

EAT THEM TO DEFEAT THEM 2026

VEG HUNTERS

Eat Them to Defeat Them Chapter 8 ran in March 2026 with over 300,000 children across the UK participating. The theme was Veg Hunters, encouraging children to explore vegetables in the classroom, at lunchtime and at home – feeding their curiosity, explaining the importance of veg but without losing the fun which makes this campaign so effective.

Sainsbury's *Tilda*



VEGPOWER

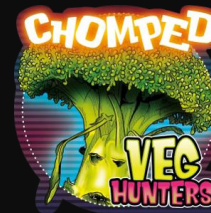
School resources

All children received a reward chart & sticker pack to take home.

A3 Reward chart & with stickers Posters Decorations



50mm participation stickers for schools

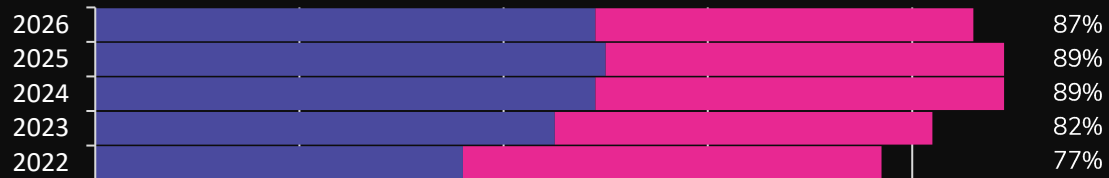


+ lesson plans, class activities and an assembly for schools

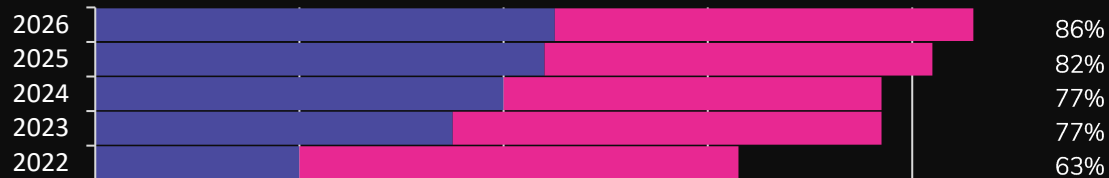
Impact at home

Every year we survey parents & carers; this is what they told us:

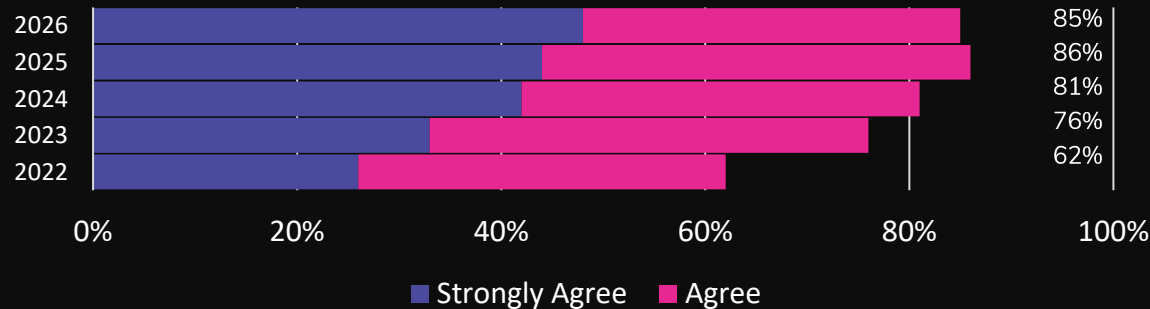
The children really enjoyed it



It has made my child eat more vegetables



It has made my child try new vegetables



Sample size 329 parents & children who took part in Eat Them to Defeat Them 2026.

Reward charts

300,000 children were sent home with a reward chart and sticker pack designed to help parents to repeat, reward and normalise the new vegetables tried in schools.

What happened to them?



Don't get used

Don't get noticed

80%
Get used

What happens to these?



Reward charts

What happens to the 80% that are used?

