

EAT THEM
TO DEFEAT THEM
2025

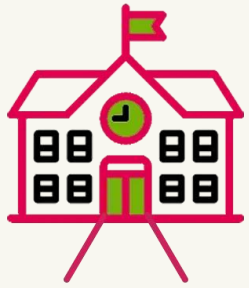


Sainsbury's *Tilda*

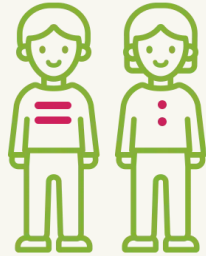
VEGPOWER

Reach

2025



1,511
SCHOOLS
TOOK PART IN
2025

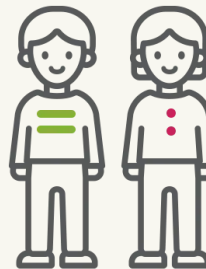


420,000
children
took part in **2025**

Since 2019



5,799 SCHOOLS
HAVE
TAKEN
PART



1.8m
children
have taken part
in schools



**EAT THEM
TO DEFEAT THEM
2025**



**Secretary of State Steve Reed MP OBE visited
Sunnyhill Primary**

**WATCH THE
SHORT VIDEO**



School resources

All children received a reward chart & sticker pack to take home

A3 Reward chart & with stickers



Posters



Decorations

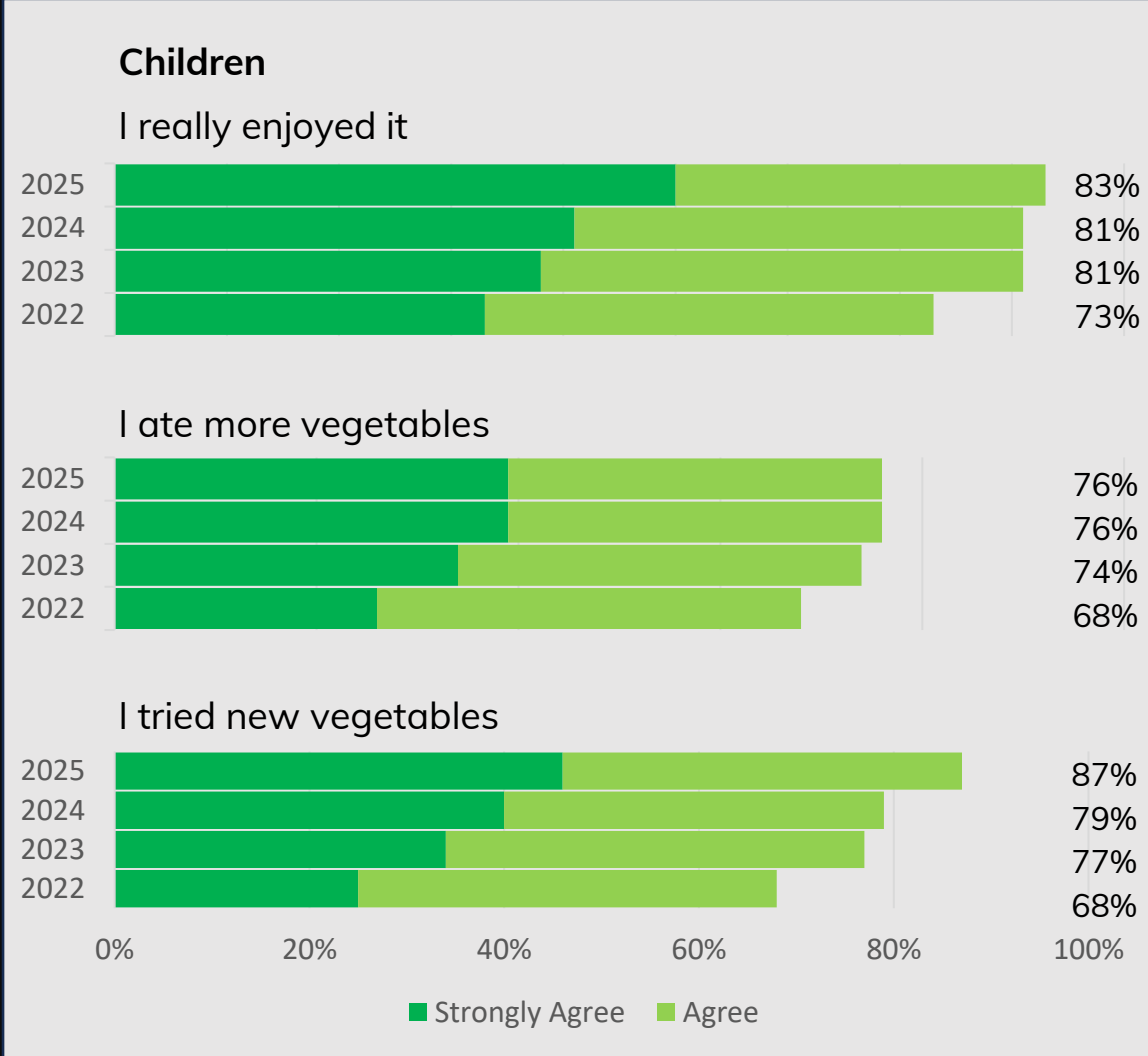
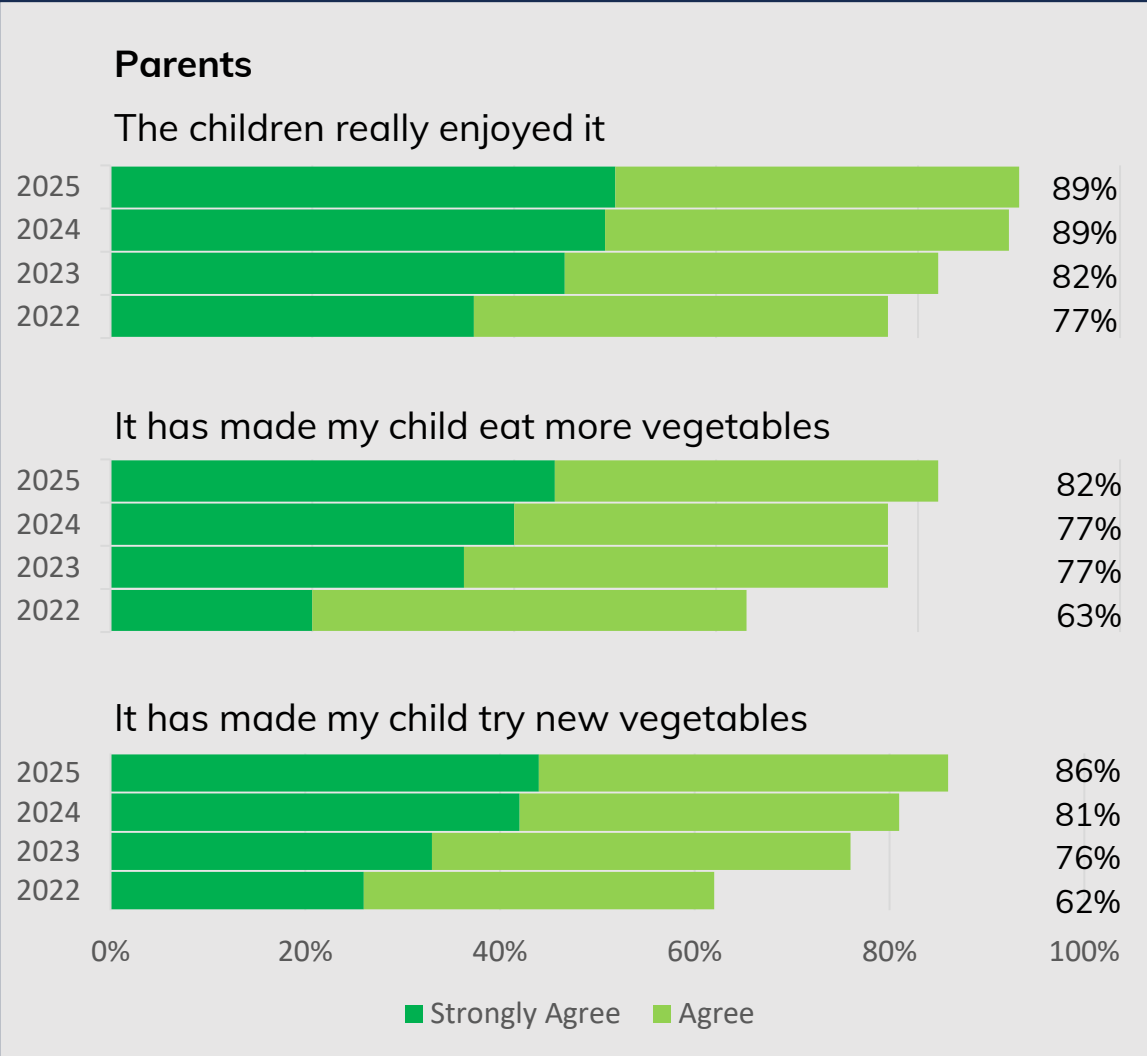


