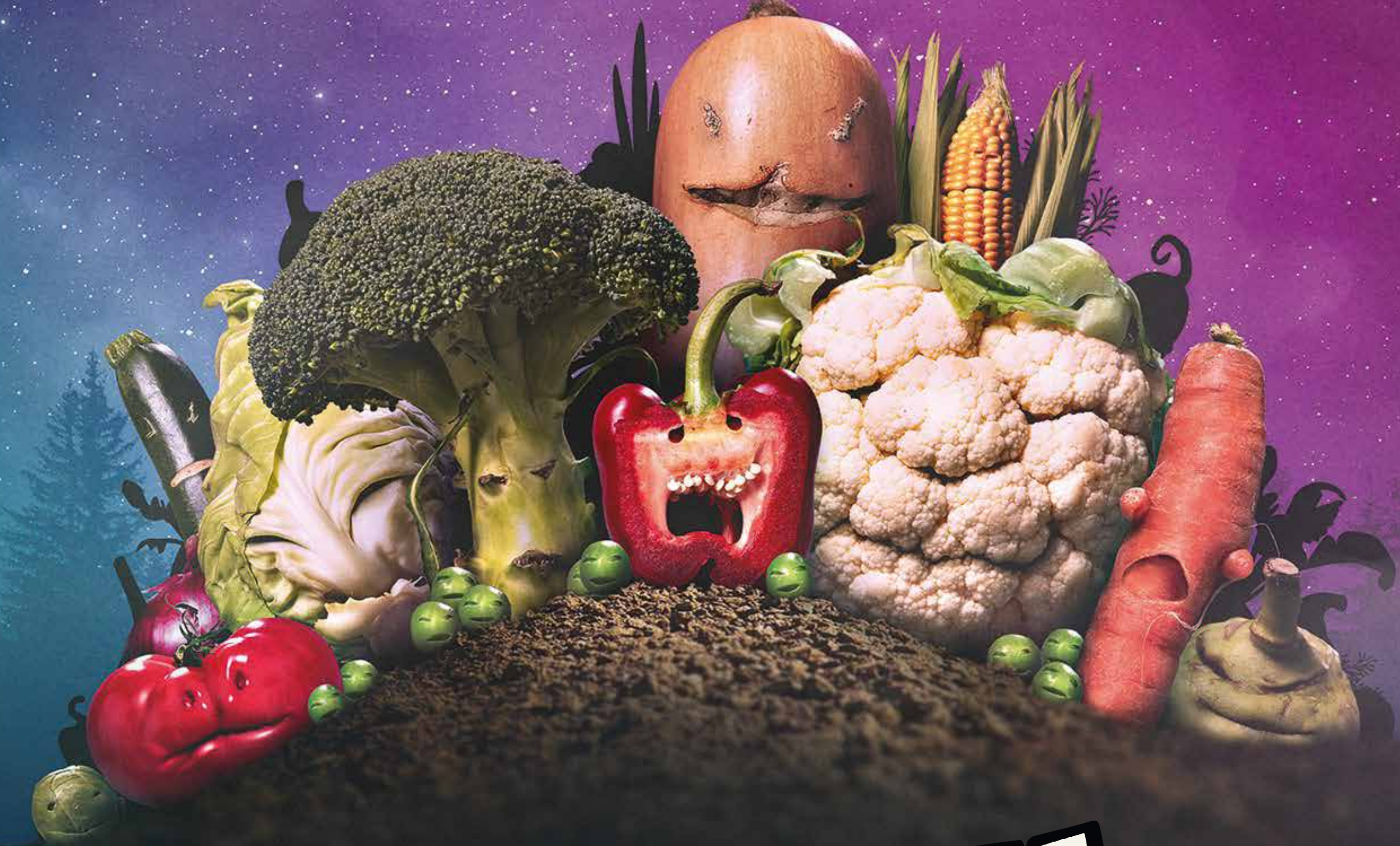


Sponsored by

Tilda



80% **DON'T EAT
ENOUGH
VEGETABLES!**



EAT THEM TO DEFEAT THEM

EAT THEM TO DEFEAT THEM is a campaign created by Veg Power and ITV to encourage kids to eat more veg. It is award winning and proven to work. Last year over half of parents reported that their kids ate more vegetables as a result— even those with fussy eaters!

RETURNS 19TH FEBRUARY 2024

VEGPOWER

itv

4

sky

HOW IT WORKS

ADVERTISING

A £3m TV advertising campaign gets the kids excited about veg.