Did you complete the wall chart?



↪ Fully complete

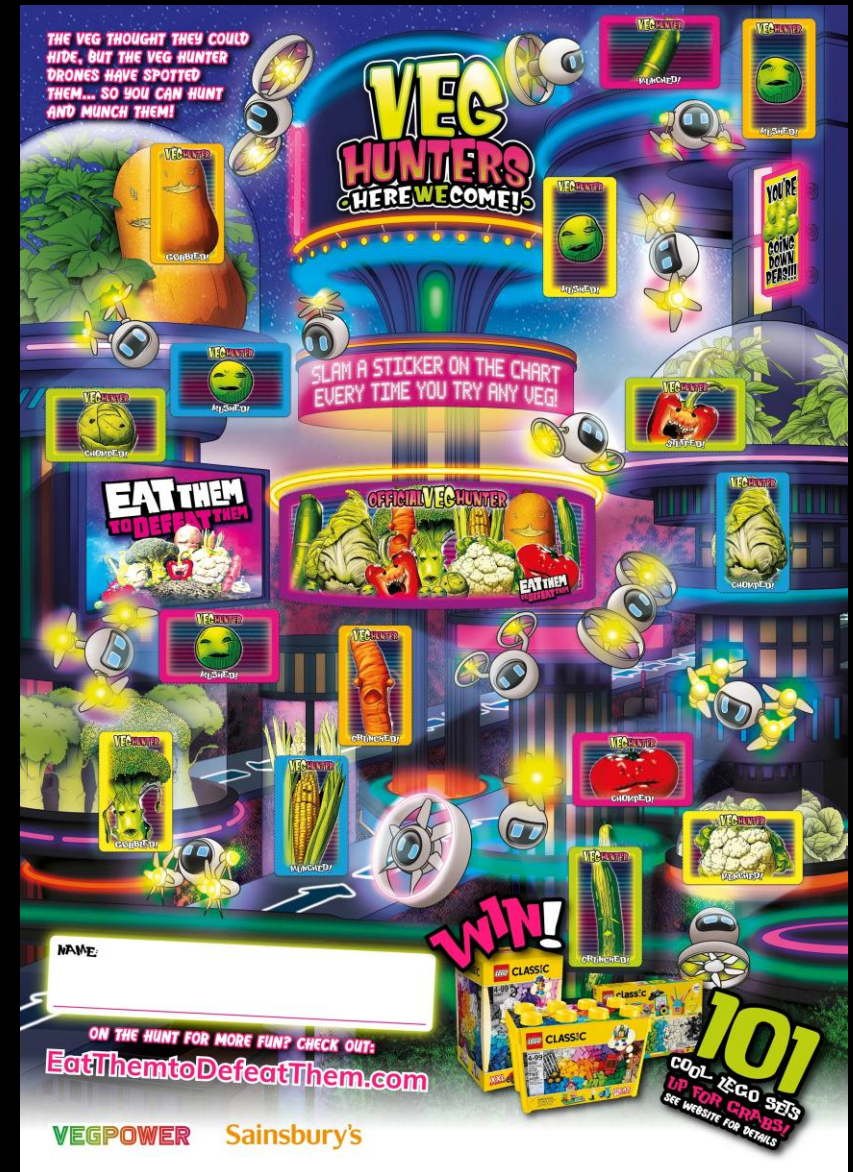
↪ Partially complete

What did you do with the wall chart?*



↪ Fridge

↪ Wall
↪ Drawer
↪ Side



* 2025 data, we did not run this question in 2026

Reward charts

What impact did they have?

