

education systems. Let me see you in the kindergarten, evidence of the children's positive response to their experience abounds. Whether in their artwork, the fruit

a mouth watering challenge for Great Britain

Regan Maloney, food blogger, culinary adventurer and the brains behind The Great British Challenge (thegreatbritishchallenge.com), an exciting new idea. It began on the 1st January and will end on 31st December 2012. Regan will spend this year eating, making or finding something British each day

A growing awareness of our increasing detachment from the products we consume has inspired Regan to seek to educate herself, and others, into a more sustainable mindset. "I began to realise for the first time how spoiled we are in Britain," says Regan. Our habit of expecting out-of-season, exotic produce has led us away from the delights found outside our own back door. It is these delights that the challenge is rediscovering.

From chutneys to cheese rolling, knitwear to kippers, Burns' Night to buffalo mozzarella, Regan embraces the eclecticism of Great British produce today.



She has also taken some inspiration from Florence White's 1932 book, *Good Things in England*. "I felt like White did in 1932 what I am doing with my challenge today," says Regan. White's research saw her travel the country gathering memories, recipes and inspiration, and preserving them for future generations. Regan follows in her footsteps today and as she is now a few months

in, I wondered how she is faring. One memorable excursion has been to The Pig, a self-styled restaurant in the New Forest. It yielded exactly the sort of treasures The Great British Challenge is all about. With a restaurant serving produce sourced within 25 miles of the hotel, or reared and grown within the grounds, The Pig really is a working example of a vibrant kitchen garden producing seasonal food to be eaten on location.

Beginning The Great British Challenge in January was always going to be interesting and Regan is enjoying the return of spring. "I look forward to seeing

has been planted in the woods in Devon and there must be something in the water down there as it just keeps on growing.

more independent producers selling and promoting their wares out and about around the UK," she admits. The Challenge will be heading for the Kentish coast in midsummer to sample some of the country's finest crustaceans at the Whitstable Oyster Festival. Celebrating tradition and innovation, this event captures the essence of Regan's project

Just as Regan has been inspired by the wealth of creativity in Britain today, so she hopes The Great British Challenge can inspire others to think more about our consumer responsibilities. It's time to sniff out the treasures that are sitting right underneath our noses.