

## Artisan bakers show children the health benefits of traditional bread

**LOCATION:** Alcalá de Guadaíra (Seville)

**LENGTH:** 1'36"

**SUMMARY:** The artisan bakers of Alcalá de Guadaíra in Seville, have formed an association with which they hope to encourage people to eat their products, especially young people, in the face of competition from industrial bread. Through the organisation, they give workshops in schools to teach children how to make traditional bread and to demonstrate its positive health effects. The baking tradition of the town dates back to the Middle Ages. In the 20th century, it continued to be a leading economic sector in the city. However, there are now only 15 bakeries left.

**VTR:**

**BACKGROUND**

*"We're going to make the bread dough. As I said, first you take the flour, ok?"*

These are artisan bakers from Alcalá de Guadaíra. They have left the bakery for a few hours to deliver a message to the pupils at this school in the city.

**Carlos García**  
President of FICA

*"Educating them so that they really have an understanding of what bread is, its raw ingredients, the way it's made, that it is a totally healthy and wholesome product"*

The pupils at the Nuestra Señora del Águila Salesian School learn how to make bread.

**BACKGROUND**

*So the dough becomes elastic, so that you can work it.*

However, there is one more reason for this activity. A historical reason.

**Eulogio González**  
President of the Bakers' Association of Alcalá

*"Alcalá has always been called Alcalá of the Bakers."*

The baking tradition of Alcalá dates back to the Middle Ages. It continued in the 20th century. 50 years ago there were 70 bakeries in the city. Now there are 15 left. Because their bread is under threat.

**Eulogio**  
President of the Bakers' Association of Alcalá

*"Throughout the industry, it's pre-made bread, frozen bread, very industrialised bread."*

For this reason, most of the bakeries have joined the Bakers' Association of Alcalá.

**BACKGROUND**

*We're going to make a normal, ordinary bread roll.*



With support from the local association of workers and traders, they organise activities like this in order to revitalise an important economic sector and a healthy product.

**Carlos García**  
President of FICA

*"We need to convince, and in order to convince, we need to inform."*

**Alberto Téllez**  
Pupil

*"The dough is very soft and I like making bread."*

**Carmen Vargas**  
Pupil

*"I like it because you can make it any shape that you want."*

And so they're having a fun morning, mixing and kneading, and, who knows, perhaps one of them will say "When I'm older, I want to be a baker".

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