My child enjoyed it

95%

My child ate more veg because of it

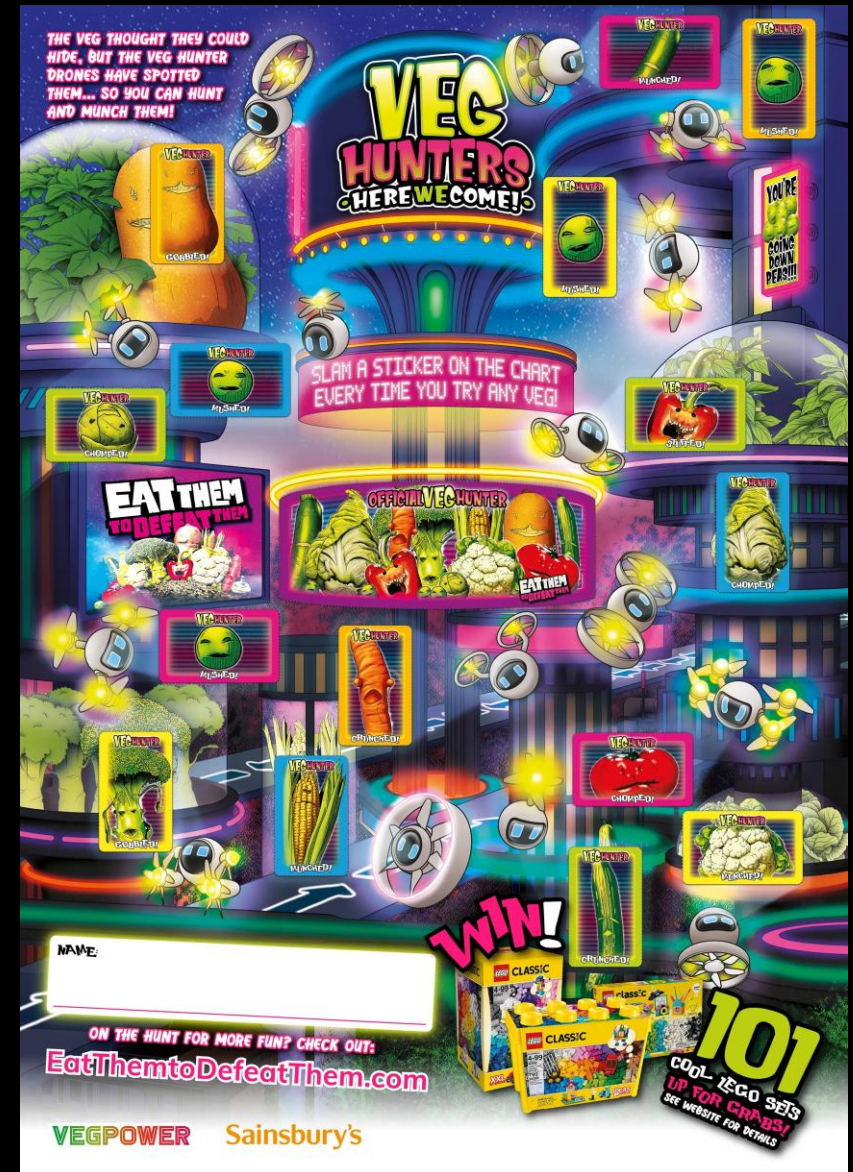
89%

My child was more likely to finish their veg

85%

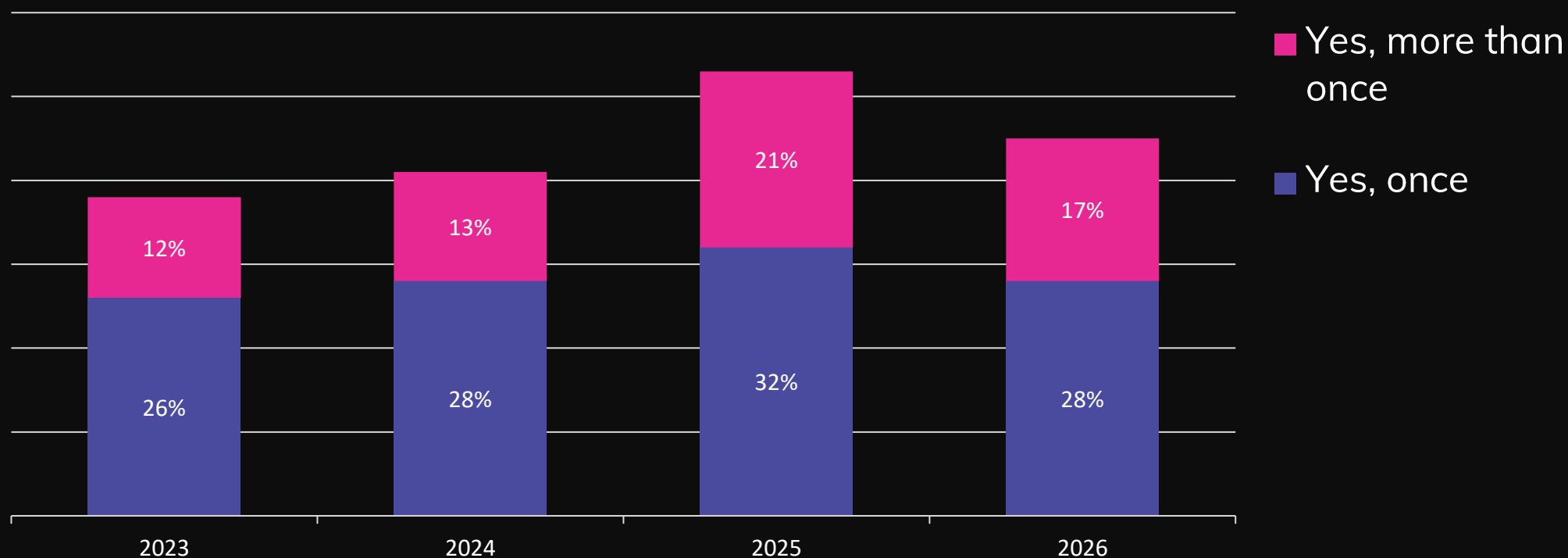
My child ate a wider variety of veg

87%



Repeat participation

Parents: Has your child taken part in Eat Them to Defeat them before?



Power of repeat participation

Parents who have taken part before: What sort of impact has the Eat Them to Defeat Them programme had on your child's likelihood to eat vegetables?

