on **page 3** of this guide). Co-op only wants these eggs because that way they can be sure that Co-op eggs are tasty, safe to eat, protect animal welfare and because that is the right thing to do.



- Using **slide 9**, show learners the happy life of a free-range chicken reared at a Co-op farm. Display the images of happy, free-range Co-op chickens enjoying their lives as egg-laying hens.
- You could play them this **Meet the Producer video**, showing life on one of Co-op's RSPCA-assured egg farms.

Creative challenge 1: design a book cover



- Tell learners you are now going to set them their first design challenge using **slide 10**.
- Task them to imagine they have been asked to design the cover of a new children's book about an egg-laying free-range hen who lives on a Co-op farm.
- They should make sure their front cover makes other children want to read the story inside.
- You may wish to discuss some ideas as first, including the title of the book, the name of the author (maybe using some funny egg puns!) and think about how they would portray their main character and their home. How will they give clues about the story inside? Will they include any other characters? You may wish to look at some front covers from their favourite story books.
- Allow them time to draw their designs
- What have they learned about free-range hens, free-range farms and free-range eggs, for the egg box competition? How can they incorporate what they've learned into their designs? Encourage children to jot down ideas in their sketchbook.

An eggs-traordinary journey part 2: from the farm to the store

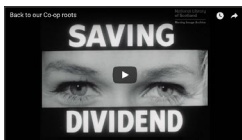


- Using **slide 11**, look at the next stage of the Co-op egg's journey from farm to fork:

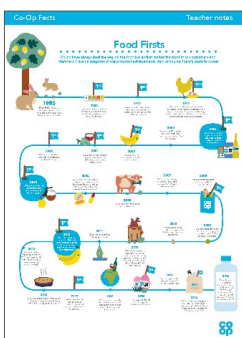
1. Trays of eggs are collected from the farm by a lorry driver and taken to a Co-op packing site.
2. Once at the packing site, the eggs are sorted by size and placed in boxes. For this competition, you will be designing the box label for Co-op's medium eggs.
3. Boxes are then collected by a lorry and taken to a depot.
4. From the depot, the egg box is taken to Co-op stores, to be sold to a customer.



Creative challenge 2: design an advert for Co-op



- Using **slide 12**, explain that designers usually like to know all about their client - the company that is paying for their design. This is so they can make sure their design reflects what they know is important to their client.

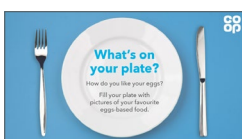


- Explain that Co-op is a different kind of business, that is owned by its members, not big investors, and their members get a chance to have a say in how they're run. Profits mean members receive money, rewards and offers and Co-op can support its local community.
- Watch this **short video** about Co-op and its origins.
- Hand out the Facts about Co-op on **page 9**. They should then choose a fact and design a poster (a print advert) that communicates their fact in a very eye catching and clear way to Co-op customers.

An eggs-traordinary journey: part 3 (from Co-op to the customer)



- Finally, a Co-op customer buys the eggs and takes them home to eat as seen on **slide 15**.



- Use **slide 14** to ask learners to draw a picture in their sketchbook of a plate, and then fill the plate with pictures of their favourite eggs-based food. You could help them by listing all the different type of recipes (including baking cakes or making pasta) that use eggs found on **slide 15**.



- Tell learners about some of the **health benefits of eggs**, included on **page 10**. Encourage them to label their egg dishes, in their sketchbooks, with any facts they find interesting or useful. Remember to highlight that adding an egg to a recipe doesn't automatically make it healthy. Other ingredients like sugar and salt need to be taken into account.

