**My baker’s dozen: [your name]**

*We invite a Real Bread Campaign supporter to answer 13 questions.*

Hi,

The format is (hopefully) an easy way for Real Bread Campaign supporters to grab the mic, step into the spotlight, or whatever other metaphor you fancy. It’s a bit of free publicity for people with a professional involvement in the rise of Real Bread, but other Campaign supporters are also very welcome to jump in.

As part of our #WeAreRealBread initiative, the aim of this series of personal profiles is to inform and inspire other people.

**Word count:** 1000 absolute maximum, though you might well write fewer.

**Deadline:** Whenever. We’ll publish profiles on our website on a rolling schedule, though we might publish some in our supporters’ quarterly magazine first.

**Notes:** By submitting your answers, you confirm that they are your own original work and that you are the copyright holder. You also confirm that you understand and agree that we:

* May edit your answers for length, content and style at our discretion. We will send the revised version back to you for fact checking and approval before publication.
* May publish your answers (in full, or in an edited form) at our discretion anywhere, at any time and in any medium.
* Offer no compensation (monetary or otherwise) for publication.
* Reserve the right not to publish at all, without giving a reason.

**Photo:** Please send us a couple of yourself to choose from. We particularly love to see action shots: you making bread, selling at your bakery/market stall, teaching a baking class, harvesting grain, milling, or whatever it is that you do.

* Photos need to be landscape format (ie horizontal/wide, rather than upright/tall), 3:2 (6x4) aspect ratio, at least 1200 x 800 pixels.
* Please let us know the photo credit - who took it.
* We also need your confirmation that the copyright holder (often the person who took the photo) has given us permission to publish it.

Please email your answers to all 13 questions (in full sentences, as you’d like to see them published), and your photos, to me at: [realbread@sustainweb.org](mailto:realbread@sustainweb.org)

If you have any questions, please feel free to ask me. Otherwise, thank you for reading all of this and I look forward to reading and sharing your story.

Chris Young  
**Real Bread Campaign**  
Co-ordinator, editor and tea boy  
[www.realbreadcampaign.org](http://www.realbreadcampaign.org)

**PS** If this format doesn’t work for you but you still fancy writing something, here are some other ideas: [www.sustainweb.org/news/nov20-our-platform-your-story](http://www.sustainweb.org/news/nov20-our-platform-your-story)

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**The questions**

**Who are you?**[Name, where you are based, any other aspects of your identity you’d like to share.]

**What’s your relationship with the rise of Real Bread?**  
[For example, whether you’re a baker, bakery owner, miller, farmer, homebaker, teacher…]

**What does Real Bread mean to you?**  
[Could be a definition you agree with, or a ‘deeper’ sense of meaning, such as the therapeutic value of growing grain, milling flour or making bread; community, hope, sense of pride/achievement

**Where, when and how did your love of Real Bread begin?**

**What do you do?**  
[A brief outline of your bready business or activity.]

**What’s your aim, mission, ethos or motivation for doing what you do?**

**How did things develop?**  
[A potted version of your story/journey. For example ‘I was a keen amateur baker, and then took a class/course at X. In 2020 I set up my home-based microbakery/subscription scheme from home. It went so well, that…’ (or however it happened.)]

**Did you have a ‘screw it, let’s do it’ moment or other epiphany?**[Such as quitting a job/career to set up or expand a business. Perhaps a change of attitude or approach. Why / what inspired this?]

**What and who has helped and inspired you along the way?**  
[Specific people, books, organisations, websites, social media channels, for example]

**What have been your biggest challenges so far and how you have tackled them?**

**What have been your highlights so far?**

**Do you have any top tips?**[Could be a practical baking tip, a surplus reduction tip, business advice, a motivational boost, something that supports your mental health/resilience…]

**What’s next?**[eg business/project development/expansion plan or idea. Starting to run classes. Adding to the types of breads, or methods you use. Learning more about X. Visting Y. etc.]

[Your website or Facebook page, if you have one]  
[Your Instagram account, if you have one]