2023



2024



2025



2026



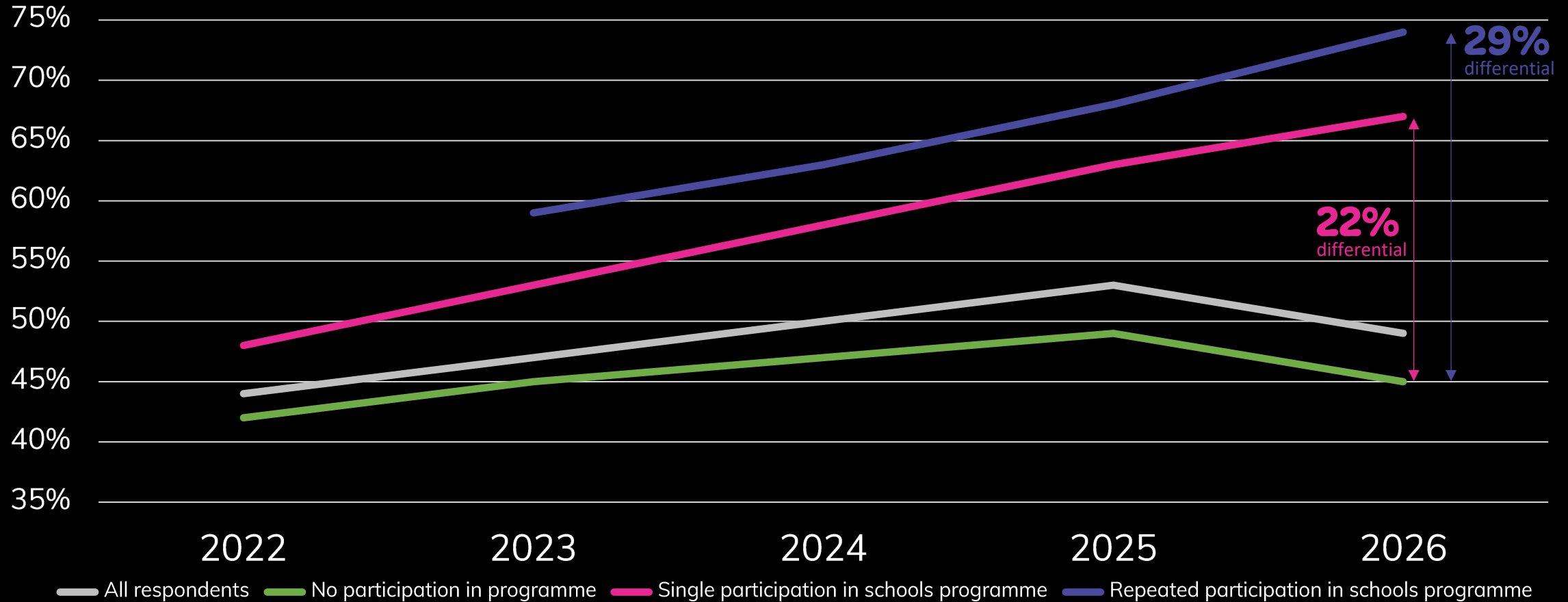
- It has had a positive long-term effect on the number/variety of vegetables my child eats
- It has a positive short-term effect on the number/variety of vegetables my child eats
- It has had no effect on the number/variety of vegetables my child eats
- It has had a negative effect on the number/variety of vegetables my child eats

