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**GB Potatoes Proud to Support Grow Your Own Potatoes in 2025**

GB Potatoes is delighted to once again sponsor the **Grow Your Own Potatoes (GYOP) project** in 2025, helping to inspire the next generation of potato growers!

Almost **200,000 children** from schools across the UK will be planting their seed potatoes in March, with many already busy **chitting** them—placing them in a light, cool space to encourage sprouting—ready for planting in just a few weeks.

This year, in addition to their seed potatoes, participating schools will also receive **free wildflower seeds** to plant alongside their crops. This exciting addition highlights the **importance of biodiversity and pollinators in food production**, teaching children about the vital role bees and other insects play in ensuring healthy crops. By growing wildflowers alongside their potatoes, pupils will gain a deeper understanding of how nature and farming work together to sustain our food supply.

As one of the UK’s most popular primary school growing initiatives, GYOP provides pupils with a **hands-on learning experience** that links directly to the **science, geography, and healthy eating curriculum**. The project encourages children to understand where their food comes from, the benefits of growing their own produce, and the importance of sustainability. Through GYOP, pupils not only develop key life skills but also a greater appreciation for the hard work that goes into producing food.

At GB Potatoes, we are passionate about securing the future of the potato industry, and supporting initiatives like GYOP helps ensure that potatoes remain a **staple on plates for generations to come**. By educating young people, promoting sustainability, and encouraging a love for growing, we are investing in both the future of food and the environment.

We are proud to play a part in **bringing food education to life** for thousands of children and helping them experience the joy of growing and harvesting their own crops.

**Want to get involved?**

Find out more about **GYOP** and how you can support the project at [**Sponsors and Seed Potato Suppliers 2025 🥔 Grow Your Own Potatoes**](https://growyourownpotatoes.org.uk/sponsors/)

A drawing of two plants growing from the ground

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