

As seen
on TV



**EAT THEM
TO DEFEAT THEM**

STOP THEM TAKING OVER THE WORLD

STARTS
20TH
FEB

**CATERERS' GUIDE
2023**



80%

OF OUR CHILDREN ARE NOT EATING ENOUGH VEGETABLES

80% of our children are not eating enough vegetables with a third eating less than one portion of vegetables a day. Perhaps most alarming is that 50% of parents say they have given up even trying.

With the support of schools across the UK we are turning this around using advertising and marketing to inspire kids to veggie loving habits they will keep for life, and in turn share with their children.

Through a unique partnership between Veg Power, ITV, Channel 4 and Sky Media, plus the support of supermarkets, growers, devolved and local government, the Eat Them to Defeat Them campaign is bringing about real changes in children's attitudes towards vegetables.

Find out more:
EatThemToDefeatThem.com



Sainsbury's



TESCO



WAITROSE
& PARTNERS



JOIN THE FIGHT

The veg are back ...and everything you need to defeat them is packed into this guide. Welcome to Eat Them to Defeat Them 2023.

Our 2022 campaign was our biggest yet with over 1 million children defeating the veg in schools across the UK. The success of the campaign has been recognised with the most prestigious and sought after awards. These awards recognise effectiveness and are a huge credit to the thousands of schools, caterers, and community groups whose dedication make Eat Them to Defeat Them such a success.

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Our 2022 campaign was our biggest yet with over 1 million children defeating the veg

Our goal for 2023 is flexibility to support schools, caterers and families through these challenging times. We are creating a “platform”, all the background buzz and fun narrative for the kids, plus we'll supply a core set of assets to get you started. What you do, how much you do and how much you lean into our recommended approach or deviate to suit your school is up to you.

The creative theme for this year is “the veg are taking over the world” which we have supported with recipes, lesson plans and assets to celebrate the wonderful global diversity of food in your school menus and the homes of your families. We hope you have fun with it.



Gold Winner
IPA EFFECTIVENESS
AWARDS



**President's Prize for
Behavioural Change**
IPA EFFECTIVENESS AWARDS



Gold Winner
EFFIE AWARDS



EAT THEM TO DEFEAT THEM



I owe endless thanks to the people behind the #EatThemToDefeatThem campaign. My daughter's vegetable intake has increased tenfold! She loves telling us about all of the vegetables she's defeating, and how she's saving us all! ”

JUST ONE OF MILLIONS OF PARENTS

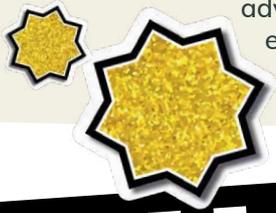
In 2018 Veg Power formed a key partnership with ITV and together created the Eat Them to Defeat Them campaign, which first ran in 2019, making veg fun for kids. In 2022, the campaign's fourth year, the programme extended to a TV advertising campaign reaching 36m people and a schools' programme reaching over 1 million children in 3,850 primary and special schools.

57% of parents said their children ate more vegetables as a result and schools reported an up-to 25% reduction in plate waste. All in all this programme has directly generated veg sales equivalent to 1.4 billion extra children's portions.



2023

Once again ITV, Channel 4 and Sky Media are supporting the campaign with a £3m advertising campaign. That takes the total advertising behind this campaign to over £17m over five years. The advertising starts on 11th February building up excitement for the schools programme running between 20th February - 8th April.



£3.5M

ADVERTISING

donated
to **our**
campaign



36M
PEOPLE
REACHED

via **ADVERTISING**



3,850 **SCHOOLS**

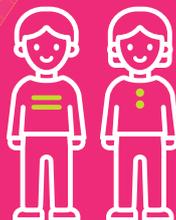
took part in
OUR SCHOOLS'
PROGRAMME
in **2022**



1M

CHILDREN

TOOK PART IN
SCHOOLS WITH
TASTING EVENTS
AND **REWARD**
CHARTS



30%

PARENTS
WHO
SAW THE
ADVERT

said their children
ATE MORE VEGETABLES

57% PARENTS

of children who took part in
schools said those children

ATE MORE VEGETABLES



1.4 **BILLION**
PORTIONS

EXTRA VEGETABLES
SOLD AT RETAIL



+£132M
VEGETABLE SALES

as a **DIRECT RESULT** of our
campaigns in 2019-2022





MEAL THEMES

Turning the buzz into the first bite

Eat Them to Defeat Them works because it is fun. We create a story, a game, an adventure around vegetables with the child as the hero and the vegetables as the “enemy” - and the only way to defeat them is to eat them. Kids understand it is a ruse to get them to eat vegetables but it’s fun, so they do. The more adults play the game, the better the kids respond.