Our research shows that repeating the programme annually significantly increases the long-term impact on diets.

Impact on veg consumption

All our metrics which measure a child's attitude and claimed behaviour, including consumption, show the same pattern.

My child eats 2-3 handfuls of vegetables / day



Power of repeat participation

2.3 handfuls of veg/day

Children who have never taken part in Eat Them to Defeat Them

3.3 handfuls of veg/day

Average consumption for children who have taken part in Eat Them to Defeat Them multiple times.



1 more
PORTION
PER DAY



EATEN BY CHILDREN
WHO TAKE PART

What parents told us this year...

My 8-year-old eats no veg, he is a really fussy eater but this helped massively to even try new veg. Really enjoyed doing this.

Not only did my child take part but we all took part as a family and made it into a little competition to see who could eat more in a day.

I think the Eat them to defeat them campaign is the a great and creative way to encourage children to eat more vegetables making vegetables feel fun and exciting really helps change how kids think about healthy food.

Great scheme would love it to return.

Really feel the scheme helped to encourage my child to eat better. Would like to do it again.

It is fantastic I work at my sons school even though he is a very fussy eater with sensory issues within the mouth he took a tiny bite of a pepper, carrot sweetcorn and a pea for the first time ever so he could get the stickers.

This is a brilliant idea and gets them asking questions and trying new vegetables they never tried my son tried spinach which he would have never tried before

Even some of the children at school who have pack lunches we're bringing in vegetables which they didn't do before and the children on school dinners were trying vegetables that they haven't eaten before.

Eat Them to Defeat Them is a fun and creative campaign that makes vegetables exciting for children. The idea of turning healthy eating into a challenge works really well.

What parents told us this year...

Such a brilliant programme and my daughter really engaged with it.

Absolutely brilliant.

it's a brilliant campaign that makes vegetables exciting for children, and we really appreciate the effort put into supporting healthier eating habits.

Eat Them to Defeat Them is a great fun way to encourage kids to try more veg especially when they can be so resistant.

This has help use a lot as my kids has autism and this has just made it fun when trying new things .

Thank you to the Veg Power team for such a creative and positive campaign it really makes a difference!

The idea of defeating vegetables is brilliant and really motivates children to try new things. We noticed that it encouraged conversations at home about healthy food and even made my child more curious about different vegetables.

Thank you for the mission you started it made my work easy I don't need to explain more about eating veg is healthy and the kids loved it.

This is the second time we have done the chart, last year my child would barely eat vegetables, this year there is a definite improvement, and he now requests different vegetables.