50mm participation stickers for schools



+ lesson plans, class activities and assembly for schools

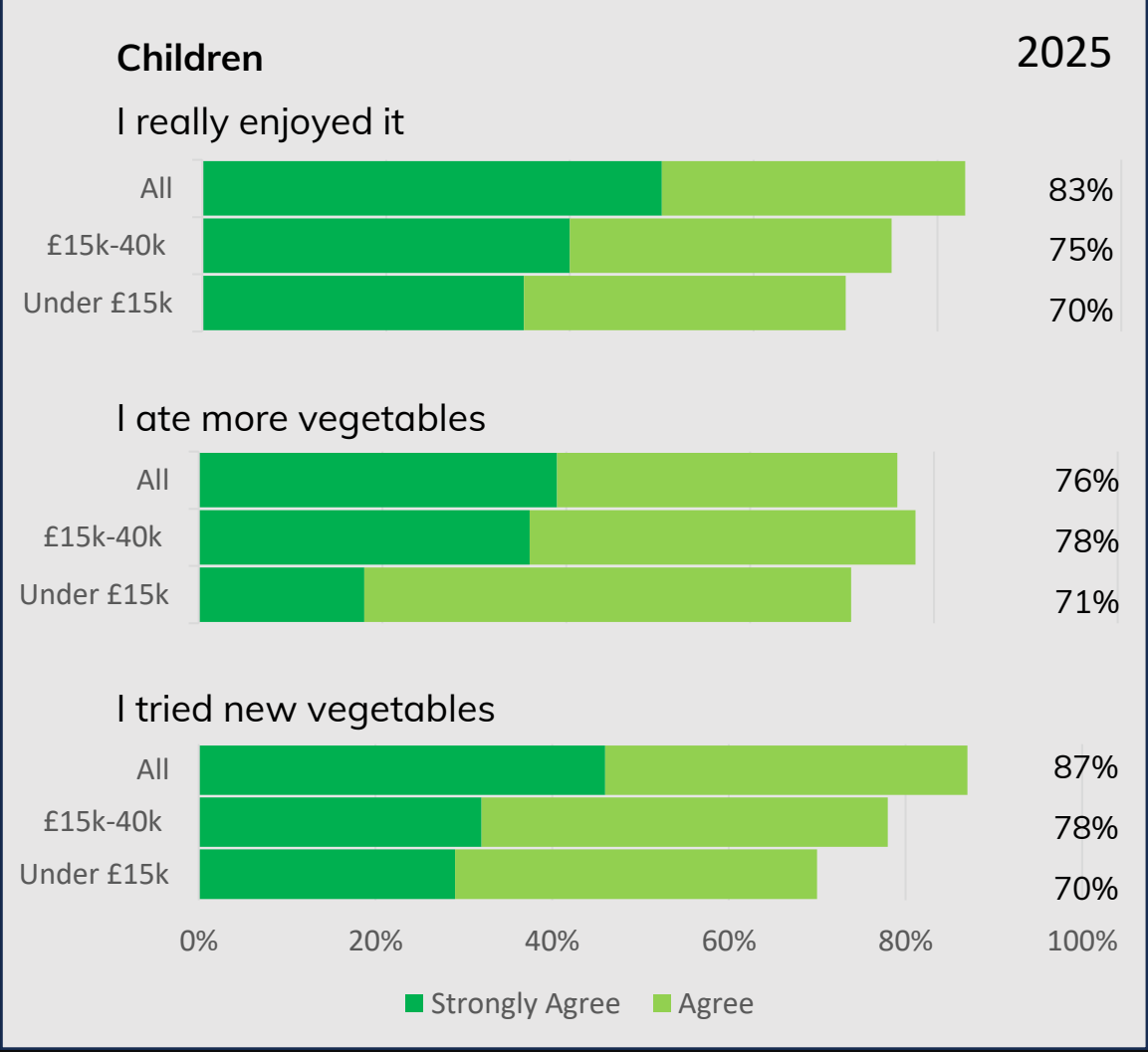
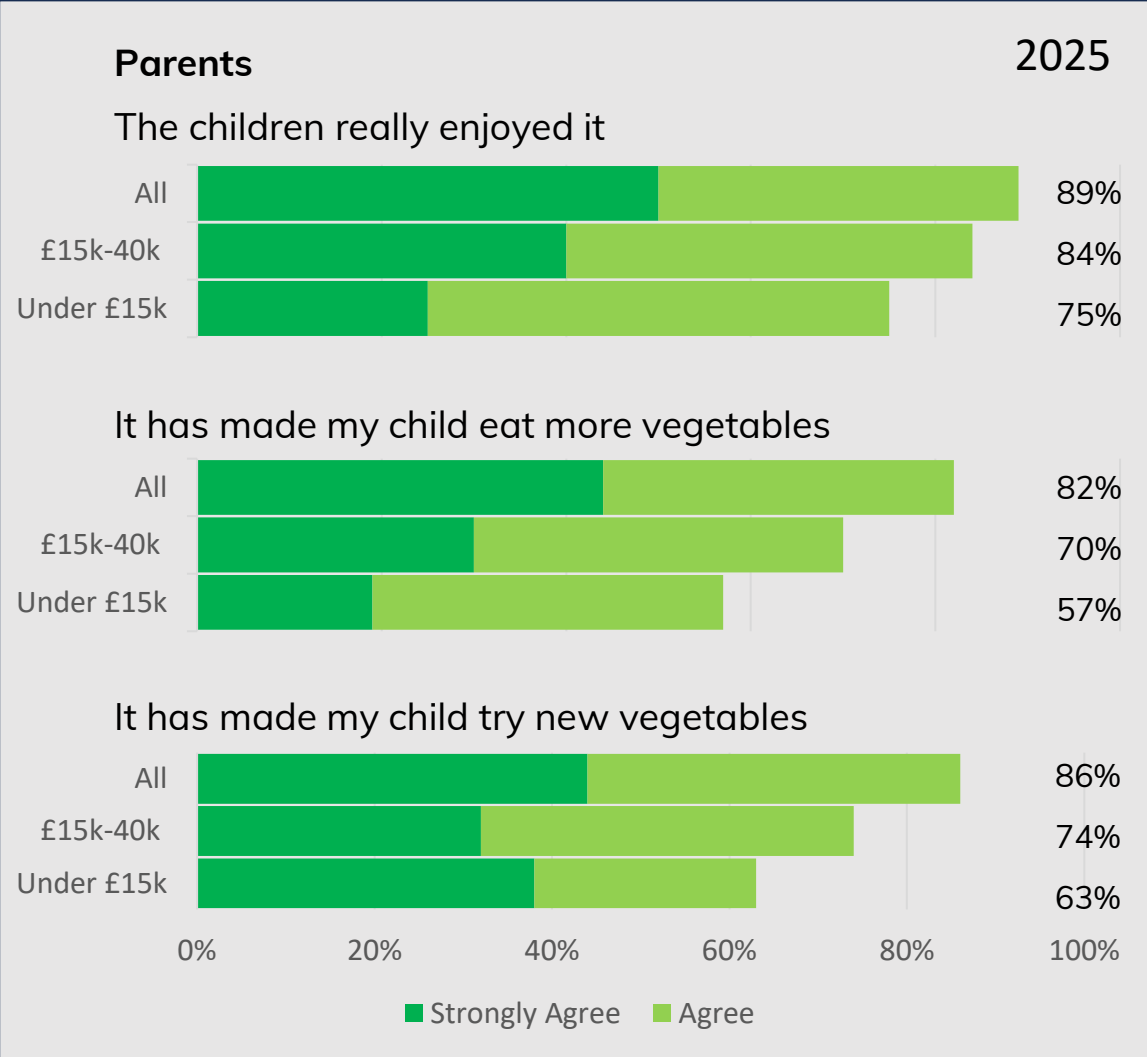
Impact at home