This year we have created 10 meal themes - each one turns a regular favourite recipe into an

adventure. Each has a fun name, a catchphrase, a story and a recommended recipe. They each contain a few of our 10 featured vegetables (**checkout the meal themes on page 8**). We will supply you with a 28-piece menu-kit to make displays for each meal theme you do. We hope you’ll add to them to make amazing displays.

FEATURING:





COLLABORATING WITH YOUR SCHOOLS

We have supplied your schools with a similar guide to the programme which also includes lesson plans, assemblies, take-home reward charts and sticker packs and much more. Please coordinate with your schools to agree on your approach to the campaign, the meal-theme events, menus and displays.



HERE'S HOW IT WORKS...

- 1 Agree a schedule with your schools.
- 2 The schools will use a launch assembly to let the pupils know what's coming.
- 3 The school should also let parents and carers know, as the kids will want to take part - that should increase school meal uptake.
- 4 Use the menu-kit supplied to create signs and displays for the theme of the day.
- 5 Each meal-theme has a name, a catch phrase, a narrative for the kids, and a rally cry video which we hope the teachers will play in class.
- 6 We have also supplied the schools with lesson plans - each one aligns with a meal theme from that part of the world.
- 7 On the day, the lunchtime team can hand out the stickers provided to reward the children (see page 8). Some children can be nervous of vegetables so a sniff, a lick or a nibble should earn a sticker.
- 8 Encourage everyone, particularly the adults, to use the "Eat Them to Defeat Them" and meal theme specific catchphrases.
- 9 The schools should colour in their Progress Chart after each meal. (see page 8).



Please modify, adapt and amplify this in whatever way suits you. There is a pack of visual assets on our website you can use to create your own resources. Please share on social media with the **#EATTHEMTODEFEATTHEM** hashtag

MEAL THEMES



Feel the heat veggies!

While the sun beats down on the beautiful beaches of the Caribbean, those crafty vegetables have been busy. We've heard they have set up their base in the Caribbean. It's time, time they felt the heat. Find them, say "feel the heat", then eat them and defeat them.

Chicken, rice and peas

Hasta La Vista Veggies!

The vegetables have been spotted in the deep dark jungles of Central and South America. These fiendish vegetables have disguised themselves inside your favourite chilli dishes such as tacos, fajita, and nachos. Your mission is to find them, eat them to defeat them and then let out our victory cheer "Hasta La Vista Veggies!"

Chilli, any style



Bring it on veggies!

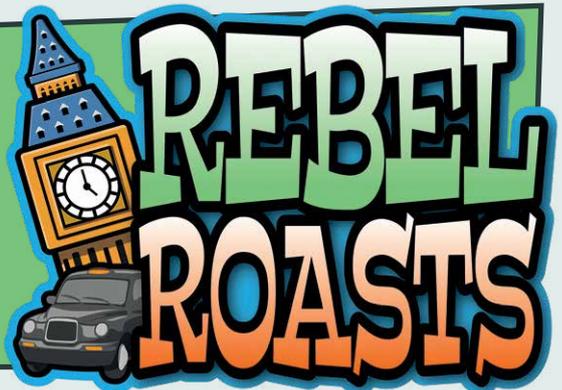
The vegetables have been spotted emerging from the great sand dunes of the desert. At first, we thought they were camels, but no, it's the veg invasion taking over the deserts of North Africa and Arabia. The latest reports show that they have stormed the couscous. Find them, then eat them to defeat them and raise loud your victory cry: "bring it on veggies".

Couscous with vegetables

This roast is mine!

The global veg invasion has landed here in the United Kingdom. The vegetables have kidnapped our great roast dinners. Kids, we need your help more than ever. Find them, beat them, defeat them, the only way is to eat them. Reclaim our roast and say it loud, say it proud. "This roast is mine".

Any roast



Dig for Victory!

The carrots have tunnelled their way to the centre of earth. You'll need to break through the earth's crust, dig through the steaming hot lava and find the veggies – then eat them to defeat them. Say "dig for victory" and start your journey.

Cottage pie

Feel my power!

Hey, you like pasta? We've heard the vegetables have taken over the pasta. Next time you see pasta, search out the vegetables, pick them out, and then defeat them in the only way possible – eat them, eat them, eat them and then let out your victory cry "Feel my power"!

Lasagna or pasta bake



This slice is mine!

