

**EAT THEM
TO DEFEAT THEM**



**PREPARE
FOR
Victory**

VEGPOWER



Sainsbury's

Tilda

CALLING PARENTS and CARERS

EAT THEM TO DEFEAT THEM
encourages kids to eat more veg.
It is award-winning and proven to
make eating vegetables more fun.
Last year 77% of parents said their
child ate more vegetables.

**STARTS
10TH
MARCH**

80% OF KIDS
DON'T EAT
ENOUGH
VEGETABLES!



WELL MATTERS!

If you are worried about your child's mood, behaviour and learning, a good place to start is their diet.

Studies have shown that the best diet for good mood, behaviour and learning is one that includes a regular eating pattern and a variety of food with 2-3 handfuls of vegetables per day.

**48%
of Parents**

Tell us they struggle to get their kids to eat vegetables.

HOW IT WORKS

SCHOOLS

The programme starts in schools on the 10th March with veg lessons and tasting events



STICKERS

Look out for your child coming home with a sticker when they try veg at school

FAMILIES

Your school will send home a reward chart to help you turn that behaviour into lasting habits.



FEATURING:



SWEETCORN



CARROTS!



PEAS!



BROCCOLI!



PEPPERS!

**ARE YOU
STRUGGLING
TO GET YOUR KIDS
TO EAT MORE VEG?**

We have helped over



MILLION

parents to get their
children eating more veg.

Find out how our experts
can help you.

VEGPOWER

VegPower.org.uk

SHARE YOUR VICTORIES

#EATTHEMTODEFEATTHEM

Why not share your best comic veg eating chomps!

Follow all the excitement:

@VegPowerUK