Sample size 559 who took part in Eat Them to Defeat Them 2025.

Household income

Little differentiation due to household income



Sample size 559 parents & children who took part in Eat Them to defeat Them 2025.

Reward charts

4.25 million sent home over 7 years

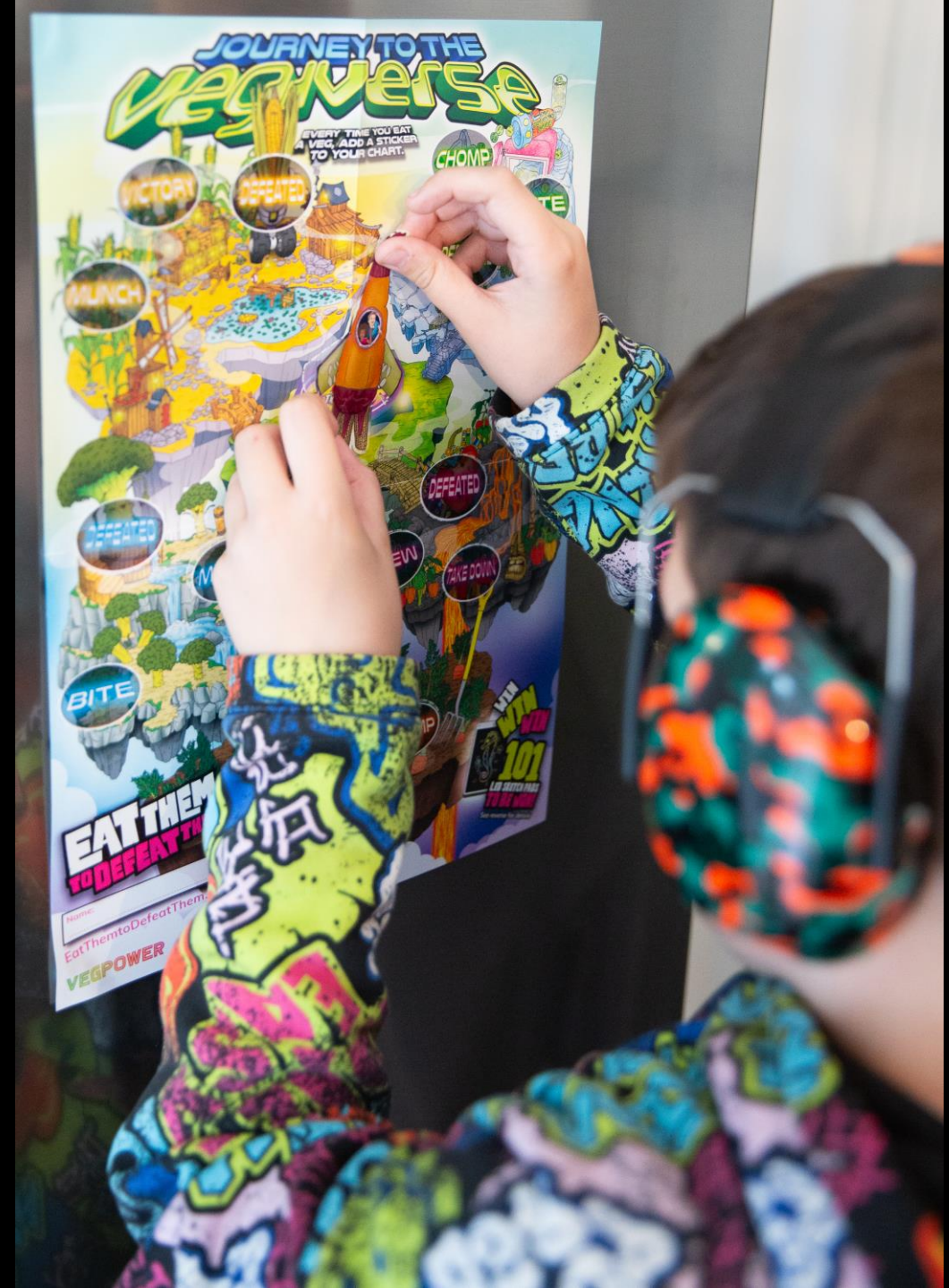
What happens to them?



