



## NEW NATIONAL CURRICULUM LINKED WEBSITE TEACHES PRIMARY SCHOOL CHILDREN WHERE THEIR FOOD COMES FROM

The Australian Egg Corporation (AECL) launched a new interactive website to educate primary school children nationally about the importance of Australian farmers and how food arrives from the farm to their plate. The site has been developed to address the worrying results of the 2011 Australian Council for Educational Research (ACER) national survey, which discovered large gaps in the food and fibre knowledge of primary school children.

*“With the gap between rural and urban communities ever widening, it’s crucial that we invest in the education of our primary school children so they understand the important role our farmers play in today’s society, without this we are doing a huge disservice to the people who work hard to feed us.”* Says James Kellaway, Managing Director, Australian Egg Corporation (AECL).

Using fun interactive curriculum linked games; the site teaches primary school children between the ages of 5 and 12 years crucial information about egg farming and consumption, enabling them to improve their literacy and numeracy skills whilst deepening their knowledge about healthy food choices.

*“If we fail to engage the next generation about where their food comes from we not only lose the opportunity to teach them about farming but also about healthy food choices”* says James Kellaway.

Designed for use on classroom interactive whiteboards, the All About Eggs ([www.allabouteggs.com.au](http://www.allabouteggs.com.au)) site incorporates rich and engaging learning experiences through the use of interactive games, detailed lesson plans, video, music and pre and post learning activities. Comprehensively linked to the National Curriculum the site offers seven interactive lessons, one per year group from Foundation to Year 6, with accompanying teacher lesson plans.

*“With today’s child used to playing with the latest technology from an early age we knew the best learning experience would be to build a site that allows them to interact with the information in a stimulating way”* says James Kellaway.

The site is a completely free resource, created by primary school education specialists, designed with teachers in mind.

The site: [www.allabouteggs.com.au](http://www.allabouteggs.com.au)

For further information, interviews or images please contact:

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