My son is really fussy when it comes to having vegetables but since having the eat them to defeat them in school, he has been willing to try different vegetables.

What parents told us this year...

Both my children engaged amazingly in this challenge

I think you did a great job! My child really enjoyed the broccoli! peas, corn!! But most of all, how much he ate the broccoli, I couldn't believe it!!

My son is extremely engaged with this chart, so much so he was asking for certain vegetables to add included in meal times.

The idea of defeating vegetables is brilliant and really motivates children to try new things. We noticed that it encouraged conversations at home about healthy food and even made my child more curious about different vegetables.

It's such an interactive and fun way to learn. My youngest (7) has ADHD and it really grabbed his attention which is hard to do most times! Thank you!!

My little boy was so enthusiastic about ticking all the vegetables off and even suggested things I could cook to include them. It was great to see him so positive and engaged with trying a wider variety of food.

Amazing idea, it really made a difference on how my child perceived eating new vegetables

This was a good initiative; it got my child excited about veggies. She now requests veggies in her packed lunch. The more the programme runs the more awareness for us as a family.

My child was very excited about trying new vegetables and completing the pack. He wanted to try all the vegetables in the chart and asked me to buy vegetables that we don't normally eat at home.

Desire to repeat

Parents: If it was your decision, how likely would you be to run the Eat Them to Defeat Them programme in your child's school again next year?

2022

49%

38%

2023

61%

28%

2024

62%

28%

2025

69%

24%

2026

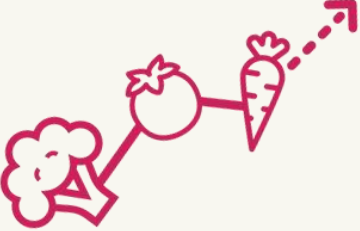
65%

27%

■ Very likely

■ Quite likely

92% of **ADULTS**
want to
**do it
again**



Parents tell us how much they appreciate this support from schools to help them with the difficult task of raising children with healthy diets.

Desire to repeat

Child: If it was your decision, how likely would you be to run the Eat Them to Defeat Them programme in your child's school again next year?

2022



2023



2024



2025



■ Very likely

■ Quite likely



Please note: we did not survey children in 2026

Schools Survey

144 schools completed in our 2026 survey, this is what they reported:

95% the children **really enjoyed** it



90% Children **ATE MORE VEG** with their school **Lunches**



72% children were more likely to **FINISH their veg** which **REDUCED WASTE**



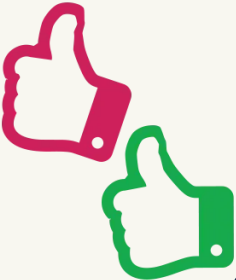
47% **PUT MORE VEG** into their children's **PACKED LUNCHES**



62% It was **MORE EFFECTIVE** than other healthy eating initiatives



67% of parents & carers **RESPONDED POSITIVELY** to this programme



50% of **schools** report that the programme encouraged more children to **TRY SCHOOL MEALS**



↪ With new school food standards coming in September 2026 initiatives like Eat Then to Defeat and our Bang in Some Beans programme will encourage and support the transition to new standards.

Schools Resources

Usage and rating our school resources

96% used the **reward charts** **>>>** **91%** they **worked well**

50% used the **lesson plans** **>>>** **92%** they **worked well**

61% used the **great veg vote** **>>>** **89%** it **worked well**

65% used the **parent flyer** **>>>** **88%** it **worked well**

65% used the **assembly** **>>>** **92%** it **worked well**

98% used the **stickers** **>>>** **96%** they **worked well**

4.5/5 ★★☆☆
the **information** and the **support** you received for the programme

4.5/5 ★★☆☆ How **EASY** it was to **DELIVER THIS PROGRAMME**

91% **SCHOOLS** want to **DO IT AGAIN** next year

With school under so much pressure we are focussed on making our programmes easy to implement and delivering on both curriculum requirements and to support healthier diets.



RETURNS

22ND FEBRUARY 2027