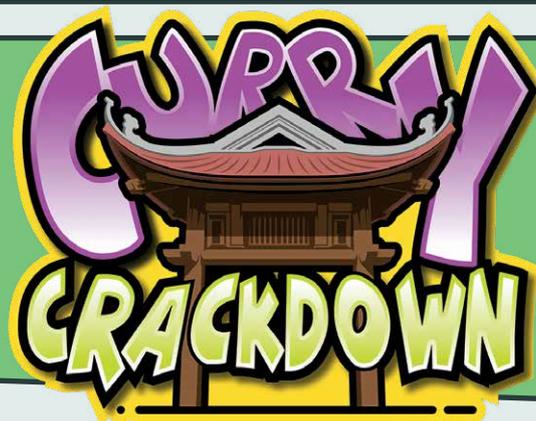
Did you know that your pizza usually has a tomato base? Now those terrible tomatoes have recruited a few of their fiendish friends. Find a slice of pizza the vegetables have invaded, fix it with your hardest stare and say, "this slice is mine". Then eat them to defeat them before they escape.

Pizza

You're going down veggies!

A wave of vegetables is sweeping across Southeast Asia. Those crafty vegetables think they can fool us by hiding in the rice. Don't be fooled mighty veg warriors – find them, eat them and defeat them, and let out our victory cheer: "You're going down veggies"!

Vegetable rice with any curry



Let's get ready to rumble!

What's the wildest thing in the jungle? The lion? The elephant? It used to be, but now the vegetables have been taking over the delicious pink rice from Africa. Let's hear you say, "let's get ready to rumble" and then hunt them down, eat them and defeat them!

Jollof

Time for a showdown!

From China, to Japan and Korea the vegetables have taken over every noodle. We need your help to defeat their monstrous plan. Say "time for a show down", then slurp down the noodles and find those veggies – you know what to do. Eat them to defeat them.

Noddles





STICKERS

Rewarding kids for tasting

Our school packs include rolls of stickers. These veg stickers are essential to the experience. They serve two purposes. Firstly, the caterers and school team can give the kids stickers to reward them for trying the vegetables. Kids love stickers. For kids who are not sure, then no pressure, a sniff or a lick of the veg will do.

The second feature is to project that back to parents and carers. These stickers effectively say, "I tried vegetables today". We'll be advising parents to acknowledge and praise (ideally joining in the fun theme of the campaign) and then, critically, repeating that veg at home, rewarding the child using their reward and sticker chart. We move from sample at school, to repeat at home, then reward in order to normalise that veg in the child's diet.

These stickers effectively say, "I tried vegetables today"

To maximise impact, praise the children when you hand out the stickers with lines such as "did you defeat them?". There are five designs and we have supplied enough for each child to get one of each design.



PROGRESS CHART

Building a sense of collective achievement

We are also supplying the schools with a folded A1 wall chart.

The wall chart is the focal point of activity, it creates a sense of collective endeavour and achievement which is highly motivating. We're suggesting they reward the school at the end of term when they complete the chart. The important thing to remember is that it's just for fun, the target doesn't really matter, what matters is the joy of team effort.

We recommend they set a goal and announce it to the school - it might be to work together to eat a ton of vegetables, or vegetables the weight of an elephant. Each week, the pupils can colour in the chart to show progress. Please do all you can to encourage it - remember it's just for fun and not intended to be a scientific measure of the volume of vegetables consumed in the school.



EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE



Sponsored by

Tilda



We love caterers! They are crucial to the success of the Eat Them To Defeat Them campaign. From tasty vegetables, to giving out stickers, encouraging play with their enthusiasm – we couldn't do it without those brilliant catering teams.

Our Caterers' Challenge, kindly sponsored by Tilda, acknowledges and celebrates the catering teams. We invite all supporting catering teams to request their free certificate to acknowledge their support - like this one from last year. Head to EatThemToDefeatThem.com

Catering teams could also be one of our Caterers' Challenge winners. These are awarded to the catering teams which put on the best displays and show the most passion and dedication to support the kids to enjoy healthy food.



PRIZES

Framed certificates for every qualifying entry

£500 STAR PRIZE

+ presentation at the LACA Awards dinner

£100 x 20

for Hall of Fame entries

Prizes go directly to school catering teams

HOW TO ENTER...

1. Capture your displays on video or pictures
2. Head to [EatThemToDefeatThem.com](https://www.eatthemtodefeatthem.com)
3. Tell us how you made it creative, engaging and tasty
4. Upload pictures and videos
5. Plus you can also add your entry to the Tilda Challenge
6. Entry closes: **16th April 2023**

Tilda CHALLENGE

Tilda is challenging school caterers to create the perfect international recipe which blends vegetables and rice.

The winning recipe will go out to thousands of families alongside the top celebrity recipes on our website and social channels. Help us to inspire families to cook together! Top entry also wins £500. The 2022 winner was Mexican Rice - also from Endeavour Primary in Andover.



2022 WINNER!



Here are our 2022 winners, the HC3S team at Endeavour Primary in Andover, collecting their prize at the LACA Main Event.



FEEDBACK

SHARE YOUR VICTORIES

Veg Power is a not-for-profit alliance of companies, organisations, celebrities, schools and parents united by a common goal: to get our kids eating more delicious, healthy veg.

