

Primary schools sell fruit and veg at Borough Market in first Young Marketeers Sale with new charity partner Plan Zheroes

- Pupils from 11 primary schools showcased their food-growing skills at the annual Summer Sale on Thursday 4 July
- £595 was raised for charity Plan Zheroes, helping quality produce reach vulnerable people across London

The Young Marketeers annual Summer Sale returned to Borough Market on Thursday 4 July. Primary school pupils set up stalls in London's historic food market and sold just under **£600 worth of fruit and vegetables**, which had been grown from seed in their school gardens.

For the first time since the programme began in 2011, proceeds from the sale will be donated to [Plan Zheroes](#), Borough Market's food redistribution charity partner, helping quality surplus food reach vulnerable people in London.

The **Young Marketeers Programme** is hosted by [Borough Market](#) and has been run by [School Food Matters](#) for 13 years. Children who take part in the programme grow their own fruit and veg at school, before selling their produce to the public. Through the programme, they not only learn about where their food comes from and how to eat seasonally but they are also taught about nutrition and how to cook, equipping them with essential life skills. The pupils also develop an understanding on how to set-up and run a business, through their training with the Market's traders.

The sale saw pupils sell their school-grown rhubarb, tomatoes, lavender, herb bunches, plus salsas, pickles and pastes.

The sale is the first time that proceeds will be going to **Plan Zheroes**, a food redistribution charity that collects quality surplus food from businesses in London and redistributes it to charities supporting vulnerable people across the city. Borough Market has been working with Plan Zheroes for 10 years, with volunteers now collecting surplus food from the Market's traders six days per week, meaning no food is left to go to waste.

Chris Wilkie, Co-Founder of Plan Zheroes, said: "We are really happy to have been selected as the new charity partner of the Young Marketeers Programme, working with Borough Market and School Food Matters, and are very grateful to them for organising the fundraising for Plan Zheroes.

"It was so inspiring to meet the young people taking part when we attended some of their school assemblies. It is very encouraging to see how aware and knowledgeable they are about environmental and sustainability issues.

Jane Swift, CEO at Borough Market, said: "This year's Summer Sale was particularly special as we bring together two fantastic charities that we have worked with for many years – School Food Matters and Plan Zheroes – to support our local communities. I find the Summer Sale to be such an uplifting event every year. Seeing young people engage with members of the public with such pride for the produce they have grown, is a clear reminder of how important this programme is and the benefits it has for our young community."

Stephanie Slater, Founder and Chief Executive at School Food Matters, said: "School Food Matters' Young Marketeers programme offers children across the country the opportunity to learn about food.

Children learn about the local and environmental impacts of food production, grow their own vegetables at school, develop tasty recipes and become market traders for the day.

“At Borough Market, the local community comes together to celebrate the children’s hard work and entrepreneurial skills by buying their freshly grown fruit and veg. All proceeds from the sales go to local food waste and redistribution charities, helping children understand the challenge of food poverty and the absurdity of food waste.

“Every year, our Young Marketeers programme shows us first-hand that there’s a real appetite for food education in schools. We want every child in every school to enjoy quality food education, and for this to happen the subject must be given the attention and resources it deserves.”

To date, the partnership with School Food Matters has seen more than 240 schools attend trader training. Some students have grown their own fruit and veg and sold it at the Market, while others have made soup from seasonal produce. Over the years, over £13,500 has been raised for charities, providing over 75,280 meals for vulnerable families.

To find out more about the Young Marketeers Programme, watch the following video:
<https://www.youtube.com/watch?v=Qwg2M1pH1ig>

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Notes to Editors

1. The schools taking part in the Summer Sale are: Phoenix Primary School (Southwark), Belvedere Junior School (Bexley), Alderbrook Primary School (Wandsworth), St James's CE Primary School (Southwark), Grasmere Primary School (Hackney), Walthamstow Primary Academy (Waltham Forest), Harris Primary Academy, Peckham Park (Southwark), St Peter's Primary, Walworth (Southwark), St Margaret's CE Primary (Greenwich), and Greenside Primary School (Hammersmith and Fulham)
2. The Summer Sale will take place between 11am-1.30pm at Borough Market, 8 Southwark St, London SE1 1TL on Thursday 4th July
3. Spokespeople will be available for interview, including Jane Swift, CEO of Borough Market, Stephanie Slater (Founder/Chief Executive, School Food Matters), Chris Wilkie, Co-Founder of Plan Zheroes, traders involved in the programme, and students/teachers involved in the project.
4. Professional photography from the event will also be available to picture desks.

About Borough Market

Borough Market is a source of quality British and international produce, but it is more than just a place to buy or sell food. It's a place where people come to connect, to share food and awaken their senses. Borough has long been synonymous with food markets and as far back as 1014, and probably much earlier, London Bridge attracted traders selling grain, fish, vegetables and livestock. In the 13th century traders were relocated to what is now Borough High Street and a market has existed there ever since. Many of the traders also now sell their produce online, meaning those unable to visit can still access a selection of the Market's exceptional range of artisanal produce. Details can be found through the Borough Market [online directory](#).

In addition to the traders selling fresh produce from their stalls, Borough Market also houses a selection of restaurants and bars. Diners can enjoy Applebee's Fish, Arabica Bar & Kitchen, Bao Borough, Berenjak Borough, Camille, Elliot's, Fish! Restaurant, Kolae, Mallow, Maria's Market Café, Padella, Rambutan, Roast Restaurant, Silka, Tapas Brindisa, and Wright Brothers Oyster and Porter House, while those looking for something to drink can head to Bedales of Borough, The Cider House, The Globe Tavern and The Rake.

Borough Market's mission is to continue to provide a world class food market at Borough for the community of London and beyond. It is owned by a charitable trust and run by a board of volunteer trustees. The trust is committed to supporting the local community around Borough Market. We regularly run community events and we support local community projects and schemes.

@boroughmarket
<http://boroughmarket.org.uk/>

About School Food Matters

School Food Matters exists to teach children about food and to improve access to healthy, sustainable food during their time at school.

We provide fully funded food education programmes to schools. Our experience delivering these programmes informs and strengthens our campaigns, bringing the voices of children, parents and teachers to government policy.

@sfmtweet
www.schoolfoodmatters.org

About Plan Zeroes

Plan Zeroes believes in a world where no good food goes to waste and no one goes hungry. We provide innovative solutions for businesses to redistribute their good quality surplus food to charities and community groups instead of letting it go to waste. This includes our online platform for surplus food donations at planzeroes.org as well as volunteer led surplus food collections at several London food markets.

Through our services organisations that are supporting homeless people, the elderly, low income families and other vulnerable groups have free access to healthy nutritious food for their beneficiaries. Our work results in both positive social and environmental outcomes by providing free food for people in need and at the same time reducing food waste and its negative impact on the environment.

planzheroes.org
@planzheroes