Don't get noticed

79%
Get used

What happens to these?



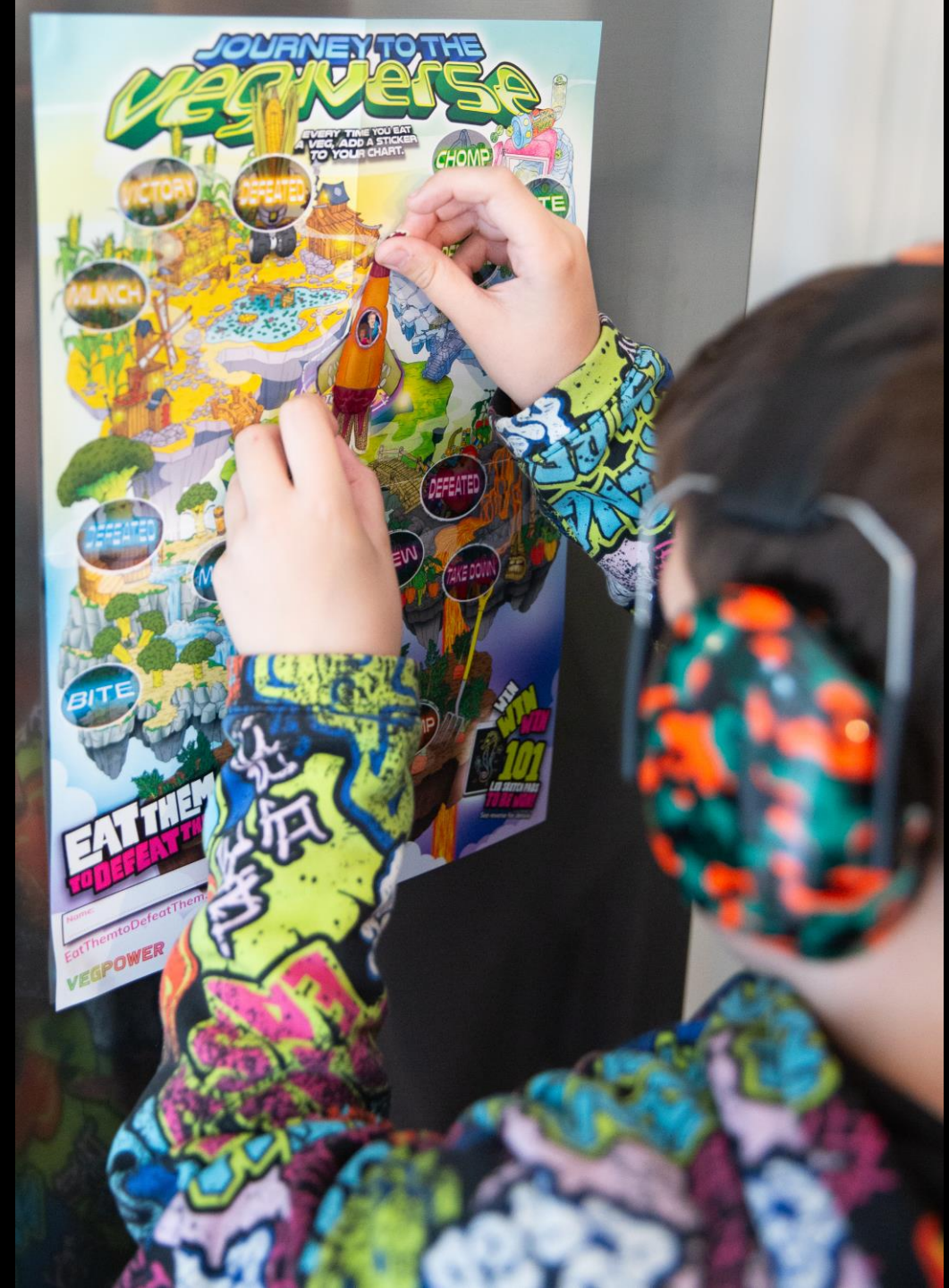
Reward charts

What happens to the 331,800 (79%) that are used?

What did you do with the wall chart?



Did you complete the wall chart?



Reward charts

What impact did they have?

