

Click to navigate >

SUPPORTING THE FOOD & DRINK INDUSTRY

ABOUT THE FOOD & DRINK AMBASSADORS NETWORK

WHY BECOME AN AMBASSADOR?

HOW IT WORKS & FAQs

ENCOURAGING COLLEAGUES TO BECOME AMBASSADORS

USEFUL INFORMATION



FOOD AND DRINK SKILLS AMBASSADORS SUPPORT PACK

Helping you inspire the next generation into a career in food and drink



Supported by Skills Development Scotland and Scottish Government



SUPPORTING THE FOOD AND DRINK INDUSTRY

Food and Drink Federation (FDF) Scotland is committed to supporting the food and drink industry by helping to attract the next generation of recruits and business leaders.

We achieve this through our programme [A Future in Food](#), which comprises our work directly with schools and the Food and Drink Skills Ambassadors Network.

Through this programme we help teachers, pupils and parents better understand the food and drink industry in Scotland and the wealth of careers and opportunities it offers. This work is supported by the Scottish Government and links to their strategy - [Developing the Young Workforce](#).



ABOUT THE FOOD AND DRINK SKILLS AMBASSADORS NETWORK

The Scottish food and drink industry is a great success story, pulling in over £14 billion in turnover, employing around 119,000 people across the broad food chain and boasting the largest manufacturing sector in both Scotland and the UK.

Despite this success, food and drink companies continue to face challenges attracting the talented new recruits required to help the industry innovate and grow. In particular, the food and drink industry needs more scientists, technologists and engineers, although there are opportunities in many roles throughout the sector.

To help inspire the next generation to consider an exciting career in the food and drink industry, FDF Scotland launched the [Food and Drink Skills Ambassadors Network](#), with funding from Skills Development Scotland.

The network comprises over 300 volunteers supporting events and activities that inspire young people and other potential new recruits to consider a career in food and drink. These activities are diverse and can include - hosting site visits; running classroom workshops; mentoring; and helping at school career fairs, science fairs and at large events such as Skills Scotland.

Food and Drink Skills Ambassadors represent a wide variety of careers from across the food chain including; farmers, microbiologists, project engineers, food scientists, finance directors, marketers, agronomists, chefs, university students, Modern Apprentices and many other

roles that young people may not readily associate with food and drink.

Food and Drink Skills Ambassadors use and apply their own knowledge and experience of working in the industry to bring food and drink careers to life. This can be done by explaining what their job involves; the skills they use and those required by employers; and the parts of the industry that they enjoy. They can also highlight innovation and new developments, the attractive salaries and rapid career progression available and many other aspects of the industry that they have experienced and want to share.



WHY BECOME A FOOD AND DRINK AMBASSADOR?

If you become an ambassador, you will be helping to promote this exciting sector, sharing positive experiences with young people, teachers and careers influencers, all of whom want to find out about potential career opportunities in the sector and the skills and subjects required by industry.

Sharing your real life experiences will help teachers to deliver the [Curriculum for Excellence](#) and inspire the next generation of the food and drink workforce.

Food and Drink Skills Ambassadors also help young people gain a better understanding of how qualifications in STEM subjects can be applied across the food chain, which is vital in developing a positive perception of the industry as an attractive employment option.

To show the full range of opportunities available, we want to help bring classroom experiences to life by illustrating practical examples from those working within the industry, sharing as broad a range of knowledge as possible, and not just those

careers readily associated with food and drink.

The bottom line is that a Food and Drink Skills Ambassador doesn't have to come from a particular background. They could be a farmer, agronomist, finance director or marketer. Food and Drink Ambassadors may have entered the industry directly from school, as a graduate or changed careers. The only thing that is important is that they can motivate young people and help them see that a career in food and drink has potential for them.

HELPING TO SPREAD THE MESSAGE FURTHER



We actively encourage our Food and Drink Skills Ambassadors to sign up to the [STEM \(Science Technology Engineering and Mathematics\) Ambassador Programme](#).

This national scheme provides the additional benefits of:

- ✓ **Full insurance cover when participating in activities as a Food & Drink STEM Ambassador**
- ✓ **Protecting Vulnerable Groups (PVG) scheme check**
- ✓ **Access to free short training courses that provide advice and guidance on working with schools**
- ✓ **Access to a wider network of STEM Ambassadors who engage in STEM activities and want to share their ideas, experiences and resources.**



HOW IT WORKS & FAQs

If you become an ambassador you can decide the amount of time you spend on network activities, the age group you'd like to work with, the types of activities you would like to be involved with and the distance you are willing to travel.

WHAT MIGHT IT INVOLVE?

By becoming an ambassador you can:

- › Engage in careers events, class workshops, launch projects, judge competitions and participate in public facing events like science fairs
- › Help young people understand how skills and qualifications in subjects such as the sciences, technology, maths, health & wellbeing, home economics, computing, design, IT and technology plus others are required for careers in food and drink
- › Challenge the myths about what it is like to work in the sector and show how a career in food and drink can be both rewarding and exciting, with lots of opportunities
- › Support educators to deliver the curriculum using your skills and knowledge
- › Meet and work with other like-minded individuals.

WHAT DO I GAIN?

Those who have helped out with activities in schools find there are many benefits such as:

- › Improved planning and communication skills
- › Developing a better understanding of your subject area through presenting it to younger people who may have a different perspective
- › Meeting other people who are passionate about the sector and about sharing knowledge
- › Building your network of contacts within STEM
- › Building your confidence
- › Having fun!

IS THERE ANY HELP AVAILABLE?

- › If you sign up as a [Food and Drink Skills Ambassador](#) you will attend a short course where you will receive training on how to work with schools and deliver activities
- › There are a range of [resources](#) available on our website that you can use in the classroom or at events
- › We have created some [tips](#) for food and drink companies when working with schools
- › You can ask other Ambassadors in the STEM network.

ENCOURAGING COLLEAGUES TO BECOME **FOOD AND DRINK SKILLS AMBASSADORS**

Do you have any colleagues that could inspire young people to consider a career in food and drink? If so encourage them to sign up as an ambassador.

Your company will benefit from supporting the Food and Drink Skills Ambassadors Network by gaining a more skilled individual who will be even more valuable to the business. It shows employees that their development and the future of the industry are important to their employer.

It can also be a useful way to support your local community and raise the profile of the food and drink industry.



USEFUL INFORMATION

Our web pages contain a wealth of information designed directly for use by ambassadors, including [hints and tips for working with schools](#) and many other presentations and [resources](#) to support work in schools and more widely. We add content to these pages regularly. See below for more links to useful information on our website. We have also included links to some of our partners' websites which may be of interest.

FDF SCOTLAND

[Careers in food and drink](#)

[Becoming a Food and Drink Ambassador](#)

[Food chemistry videos](#)

[Career films](#)

[Career case studies](#)

OUR PARTNERS

[Education Scotland](#)

[Developing the Young Workforce
resources for schools and employers](#)

[Skills Development Scotland](#)

[My World of Work](#)

[Scottish Qualifications Authority](#)

[Scotland Food and Drink](#)

[Scottish Government](#)

[STEM Learning](#)

[Science Connects](#)

[STEM East](#)

[Aberdeen Science Centre](#)

If you would like to find out more or need any support please email schools@sdfd.org.uk or call **0131 229 9415**.