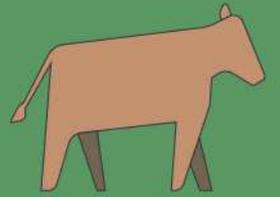


# HELP



# J E L L Y

# GET



# HOME



magic  
breakfast  
fuel for learning

# HOW TO PLAY

## HELP JELLY

Jelly is a real Arla Dairy cow living on a farm in the UK and she loves to go exploring to see what's around her farm. This time she wandered a bit too far and now she's lost in the city!

You need to help Jelly get home by answering questions and completing challenges. For each activity you finish, Jelly will be one step closer to finding her way back to the farm.



**1**  
FIND JELLY'S FARM

**2**  
SPOT THE COWS

**3**  
MULTIPLE ANSWER QUIZ

**4**  
BREAKFAST GAME



TO EXPLORE AND LEARN MORE ABOUT JELLY'S WORLD, HEAD TO THE VIRTUAL FARM PLATFORM AT [HTTPS://OPENFARM.ARLAFOODS.CO.UK/](https://openfarm.arlafoods.co.uk/)

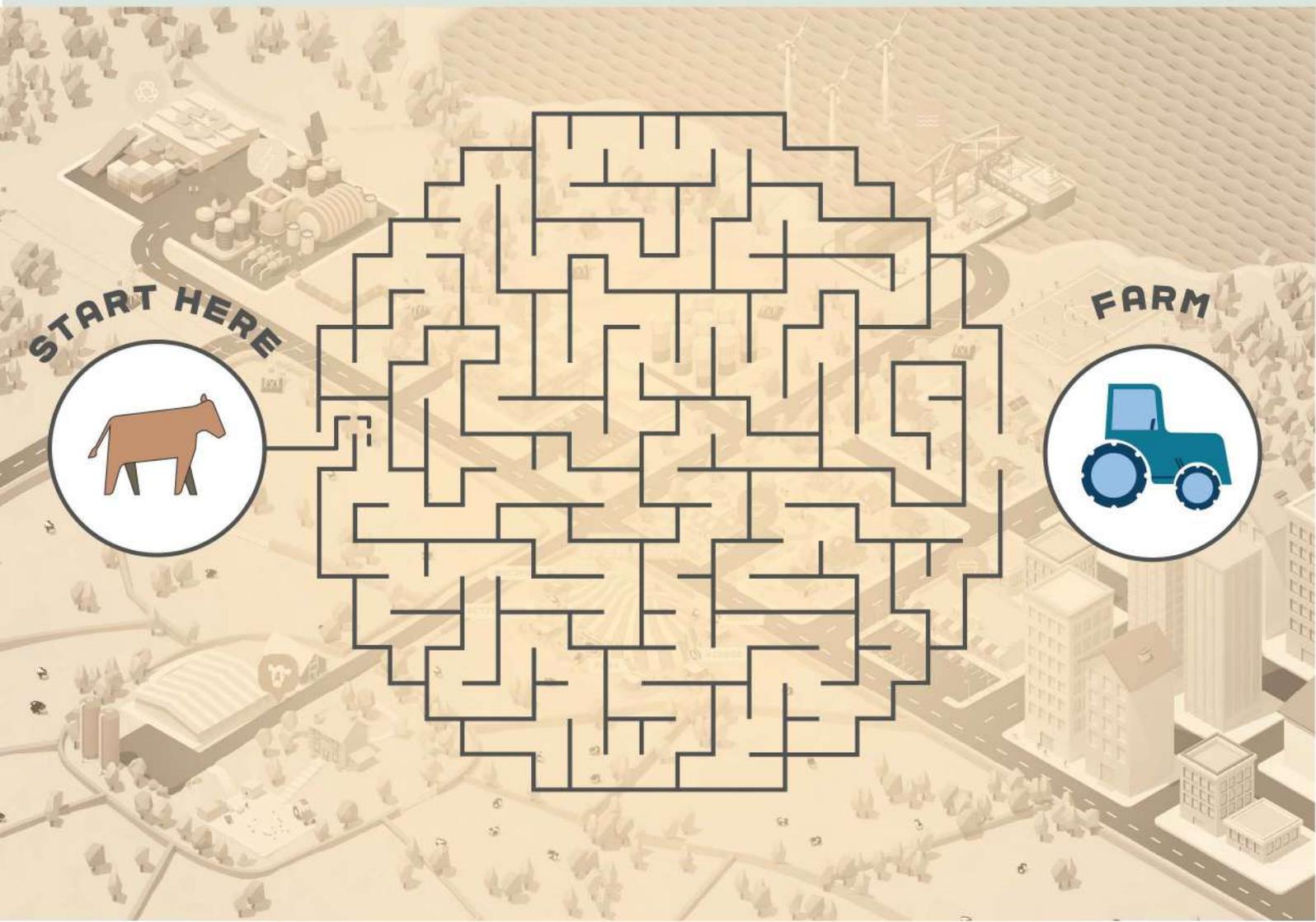
# FIND

# THE

# FARM

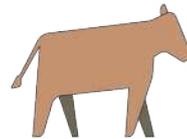
## FIND JELLY'S FARM

It can be hard to find your way, but just keep going and you will help Jelly through the maze. Draw a line through the maze from Jelly to the farm.



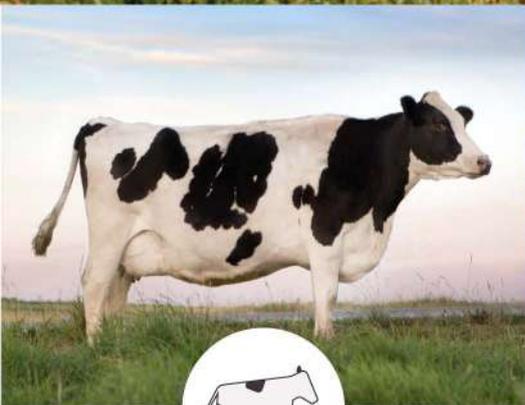
# MEET JELLY

## AND HER FRIENDS



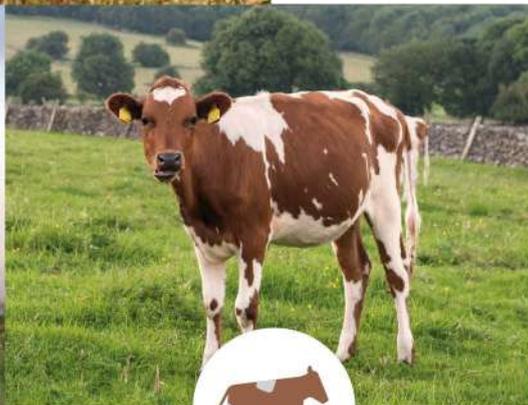
### **JERSEY (JELLY)**

I'm Jelly and I am originally from the Channel Islands, and I'm a bit smaller than some of the other cows. For my size I can produce a lot of milk, and it is famous for being really creamy and full of protein.