Our mission is no easy task but if we all rally together, we believe it is possible. We need your help. Please guide us with your experience and insight, and please lend your voice on social media to inspire and support each other.

Until the end of July we'll have an online survey. Everybody is welcome to tell us what they think. You, your colleagues, the school leadership, teaching team and support crew, as well as parents and carers. Whether you love it or hate it we want to hear from you, as it's that feedback that will help us improve.

FIND OUR ONLINE SURVEY

EATTHEMTODEFEATTHEM.COM



NEED HELP?

If you do need help, please first check this guide and then head to our website. There you'll find resources you can download, guides and blogs that might answer your questions and if that fails please contact us: schools@vegpower.org.uk

Social media has such an important role. We don't expect and would not encourage your kids to be active on the adult social media platforms, but parents, carers, teachers, caterers and others are. On social media we can inspire each other with ideas, amaze people with your wonderful school and support each other with our likes and shares. This is where our alliance comes together.

Please share the fun at your school with the hashtag

#EATTHEMTODEFEATTHEM

Follow all the excitement:

@VegPowerUK





Rhian Collins RD @CollinaRhian - 17h
#EatThemToDefeatThem gweud yn ddell!

It's thumbs up for our carrot tasting today as part of the #EatThemToDefeatThem programme! I wonder what vegetable we'll be tasting next week? @TrueLeith

Adamsdown Healthy Schools @AdamsdownHSch · Feb 15
@AdamsdownPm will be taking part in the 'Eat Them to Defeat Them' campaign, to increase children's vegetable awareness & intake. Look out for the information pack being sent home with your children this week. #EatThemToDefeatThem #VegPower #EatThemToDefeatThem @VegPowerUK @CdfHealthySch

Stanton Road Primary 1/2 @StantonRdY1and2 · 21h
Time to defeat tomatoes this week @stantonroads Don't let the vegetables win! #EatThemToDefeatThem @VegPowerUK

Eat Culture - Education Catering @EatCultureNotts · Mar 11
Victory for the children at Springfield Primary School crunching those sweet peppers for #EatThemToDefeatThem Share your wins with us @eatculturenots @SpringfieldPvt1 🥕🥕🥕



Riversdale Primary @RiversdalePS · 3h
Ohhh noooo, we need your help to identify the teacher who has transformed into a broccoli monster! Apparently he's left a trail of Broccoli he has left! #EatThemToDefeatThem @vegpoweruk



Newtonna Primary @NewtonnaPrimary · 2h
Don't forget to eat the evil vegetables during the weekend. You need them to defeat them! #EatThemToDefeatThem dir.ki/SLV8h8



Kathryn Styan @Kathrynstyan
#eatthemtodefeatthem LOVE IT Let's get kids eating more veg! #tvadverts
9:01 PM · Feb 15, 2022 · Twitter for iPhone



St David's School @bridefordps
The veg were a big hit in @Dabab #EatThemToDefeatThem



John Donne School @JDSOffice · 19h
This week we have signed up to #EatThemToDefeatThem so that we as a school can tackle vegetables!!! Our campaign will kick-start on Monday 28th February where we will be trying new ways to eat our veg of the week. Look out for more info in our newsletter this week. @VegPowerUK

MissEmma @Teaching_Miss_P · 2h
YOU'RE GOING DOWN PEAS!!!
Attenborough Class took on the mighty peas... and demolished the lot!!!
Peas DEFEATED!!! 🥕🥕🥕
#Eatthemtodefeatthem @VegPowerUK @DEMAT_ @HolyCrossCofE @fowler_at @jalee2210



Primary School @SchoolCranford · 21h
Thank you to our friends at @abmcatering for their work on tables as part of @VegPowerUK's campaign #EatThem. This week, the campaign focuses on #carrots. A terrific display from ABM's Gaynor. 🥕

Alice Short @AliceShort83 · 18h
Go Darcey! #EatThemToDefeatThem @GotheringtonP



Co-op Academy Portland @coop_portland · 15h
A couple of weeks ago all our pupils received their #EatThemToDefeatThem veggie diary. Today she brought her completed diary into class - so proud of herself and her healthier eating. #Veggie #HealthyEating



Cheadle Catholic Infant School @CheadleRCInfSch · 1h
We are squashing the tomatoes this week! #EatThemToDefeatThem



Beacon Primary Academy @BeaconAcad · 18h
Who in Y4 is eating pepper tonight? This young lady tried pepper for the first time last night and has encouraged the rest of the class to do the same with the Zombie Peppers recipe. We can't wait to find out tomorrow! #EatThemToDefeatThem @VegPowerUK #healthy #SuperYummyKitchen



**EAT THEM
TO DEFEAT THEM**

EatThemToDefeatThem.com