Child: I enjoyed it

91%

Parent: My child ate more veg because of it

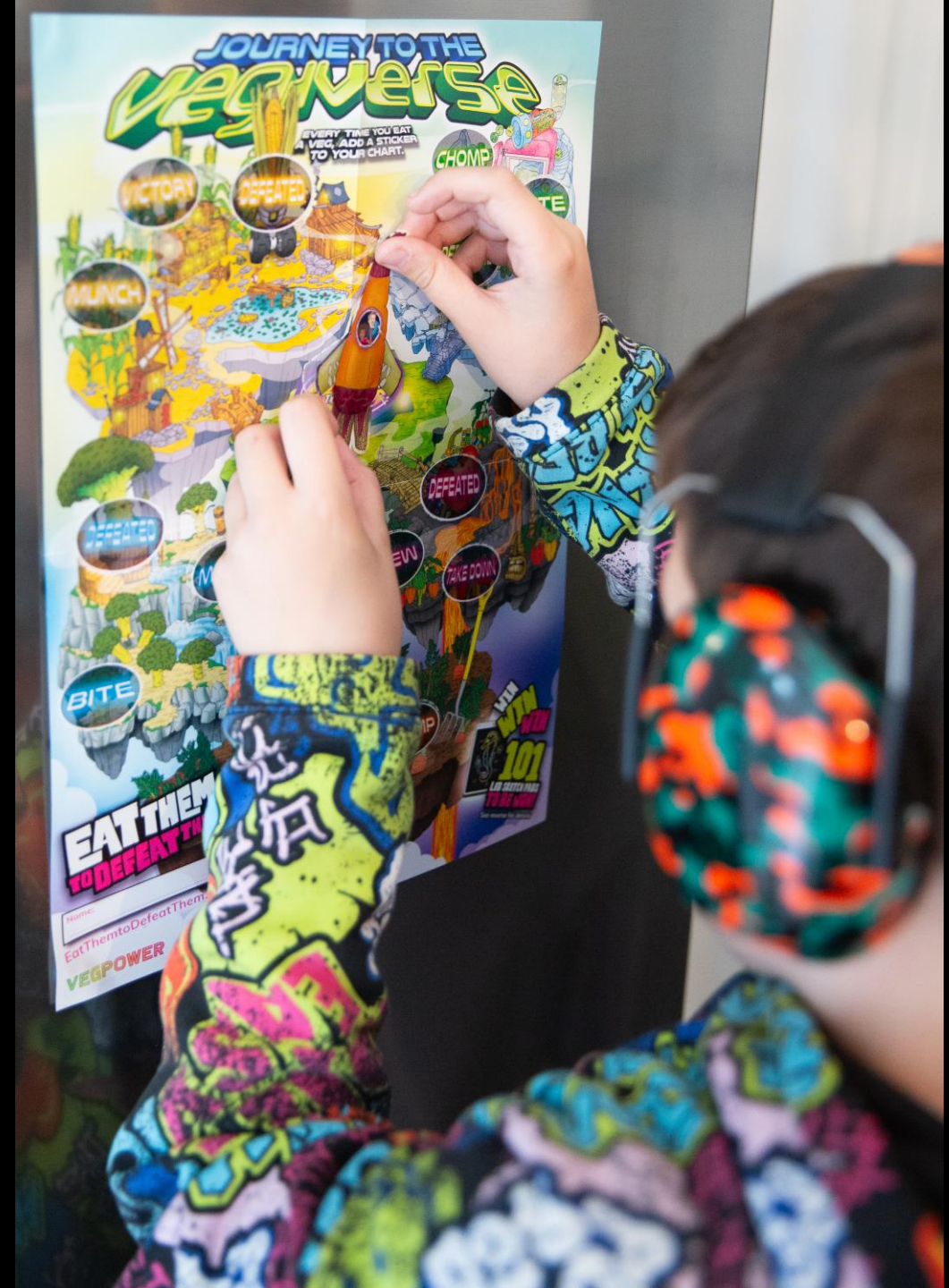
87%

Parent: My child was more likely to finish their veg

85%

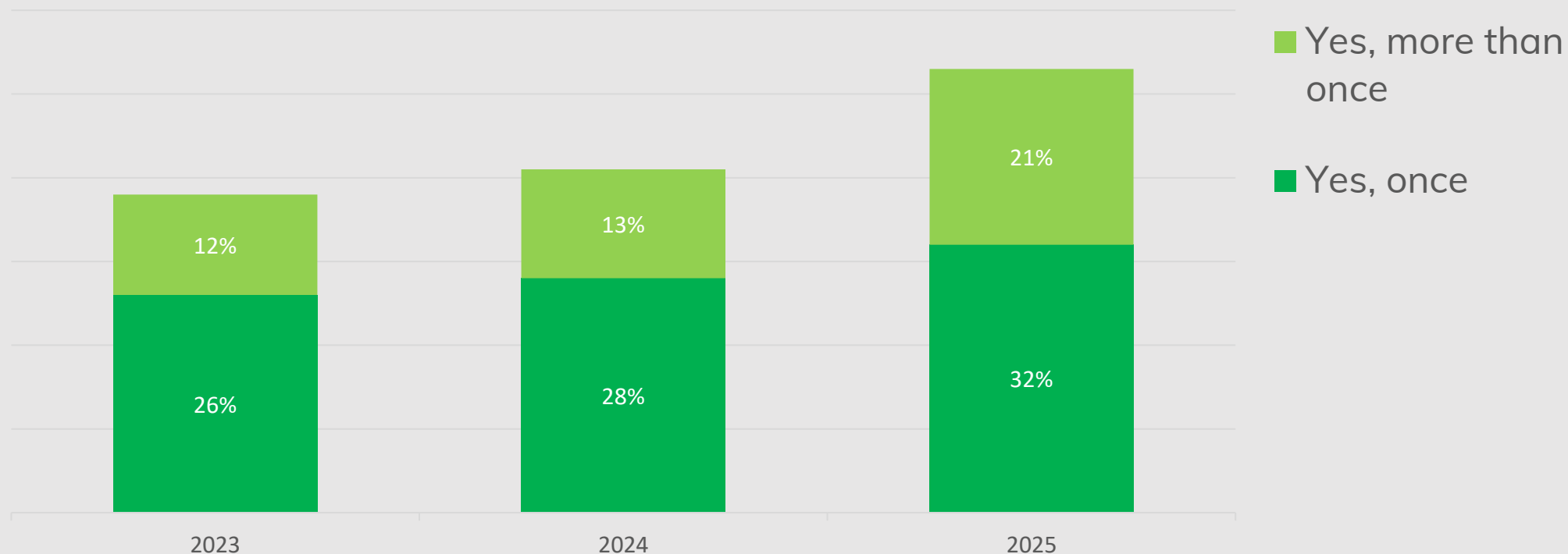
Parent: My child ate a wider variety of veg

82%



Repeat participation

Parents: Has your child taken part in the Eat Them to Defeat them before?



Power of repeat participation

Parents who have taken part before: What sort of impact has the Eat Them to Defeat Them programme had on your child's likelihood to eat vegetables?

2023



2024



2025



- It has had a positive long-term effect on the number/variety of vegetables my child eats
- It has a positive short-term effect on the number/variety of vegetables my child eats
- It has had no effect on the number/variety of vegetables my child eats
- It has had a negative effect on the number/variety of vegetables my child eats

