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# PRESS INFORMATION

## CALLING WOULD-BE APPRENTICES.

- Hadlow College has secured sponsorship for two apprentices wishing to enter the fruit farming sector.
- The sponsorship will cover training over the three year apprenticeship period and is worth £10,000 per apprentice.
- Because the funding has been secured from the private sector, there are no age or education barriers and application from graduates and others with higher level qualifications is especially welcome.
- The intention of the programme is to train entrants for supervisory and middle management roles with prospects for further progress in the industry.
- Apprentices will be indentured for a three year period during which time they will complete a nationally accredited programme including fruit production, storage, packaging, promotion, marketing and management techniques.
- The UK fruit industry has fully recovered from the severe setbacks suffered during the eighties and nineties and the sector is witnessing substantial new and progressive investment.
- The modern fruit industry is science, engineering and technology based.
- Fruit production is one of Kent's most important farming sectors. The county is the UK's largest producer of top fruit

(apples, pears, et cetera) and Kent's share of the soft fruit sector (strawberries, raspberries, et cetera) is growing rapidly.

- At the current time the UK produces round about 40% of its top fruit consumption. The sector is resolved to increase this by at least 10%.
- Pat Crawford, spokesperson for Hadlow College, commented 'This is a new apprenticeship programme which has been devised and structured with the help of leading fruit producers. It fills a real gap in the industry and completed apprentices are guaranteed challenging and progressive jobs in a vibrant and successful industry'.
- Application for an apprenticeship is competitive and the selection process includes interviews with sponsors, employers and Hadlow College personnel.
- Those interested should contact Pat Crawford – [pat.crawford@hadlow.ac.uk](mailto:pat.crawford@hadlow.ac.uk) 01732 850551

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