Creative challenge 3: design a film poster

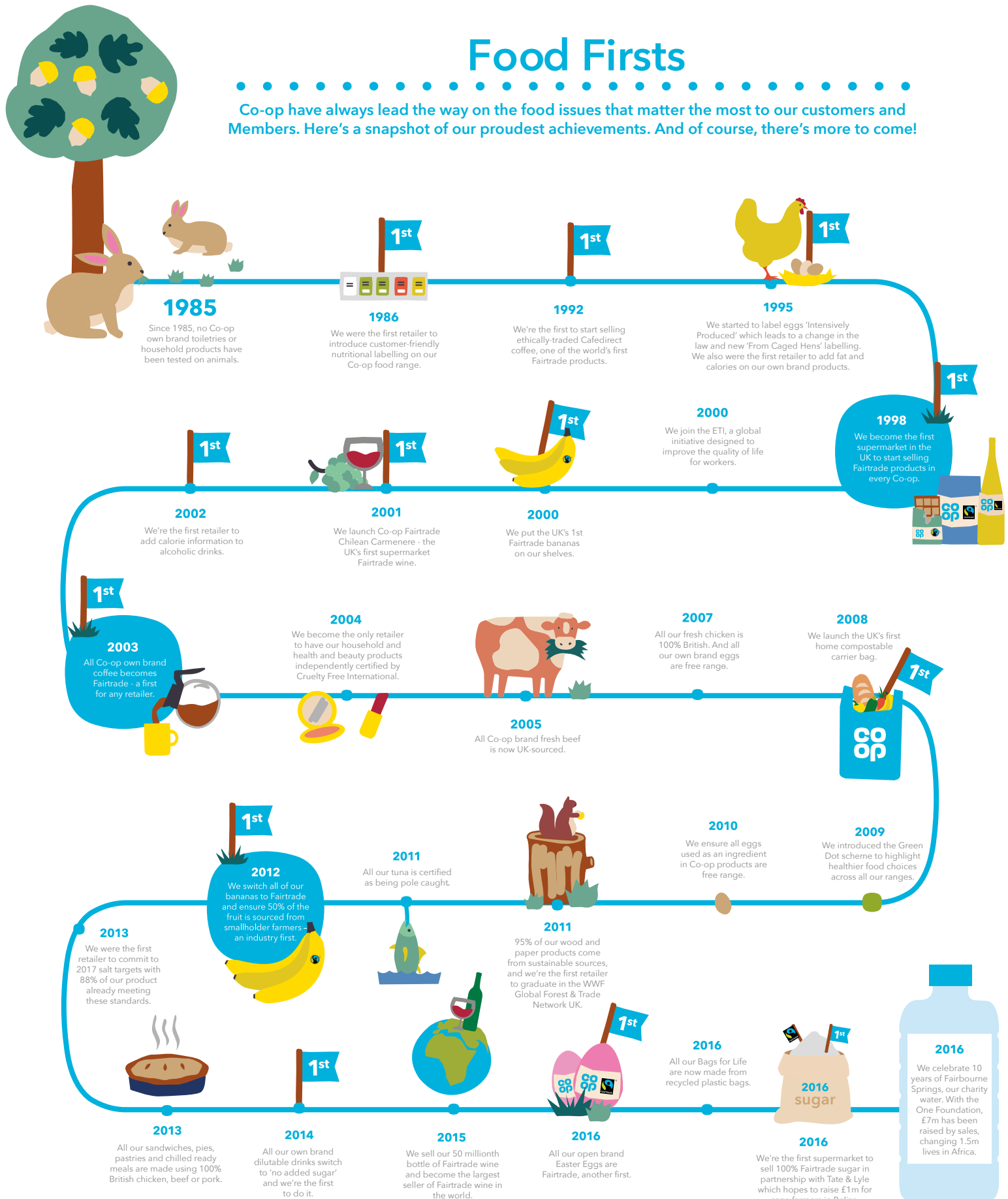


- Remind learners of Co-op eggs complete journey from hen, to farm, to store, to fork using **slide 16**. Ask them to share what they have learned, they can look back in their sketchbooks to remind themselves.
- Now, imagine the egg's journey is being made into a fun, animated film as seen on **slide 17**. They've been asked to design the poster to advertise the film.
- They should make sure their film poster makes people want come and see the film in the cinema, on DVD, or stream it through ODTV.
- You may wish to discuss some ideas together, perhaps drawing a mind-map on a piece of paper. They should include the title of the film and the main character (an egg). They could also include the name of the actors who voice the characters and think about how they would portray their main character and their journey. How will they give clues about the story of the film? Will they include any other characters? Could they come up with tag line (a funny or intriguing sentence about the film that makes people want to watch it).
- You may wish to look at some film posters from their favourite animated films by going to IMDb.
- Allow them time to draw their designs before discussing their film posters