### **HOLSTEIN**

I'm the most popular cow in Britain! Farmers choose me because I am really good at turning grass into tasty Arla milk. I can produce about 22 litres of milk a day.



### **AYRSHIRE**

I'm originally from Scotland, that's why cold winters don't bother me. Prince Charles keeps a herd of us on his estate at Highgrove.



### **FRIESIAN**

Like my friend the Holstein, I am one of the most popular cows in Britain! I can produce a large amount of milk similar to Holstein.

# SPOT THE COWS

## FIND ALL OF JELLY'S FRIENDS

Here is another dairy farm that's home to lots of dairy cows. There are many types of cow that give us milk and you can meet them all over the page. When you feel like you know them, **find them all below and count them up.**



**JERSEY**



**AYRSHIRE**



**HOLSTEIN**



**FRIESIAN**


# QUIZ

## MULTIPLE CHOICE QUIZ

To complete this task you'll have to answer some tricky questions about cows and milk. Don't worry if you're struggling, our Open Farm might have some clues! <https://openfarm.arlafoods.co.uk/>

1

How many stomachs does a cow have?

- 1 (like us!)
- 2
- 4

4

We have thousands of Arla cows, but how often do farmers check on each one individually?

- Once a day
- Once a week
- Once a month

2

What time do farmers have to wake up in a morning?

- Between 7:30 a.m. and 8:30 a.m.
- Before 5 a.m.
- Whenever they feel like it



5

Why do some of our farmers count how many steps each of their cow takes?