SCHOOLS

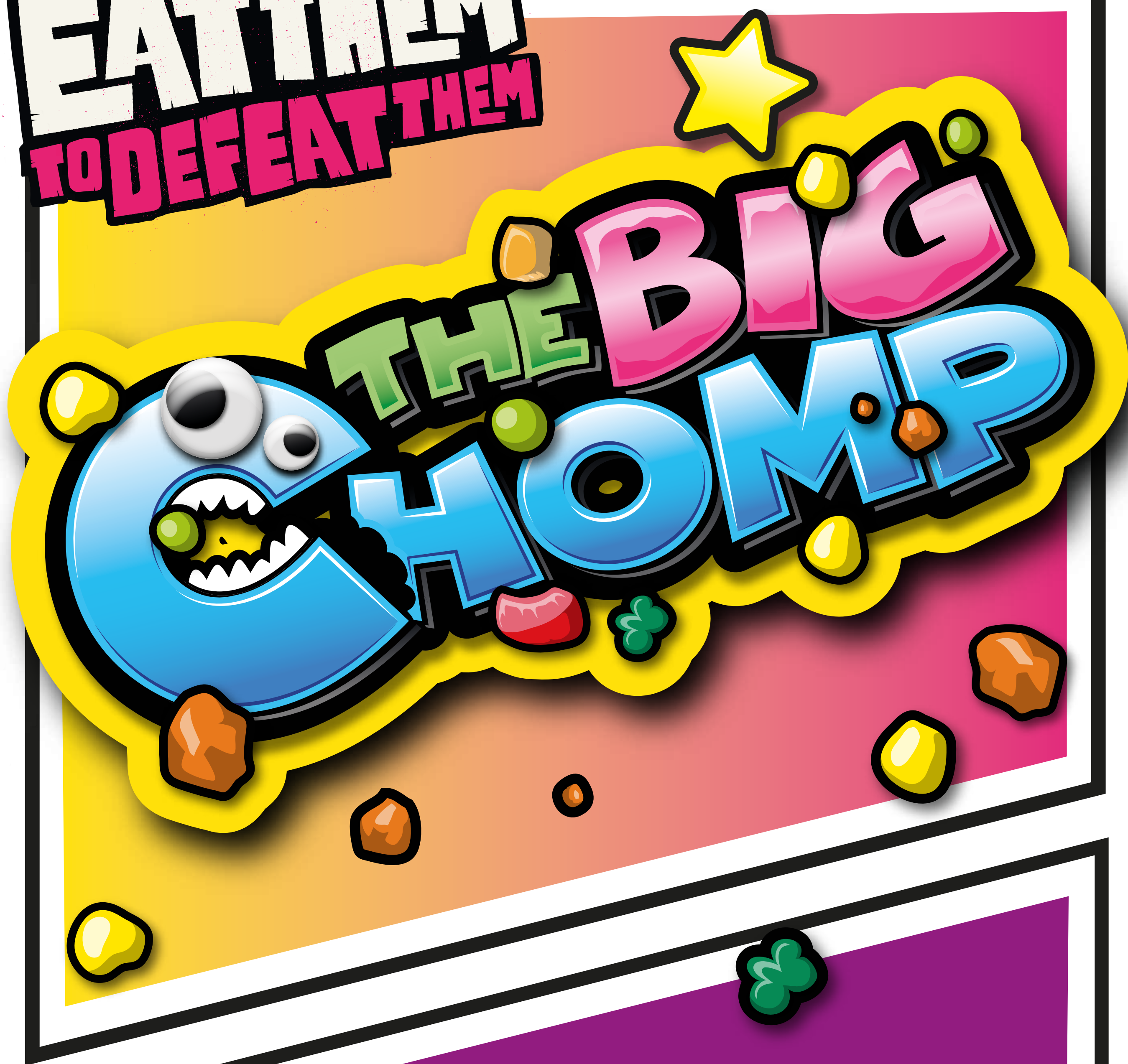
Schools and caterers turn all that excitement into children trying more veg.

FAMILIES

Our reward charts help parents & carers turn that new behaviour into lasting habits.



**EAT THEM
TO DEFEAT THEM**



This year we'll be encouraging kids to get those gnashers to work defeating those veg one big bite at a time, and we are planning some great chomp visuals and fun. Perfect for raw veg and salad bars.



CALLING SCHOOL CATERERS TO JOIN THE FIGHT!



Eat Them to Defeat Them simply wouldn't work without school catering teams. We'll be sending you posters to put up, stickers to hand out and asking you to highlight the vegetables you'll be serving. Maybe you could have theme days for the different vegetables.

Above all have fun, and don't forget to remind the kids to

EAT THEM TO DEFEAT THEM

★ FEATURING: ★





EAT THEM TO DEFEAT THEM! **CATERERS' CHALLENGE 2024**

Every year we ask school catering teams to lay on the tasty veg.

By making the veg the hero of lunch and create a perfect opportunity for kids to give them a taste. Caterers' Challenge, kindly sponsored by Tilda, acknowledges and celebrates those catering teams.

Sponsored by

Tilda





**YOUR HARD WORK DESERVES
RECOGNITION. WHETHER YOU
DAZZLED WITH DARING
DISPLAYS, FASHIONED
FABULOUS FLAVOURS OR
SIMPLY SERVED WITH A
SUNSHINE SMILE HEAD TO
THE WEBSITE FOR**

CERTIFICATES
TROPHIES
CASH PRIZES

Find out more:

EATTHEMTODEFEATTHEM.COM

2023 WINNER!



AWESOME!



Here are our 2023 winners, the Education
Authority of Northern Ireland team from
Carryduff Primary.



HOW TO ENTER

1

Serve up your lovely veg

2

Take some pics

3

Head to
EatThemToDefeatThem.com

4

Upload your
pics and tell us
what you did

5

Entries close
16th April 2024

**SHARE
YOUR
VICTORIES**

#EATTHEMTODEFEATTHEM

Follow all the excitement:

@VegPowerUK