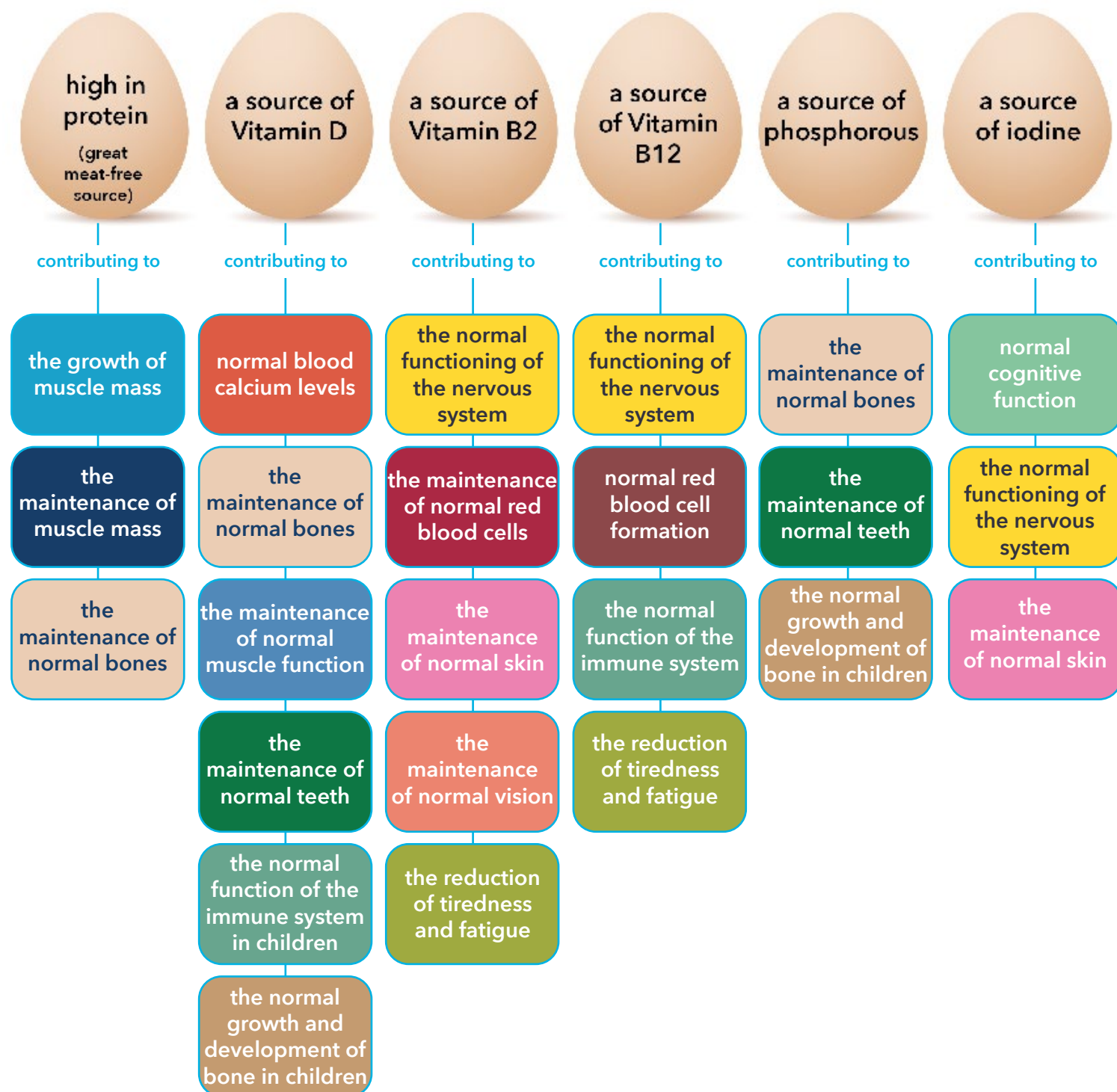
Fact	True or false
Chickens are one of the closest living relatives to dinosaurs.	True!
Chickens should never, ever, be kept as pets.	False! Chickens can be farmed for meat and eggs and sometimes kept as pets.
The most boiled eggs to be peeled and eaten in a minute is 6.	True! Guinness World Record set by Ashrita Furman (USA), at the offices of the Songs of the Soul, in New York, New York, USA, on 23 March 2012. Each egg was weighed and was more than 58g. All eggs were peeled and consumed within one minute.
Hens produce about 50 eggs per year.	False! Hens can produce more than 300 eggs per year!
There are more chickens in the world than any other bird.	True!
We eat 170 eggs per second, on average, in the UK.	True!
On average, in the UK, we eat 3.5 million eggs per day	False! We actually eat 35.5 million eggs per day!
Hens only lay eggs on a week-day and have weekends off.	False! Hens lay consecutively for up to 20 - 40 days before having a day off.
Hens lay an egg every 24 hours.	True!
A chicken is the domesticated relative of the wild jungle fowl. There are four species of wild jungle fowl still living in Sri Lanka, India, and Southeast Asia.	True!
Free-range chickens are scared of the dark.	False! Free-range chickens come back to bed by themselves when it gets dark to lay their eggs.
6.6bn eggs are eaten in the UK each year, if stretched end to end, they would reach around the world!	True!
The most eggs held in one hand for 30 seconds is 27	True! Guinness World Record achieved by Silvio Sabba (Italy) in Pioltello, Milan, Italy, on 19 May 2013.
It takes a chicken 20 hours to make the egg's shell.	True!
The greatest height from which fresh eggs have been dropped (to earth) and remained intact is 213 m (700 ft)	True! Guinness World Record set by David Donoghue from a helicopter on 22 August 1994 onto a golf course at Blackpool, Lancashire, UK.

Food Firsts

Co-op have always lead the way on the food issues that matter the most to our customers and Members. Here's a snapshot of our proudest achievements. And of course, there's more to come!



Boiled eggs are...



How many eggs are safe to eat?

There is no recommended limit on how many eggs people should eat. Eggs can be enjoyed as part of a healthy, balanced diet, but it's best to cook them without adding salt or fat.

For example:

- boiled or poached, without added salt
 - scrambled without butter and using low-fat milk instead of cream
- Frying eggs can increase their fat content by around 50%.

TRUE



FALSE

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