

# EAT THEM TO DEFEAT THEM 2025

STARTS  
10<sup>TH</sup> MARCH  
2025



PROGRAMME  
GUIDE

VEGPOWER



# 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 creativity and fun to inspire kids to veggie loving habits they will keep for life, and in turn share with their children.

Find out more:  
[EatThemToDefeatThem.com](http://EatThemToDefeatThem.com)

# JOIN THE FIGHT

The veggies are back! Eat Them to Defeat Them is returning for its seventh year. Get ready for another epic battle against those pesky vegetables (spoiler alert: the kids win!).

We've listened to your feedback and made this year's program super flexible. Join the veggie venture during our focus week starting 10th March, or keep the fun growing all the way to Easter! We've got oodles of exciting resources to help you conquer those veg days.

This handy guide spills the beans on all the amazing tools and tricks we have in store for you this year. Let's get those veggies vanquished!

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**Don't miss updates for schools participating in Eat Them To Defeat Them 2025, [Click here to register](#)**



Gold Winner  
IPA EFFECTIVENESS  
AWARDS



President's Prize for  
Behavioural Change  
IPA EFFECTIVENESS AWARDS



Gold Winner  
EFFIE AWARDS



Sainsbury's



# 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

Ever wished you could convince kids that they actually want to eat veggies? Well, back in 2018, Veg Power teamed up with ITV to do just that! We launched this awesome campaign called "Eat Them to Defeat Them," which basically turns eating your veggies into an epic adventure.

Forget boring old "five-a-day" lectures! This award-winning program uses fun activities, award-winning advertising, and even celebrity endorsements to get kids excited about vegetables. Think of it as a superhero mission where the veggies are the villains, and every bite is a victory!

Over the last six years we've had £20m of advertising and over 5,000 schools with a whopping 1.7m different children taking part. They're learning about veggies in the classroom, doing fun activities, taste-testing yummy snacks, and even taking home cool reward charts and stickers.

And guess what? It's actually working! Parents are saying their kids are gobbling up more veggies than ever before. After all, who can resist the chance to be a veggie-conquering hero?



**£20M**

**ADVERTISING**  
donated to  
our campaign



**33M+**  
**REACH**

via **ADVERTISING**



**5,000+**

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



**1.7M+** **DIFFERENT**  
**CHILDREN**

HAVE TAKEN PART IN  
SCHOOLS WITH **TASTING**  
**EVENTS AND REWARD CHARTS**



**77% PARENTS**

of children who took part in  
schools said those children  
**ATE MORE VEGETABLES**



**74%**

**SCHOOLS**

report children more  
likely to finish veg &

**REDUCE**  
**WASTE**



**87% OF CHILDREN**  
**IN SCHOOLS**

**WANT TO**  
**DO IT AGAIN!**



**55% OF PARENTS**  
**REPORT**

**LASTING INCREASE IN**  
**VEG CONSUMPTION**  
from repeat participation



**62% PARENTS**  
**OF CHILDREN WHO TOOK**  
**PART IN SCHOOLS**

said they also ate  
**MORE VEGETABLES**



**89%**

**SCHOOLS**

report that

**CHILDREN**  
**ATE MORE VEG**



# YOUR PLANNER



A step-by-step guide to the Eat Them to Defeat Them programme

## PLANNING

JANUARY & FEBRUARY 2025

- Liaise with your caterers
- Decide how you will use the lesson plans (SEE PAGE 10)
- Plan your assembly (SEE PAGE 9)
- Send early notice to families (SEE PAGE 14)



## PREPARATION

LATE FEBRUARY 2025

- Expect delivery of a box or two of assets
- Give stickers to lunchtime team (SEE PAGE 12)
- Give decoration kit to caterers or lunchtime team (SEE PAGE 12)
- Send Prepare for Victory to families (SEE PAGE 14)

## WHAT'S IN THE BOX?

- Take-home packs
- Decorations
- Rolls of reward stickers
- Reception posters

[EATTHEMTODEFEATTHEM.COM](http://EATTHEMTODEFEATTHEM.COM)

Downloads, feedback and more.

Don't forget to register to find out about future projects.