- To make sure they're happy and healthy
- To see how many litres of milk they produce
- To track what they get up to on a daily basis
- All of the above

3

What do cows love to do in their spare time?

- Eat lots
- Spend time with friends
- Sleep



# BREAKFAST



## GAME



**This informative section** explains how a nutritious breakfast is essential for our bodies, brains and general wellbeing. Eating breakfast helps to maintain our energy levels (blood glucose levels). We need to keep topping up our bodies with healthy, nutritious foods in order to create enough energy to power us through our daily activities - learning, sports and even getting a good night's sleep require energy from food.



### WHY IS BREAKFAST SO IMPORTANT?

**Breakfast raises our mood:** Breakfast can help us feel more energised and excited. It can also give us the energy to explore the world around us.

**Breakfast helps to get your digestive system started for the day.** It is especially good for your digestions if it contains fibre and offers other vitamins and minerals like calcium which are good for us.



### HOW OFTEN SHOULD WE EAT BREAKFAST?

**Skipping breakfast makes it difficult to get our daily vitamins and minerals:** Those who don't have a healthy breakfast every day are more likely to be missing their important nutrients.

**It is better to eat breakfast every day.** Just like it's a good idea to go to bed and get up at a similar time each day. Regular breakfasting patterns have been linked to thinking more clearly.



### HOW WILL BREAKFAST HELP ME AT SCHOOL?

**Breakfast sharpens our brains:** Breakfast gives our brains a big kick start and helps us maintain our concentration throughout the whole morning.

**Eating breakfast helps with exercise:** Eating healthily and exercising go hand-in-hand. A light breakfast one hour before you exercise will give you lots of energy.

# BREAKFAST



## GAME



You've almost made it back to the farm with Jelly! Your last task is all about the most important meal of the day – breakfast! **Draw a happy or a sad face next to the food items below that you think can be part of a healthy breakfast.**

	<b>BAGEL</b>		<b>MILK</b>
			
	<b>PORRIDGE</b>		<b>BEANS ON TOAST</b>
	<b>ICE CREAM</b>		<b>SWEETS</b>
	<b>CRISPS</b>		<b>PLAIN YOGURT</b>

# WELL DONE!

## YOU DID IT!

**Congratulations!** You completed all the challenges! Hopefully you learned a lot on your adventure! Arla thanks you for returning Jelly. She can now go back to her friends and family.

Don't forget to share your progress with us on social media! #Fuelforlearning

 @ARLADAIRYUK

 @MAGIC\_BREAKFAST

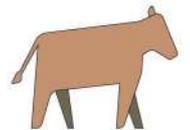


FIND JELLY'S FARM

SPOT THE COWS

MULTIPLE CHOICE QUIZ

BREAKFAST GAME



magic  
breakfast  
fuel for learning

# ANSWERS

NO PEEKING



# ANSWERS

## SPOT THE COW

DID YOU FIND ALL THE COWS?



**JERSEY**

**7**



**AYRSHIRE**

**6**



**HOLSTEIN**

**8**



**FRIESIAN**

**12**

# ANSWERS

## MULTIPLE ANSWER QUIZ

### Q1

Cows have 4 stomachs! They each have a different role to play in digestion so the cow can get all the nutrients they need from the food they eat.

### Q2

Typically an Arla farmer will get up at 5 a.m. to milk and feed their cows - even on the weekend!

### Q3

Cows love to spend time with their friends! Evidence suggests that cows have best friends that they recognise and hang out with!  
(source:[thisisdairyfarming.com](http://thisisdairyfarming.com))

### Q4

Our Arla farmers check on every cow each day to make sure they're happy. They check how much they're eating, if they're healthy and they also make sure the cows are well-rested because they need 10 hours of sleep & relaxation a day!

### Q5

All of the above. Some of our Arla farmers track their herd with pedometers which are a kind of fitbit for cows. It helps keep a close eye on every cow so they can make sure they get taken care of.

## TOTAL

**/5**

# ANSWERS

## BREAKFAST GAME

HOW HEALTHY WERE YOUR ANSWERS?

	<b>BAGEL</b>		<b>MILK</b>
			
	<b>PORRIDGE</b>		<b>BEANS ON TOAST</b>
			
	<b>ICE CREAM</b>		<b>SWEETS</b>
			
	<b>CRISPS</b>		<b>PLAIN YOGURT</b>
			