



CAMPAIGN PLANNER

Eat Them to Defeat Them and the Veg Hunters activity are modular, we provide resources and creative ideas, and you can shape the programme to suit your school. Below is our recommended approach for the Veg Hunters activity.

All resources available here:

<https://eatthemtodefeatthem.com/schools/digital-resources/>

PLANNING GUIDE

Get ready for **Eat Them to Defeat Them 2026** – and an exciting new mission for your pupils! We're looking for **Veg Hunter Champions**: confident, curious pupils ready to lead the charge and inspire others to try new veg.

Whether your oldest pupils are **Year 2 or Year 6**, this is a **brilliant leadership role** that builds confidence, teamwork and enthusiasm for healthy eating.

Anytime from the 12th January onwards

Find the pupils who are ready for the challenge – to taste, explore and champion veg across your school.

There is a **lesson plan** and **an assembly** to help you motivate your older pupils to take on the challenge of leading the school and the caterers with this year's Eat Them to Defeat Them.

Once you have assembled your **Veg Hunter Champions**, it's time to let them talk to your school's catering team and start planning the veg hunting adventure! (see our Working with Caterers Guide online)

Plus, they also need to start organising the **Great Veg Vote**.



Your **Veg Hunter Champion** team could be assigned to **individual classes** to motivate, enthuse and engage the classes – nothing like a bit of healthy competition to inspire the older pupils. **OR** they could be **Veg Hunter Champions for individual vegetables** – the choice is yours or theirs! (more information, support and downloadable resources are available online) You can download, cut-out and colour-in Veg Hunter **badges** for your Champions - make sure they've got their badges on and are wearing them with pride.

Although you can run this at any time we recommend that by the **week of the 2nd February**, ensure that your Veg Hunter Champions are assembled and ready with their action plan.

- ✓ How are they going to be inspiring and promoting vegetables across the school? Plus maintaining the fun of Eat Them to Defeat Them.
- ✓ Are they working with the caterers? What are they going to be doing?
- ✓ Have they started a plan for decorated the lunch hall? See the decorations section online.
- ✓ Are they ready for the **Great Veg Vote**? There are lesson plans and downloadable resources to help with this all on the website

By **half term**, your Veg Hunter Champions need to be clear about the plans for Eat Them to Defeat Them in your school. The printed resources will be arriving after half term and your pupils can help you give out all the resources for each pupil too.

- ✓ Plan when you are going to do your Great Veg Vote
- ✓ How are you going to give all the resources out?
- ✓ Who is going to deliver all the reward charts and stickers?

After half term – are you ready for Eat Them to Defeat Them 2026?

- ✓ All the resources delivered to the classes
- ✓ The Great Veg Vote completed, and the results sent to Veg Power for our Nation's Favourite Veg <https://zfrmz.eu/6Hm6JP2PYCIVfBQ6xLT8>
- ✓ The Rainbow reward chart displayed and filled in

LAUNCH OF EAT THEM TO DEFEAT THEM 2026 (2nd March)

Important week for the Veg Hunter Champion as they lead the school and the caterers through the Veg Hunter's Challenge encouraging the pupils to try different vegetables every day this week and for as long as you plan to run the programme.

- ✓ Do they know which vegetables are being served on which day?
- ✓ Do they know where the stickers are?
- ✓ Is the lunch hall decorated?



- ✓ Are they making sure the Mission packs go home and that parents & carers know about the programme.
- ✓ Which member of staff is leading the Eat Them to Defeat Them assembly? Can they be part of the assembly?

Have a simply fantastic week and enjoy encouraging everyone to be Veg Hunters and EAT THEM TO DEFEAT THEM.

RESOURCES

Head to the website for more resources including:

- Full programme guide
- Veg Hunter lessons plans & teaching resources
- The Great Veg Vote lesson plans, guide and teaching resources
- Eat The Rainbow lesson plans and resources
- Assemblies
- Badges
- Decorations and more craft projects

All resources available here:

<https://eatthemtodefeatthem.com/schools/digital-resources/>