# LAUNCH

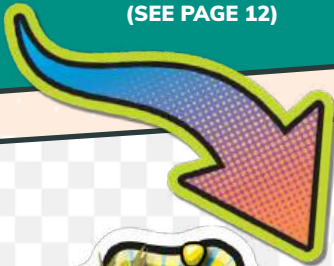
**10<sup>TH</sup> MARCH 2025**

- Distribute the take-home packs
- Kick off with an assembly (SEE PAGE 9)
- Remind families (SEE PAGE 14)
- Stick up posters in reception and decorations in the lunch hall (SEE PAGE 12)

Kids go wild for stickers (and let's be honest, who doesn't love a good reward chart?!). Each take-home pack includes a sticker sheet (the planet-friendly kind!) and a chart to track those veggie victories. It's all about making healthy eating a fun habit for the whole family!

The packs come in a branded envelope. If your school resources have been provided by a local company, then they will also feature on this envelope.

In your boxes there should be one for each child in your school from Reception/P1 to Year 6/P7, if you have too few, please contact us (see page 22). **Please can these go out in school bags to take home as soon as possible in the first week of the campaign.**



# LIVE

**10<sup>TH</sup> MARCH-14<sup>TH</sup> MARCH**



- Hand out stickers (SEE PAGE 12)
- Look out for update emails from us
- Have fun! Post and share your veg victories on social media (SEE PAGE 15)



# FINALLY

**10<sup>TH</sup> MARCH - 28<sup>TH</sup> APRIL**

- Please feedback your thoughts and experiences (SEE PAGE 15)
- Don't forget to enter Caterers Challenge (SEE PAGE 13)



**THANKS FOR YOUR SUPPORT!**

# VEGGIES!

Turning the buzz into the first bite

Get ready for some veggie-powered fun! We've got stickers, decorations, and lesson plans galore to help you bring five awesome vegetable themes to life. Ideally, these themes will take over your classrooms and lunch hall, turning your school into a veggie munching wonderland!

Pick and choose your favourites, or go all out and do all five! While we'd love for you to join the fun the week of 10th March, feel free to unleash these veggie adventures whenever it suits your fancy. Let's get those taste buds tingling!

**FEATURING:**





# START WITH AN ASSEMBLY

**DR JASON O'ROURKE**  
HEADTEACHER,  
WASHINGBOROUGH  
ACADEMY, LINCOLNSHIRE



## AIMS

To introduce the children to the themes for **Eat Them to Defeat Them 2025**

- 1 Explain that you want to share with the children the national campaign for introducing fantastic vegetables to their diets.
- 2 Show the advert from last year and ask if any of them can remember seeing it on TV.
- 3 Explain to the children that this year (2025) is going to be bigger and better and will challenge you to get involved at home too. There will be lots of activities and challenges to complete at school and at home which are all vegetable related.
- 4 The challenge for this year is seeing how many different types of vegetables you can eat at home, eat from your school lunch plate or squeeze into your lunch boxes.
- 5 Go through the 'Eat Them to Defeat Them' assembly PowerPoint introducing the five different vegetables that the campaign will be focusing on this year.
- 6 You could set a competition for the children for the best colour combinations the children can make from the vegetables they have at home, on their school lunch plate or in their lunch boxes.
- 7 Finish off by playing the short and fun call to action video from Crackerjack's Sam & Mark

Assembly PowerPoint & video and other school resources

**EATTHEMTODEFEATTHEM.COM**

## TIME FOR REFLECTION:

Get the pupils to imagine their favourite vegetables in their heads.

## PRAYER

God, thank you for vegetables and all of our food.  
Thank you for everyone who helps us eat: our families, our food, those who work in the kitchen in school, those who have grown and harvested and produced and delivered our food.  
Help us to be thankful for all that we have and for all the hard work that has gone into our food.  
Thank you for good food. Amen.

# TEACHING RESOURCES

Our website is packed full of teaching aids, lesson plans and resources to support *Eat Them to Defeat Them*



## SENSORY EDUCATION

Familiarity and play are a great way to make vegetables exciting and help children to enjoy eating them! TastEd and Veg Power have partnered up to provide schools with our sensory food education toolkit. Sensory food education is about using our five senses to explore vegetables.



