

**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!**



# VEG 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:**



**SWEET CORN**



**CARROTS!**



**PEAS!**



**BROCCOLI!**



**PEPPER!**

**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](http://VegPower.org.uk)



# GET HELP WITH SCHOOL COSTS



All primary school children in Wales can now access Universal Primary Free School Meals. Free school meals promote healthy eating and increases the variety of food options that learners are exposed to. Find out more and how to access wider support: [Get help with school costs | GOV.WALES](https://gov.wales/get-help-with-school-costs)



**FIND OUT MORE**





# SHARE YOUR VICTORIES

#EATTHEMTODEFEATTHEM

Why not share your best comic veg eating chomps!

Follow all the excitement:

@VegPowerUK

