**Evaluation - Visit to White Row Farm**

On Wednesday 15 November 2017, the Erasmus+ students visited White Row Farm in Beckington, near Frome, UK. Students and teachers had the opportunity to explore the site, which includes a farm shop, fishmongers, butchers, a fish and chip shop, a café, a gift shop, florists, and a play park.

The group were interested to see first-hand the business model in practice, with one of the main objectives of the farm to be the producer of as much of what is sold as is possible. The farm also sells as much local produce as possible and supports other farmers in the local area. Students saw how the thriving farm complex had a friendly feel, serving good quality produce and supporting the local community.

Students were able to observe and consider how this approach contrasts with the many large scale supermarkets on offer in today’s market, where products are flown in from all four corners of the globe. Students considered advantages of sourcing local products, such as helping to reduce the carbon footprint.

The students were surprised to see the wide range of local produce on offer in the farm shop. Students worked in small groups to complete a questionnaire exploring the different products on offer, and how far they had travelled from source to sale, reflecting the farm’s motto ‘From Crop to Shop’. They viewed products from fruit, vegetables and salad, to meat, eggs, cheeses and milk, as well as breads, jams, sweets and chocolates, ales, ciders and wine, and much more. There truly was a broad and vast range of products.

Through completing the questionnaire, the students discovered that much of the local produce is grown and reared exclusively at White Row Farm, with much of the other stock being from within 50 miles of the farm. From the evidence gathered, students were able to see that there is clearly a demand for local produce, with people becoming both more environmentally friendly and also wishing to support the local community, even if it means sometimes paying slightly more for fresh quality goods.

The students found the visit very interesting and it gave them much food for thought!