## ARTS & CRAFTS

We have cut-out and colour vegetables to support sensory education or to just colour in for fun. We also have vegetable facemasks the kids will enjoy.

Ask the children to colour in the veg, being as creative as possible.

Show them photos of veg with unusual colours such as purple carrots, multicolour Mexican corn or black tomatoes.

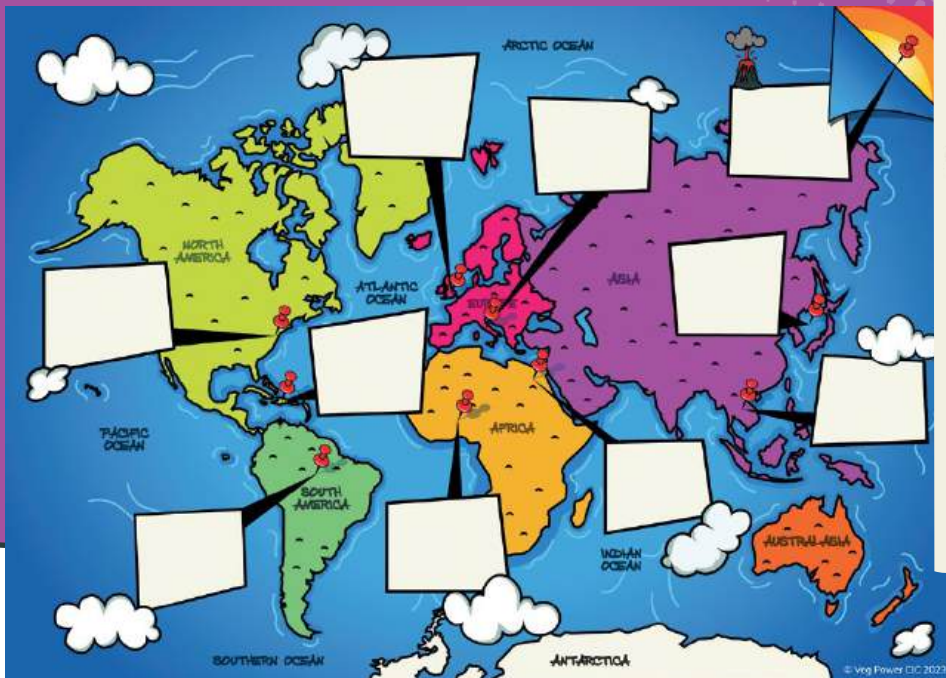
Let them use different media, such as a collage with shiny paper for peppers, scrunched up tissue paper for broccoli, pieces of string for stripes on a carrot, or textured card for the sweetcorn. When all the veg has been decorated, use it to make a display in school and share on social media with the hashtag **#EatThemToDefeatThem**



# EXPLORING FOOD FROM AROUND THE WORLD

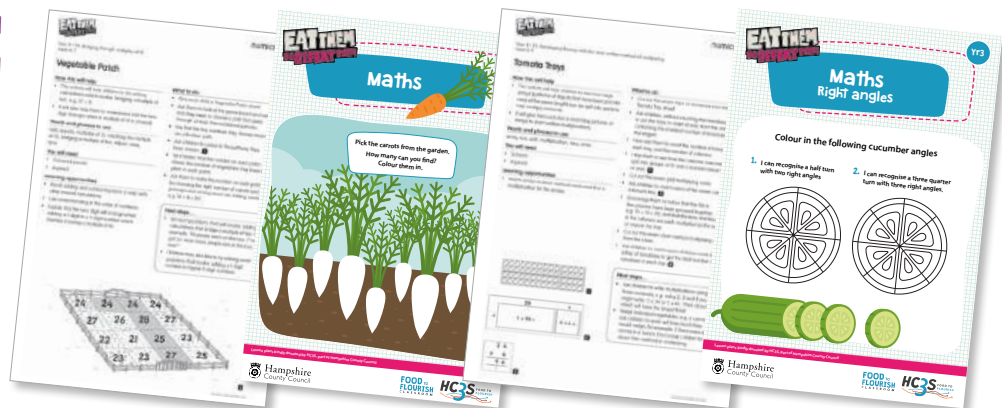
Eat Them to Defeat Them is a great opportunity for children to explore food from around the world and celebrate the diversity of food enjoyed by different families and cultures.

