


EAT THEM TO DEFEAT THEM 2025


Update: November 2024

The multi-award winning Eat Them to Defeat Them programme returns to schools for its seventh year in 2025. The programme is proven to increase veg consumption across the UK and support improvements in children's dietary health:

77%
PARENTS
of children who took part said they
ATE MORE VEGETABLES



62% PARENTS
of children who took part in schools
said they also
ATE MORE VEG



55%
OF PARENTS
REPORTED A LASTING CHANGE IN
THEIR CHILDRENS DIET



87% of children
want to
**do it
again**



74% schools
report children more
likely to finish veg &
**REDUCE
WASTE**



91%
SCHOOLS
want to run it
AGAIN NEXT YEAR



87% of children and 91% of schools have told us they wish to take part again in 2025.

Based on the feedback from schools and caterers we have refined the programme for 2025 to allow for greater flexibility. There will be a focus week starting on the 10th March, physical resource will be delivered shortly before with a guide available in January. The programme can just run during the focus week or be extended if desired through to the Easter holiday. Resources will be supplied for five veg-theme days.

The five veg themes will be: **Carrots, Broccoli, Red Peppers, Peas and Sweetcorn**

Caterers can choose to feature the veg themes at any time.

The schools & caterers will receive assets containing:

- Cut out decorations to put up in the dining hall/kitchen hatch
- A4 posters for reception to notify parents
- Participation stickers, enough for one of each of the five vegetable themes for every pupil
- Take home packs with a reward chart and sticker pack for each child
- Guide for schools and caterers
- Lesson plans
- Online activities
- Introduction assembly
- A digital flyer to further notify parents.