

## **Real Bread Week 2024 participation**

Our invitation to give feedback received 102 responses.

[www.realbreadcampaign.org](http://www.realbreadcampaign.org)

### **What best describes you?**

We gave people a number of options. The most common responses were:

- 67 Home / hobby baker or occasionally make Real Bread
- 12 Own / run a microbakery (0-9 employees)
- 7 Teach Real Bread making
- 6 Work / volunteer in a school, care home or other community setting
- 3 Involved in farming

### **How did you get involved in Real Bread Week?**

People were able to give multiple responses. Answers included:

- 73 Made Real Bread for themselves, family, friends etc.
- 36 Bought Real Bread from a local bakery
- 19 Taught Real Bread skills/knowledge
- 12 Made Real Bread for sale
- 2 Gave away unloved bread machines
- 1 Adopted a secondhand bread machine

Other answers included:

- Advertised Real Bread via social media offered a free starter
- Answered social media questions on making Real Bread.
- Bought merch which I hope helps raise Campaign funds.
- Did a tasting / talk / promo session at one of the shops I supply
- Encouraged others to make Real Bread at home
- Gave away some bread to friends
- Gave away two dehydrated starters from my own along with my recipe/method for sourdough
- Helped organise and participated in the Scottish Festival of Real Bread
- Hosted a Real Bread celebration at the local library
- I won the bread baking in a village show!!!
- Learning to make up gluten free sourdough bread
- Promoted Real Bread Week on my microbakery social media accounts
- Promoted Real Bread Week via the social media channels of our local Slow Food group
- Publicised the Campaign on local radio.
- Ran a real sourdough workshop that had 10 attendees!
- Joined the Real Bread Campaign
- Posted on social media posts. Attended a bakers' meet-up.
- Went to the Scottish Festival of Real Bread.
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### **Where did you do this?**

- 74 England
- 11 Scotland
- 9 USA
- 2 in each of Ireland, Northern Ireland and Wales
- 1 in each of Canada, France and Isle of Man

## **What was the best thing the Campaign offers / did?**

- 31 Inspiration / encouragement to bake
- 20 Media work to promote Real Bread Week
- 14 Free recipes on Campaign website
- 10 Real Bread Map
- 9 Social media activity
- 3 Bread machine amnesty

## **Ethnicity**

Of 79 people who responded to the question:

- 26 White – British
- 25 White – English
- 10 White – Any other White background
- 5 White – Scottish
- 3 American
- 2 White – Northern Irish
- 2 White – Welsh
- 1 Black/African/Caribbean/Black British – British
- 1 Asian/Asian British – Chinese
- 1 Mixed/Multiple ethnic groups – White and Latin/South/Central
- 1 Middle Eastern
- 1 Jewish
- 1 White – Irish

## **Gender identity**

Of 80 people who responded:

- 50 Female / woman
- 30 Male / man

## **Sexual orientation**

Of 75 people who responded to the question:

- 68 Heterosexual / straight
- 5 Homosexual / gay / lesbian
- 3 Bisexual

## **Disability**

6 people identified as having a physical disability