For different areas of the world we have compliant and teacher-friendly lesson plan adaptable across Reception/P1 to Year 4/P5 with the theme "Food from around the world". These have also been created by award-winning headteacher Dr Jason O'Rourke.



## MATHS & MORE

Vegetables aren't just for the canteen, they can be used in the classroom too. Oxford University Press and Numicon have created some KS1 and KS2 maths activity worksheets that you can download and photocopy to use in your lessons. These two activity worksheets focus on multiplication.



We also have veg-themed numeracy & literacy activity sheets which have been created, tested and kindly supplied by the team at Hampshire County Council Catering Services.

**EATTHEMTODEFEATTHEM.COM**  
 Downloads, feedback and more.  
 Don't forget to register to find out about future projects.



# STICKERS & DECORATIONS



The resources sent to your schools include rolls of participation stickers, one design for each of the five vegetables and enough for one of each per child. You'll also find a set of 14 decorations for your lunch space. The 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

***These stickers effectively say, "I tried vegetables today"***

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.

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.

# EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE 2025

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.

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

Their hard work deserves recognition. Whether they dazzled with daring displays, fashioned fabulous flavours or simply served with a sunshine smile they deserve our thanks and maybe a cash prize. Find out more: [EatThemToDefeatThem.com](http://EatThemToDefeatThem.com)



# ENGAGING FAMILIES



## Turning first tastes into lasting habits

How can we turn the excitement of Eat Them to Defeat Them, and that all important first taste of a new vegetable you'll deliver in schools, into lasting improvements in the children's diet?

Eat Them to Defeat Them works because three elements work together. The advertising and celebrity support builds excitement. The programme in schools encourages kids to try more vegetables. The rewards charts and sticker packs help parents and carers to turn those new experiences into lasting good habits.



## PREPARE FOR VICTORY

So, it is essential to the success of the campaign to engage your parents and carers. Here's how we can help:

- 1 As soon as possible...** Let them know it's coming and direct them to [EatThemToDefeatThem.com](http://EatThemToDefeatThem.com) which has a dedicated section and short video to inform and support families.
- 2 Early February...** Head to our website to download and send out this handy guide to help them get the most from Eat Them to Defeat Them.
- 3 Week of 10th March...** Let your families know the campaign has started in school and to look out for the take-home packs in school bags.



## RECEPTION POSTERS

We will send you a pack of three A4 posters to put up in reception, the school gate or other areas where parents and carers congregate. Please get them up in good time so they too join in.

POINT YOUR FAMILIES TO  
[EatThemToDefeatThem.com/families](http://EatThemToDefeatThem.com/families)



# FEEDBACK

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 April we'll have an online survey. Everybody is welcome to tell us what they think. You, your colleagues, the catering 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: [hello@vegpower.org.uk](mailto:hello@vegpower.org.uk)

## SHARE YOUR VICTORIES

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**



blaine collins RD @CollinsRhin - 11h  
#EatThemToDefeatThem gweud yn ddol!

...rumors up for our carrot  
tasting today as part of the  
#EatThemToDefeatThem programme! I wonder what vegetable we'll be  
tasting next week? @PueLoith

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. 🥕🥦🥦🥦 #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  
#eatculturenotts @SpringfieldPri1 🥕🥕🥕



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  
has left! #EatThemToDefeatThem @vegpoweruk



Newton Primary @NewtonPrimary · 2h  
Don't forget to eat the evil vegetables during the weekend. You need  
them to defeat them! #EatThemToDefeatThem dfr.ii/SLV8i8



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



John Donne School @JDPSoffice · 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\_ @HolyCrossCafe  
@lowler\_af @jalee2210



Primary School @SchoolCranford · 21h  
Thank you to our friends at @eatculturenotts for their work on  
peppers as part of @VegPowerUK's campaign  
#EatThemToDefeatThem. This week, the campaign focuses on #eatculturenotts  
specific display from ABM's Gaynor.

Co-op Academy Portland @coop\_portland · 16h  
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



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



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



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