60%

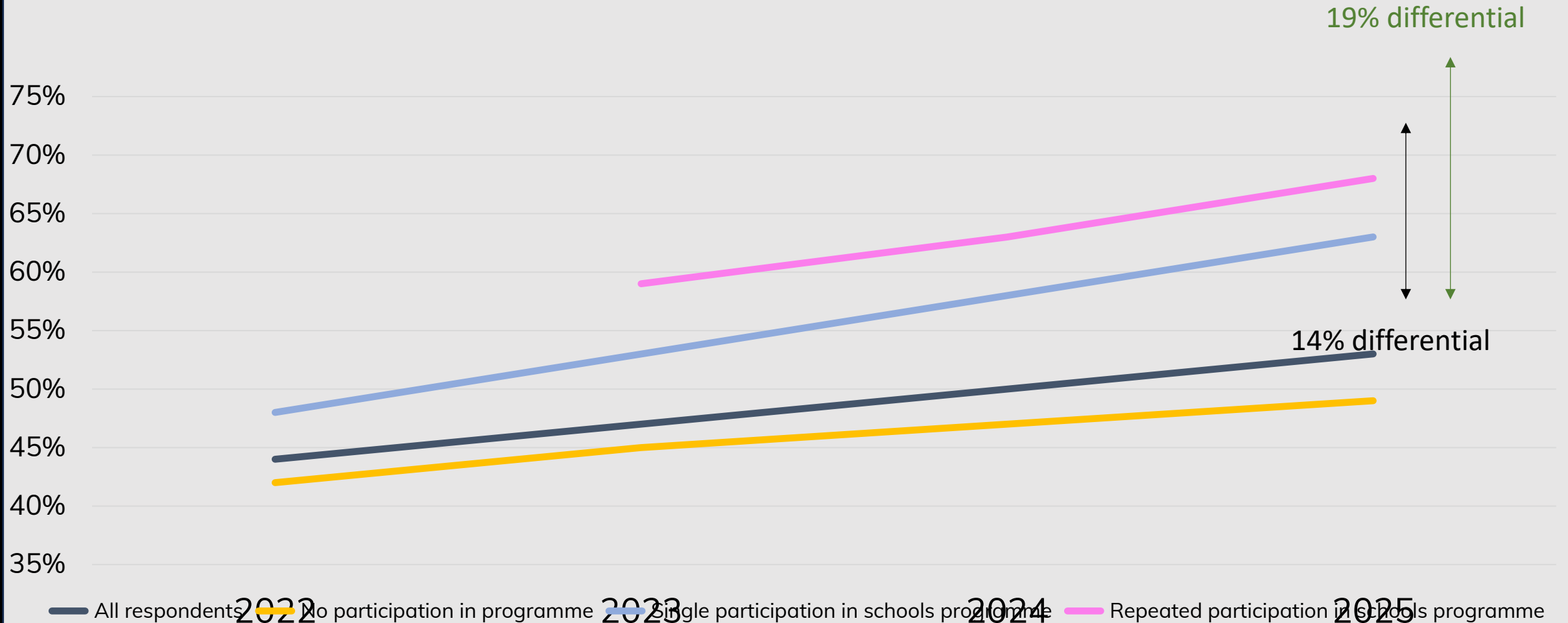
OF PARENTS

REPORTED A LASTING CHANGE IN
THEIR CHILDRENS DIET



Impact on veg consumption

Parent: My child eats 2-3 handfuls of vegetables / day



Power of repeat participation

3.5 portions/day

Average consumption for children who have taken part in Eat Them to Defeat Them multiple times.

2.2 portions/day

Children who have never taken part in Eat Them to Defeat Them



60% MORE
VEGETABLES
EATEN BY CHILDREN
WHO TAKE PART



What parents say...

Great initiative! It put Broccoli on the list of veggies that are 'ok to eat'! ;)

It helped my child in creating interest to eat more vegetables. He was excited to finish the map. Good initiative.

Its a very efficient and helpful way to make children eat all vegetables and will try to make more efforts and encourage them to eat healthy food.. Thank you for the support! Really appreciated..keep going!

Its so good my child loves it

*We loved this programme!
Bring it back more often :)*

My son loved it! The mission pack was great - the stickers were a nice touch and the name 'mission pack' was very encouraging- the whole idea of a mission really captured his imagination. The stickers he got from school for trying a different 'veg of the day' were also a hit!

Thank you for the mission you started it made my work easy I don't need to explain more about eating veg is healthy and the kids loved it

This is an ideal , educative, fun way to get children eating more vegetables. I think this should be done more often.

WE really enjoyed this theme at school, this add up interest for the kids to try new veggies. Please continue Eat them to defeat them every year and if possible twice on a year 👍

Desire to repeat

Parents: If it was your decision, how likely would you be to run the Eat Them to Defeat Them programme in your child's school again next year?

2022



2023



2024



2025



■ Very likely

■ Quite likely

93% of **ADULTS**
want to
**do it
again**

Desire to repeat

Child: If it was your decision, how likely would you be to run the Eat Them to Defeat Them programme in your child's school again next year?

2022



2023



2024



2025



■ Very likely

■ Quite likely

89% of **CHILDREN**
want to
**do it
again**

EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE

Tilda

SPONSORED BY



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.

Schools Survey

Over 300 schools shared their thoughts:

97% the children
really
enjoyed it



90% Children
ATE
MORE
VEG
with their school **Lunches**



78% children were more
likely to **FINISH**
their veg which
REDUCED
WASTE



45% of schools
report that the
programme encourage
more children to
TRY
SCHOOL
MEALS



4.6/5 ★★☆☆
the **information** ★★
and the **support**
you received for the programme

94%
SCHOOLS
want to
DO IT AGAIN next year



What teachers say...

The resources on the website were amazing. The whole school took part, and each class has a different activity. Lovely resources! Teacher, Bridgend

The children had vegetables they hadn't tried before which was brilliant!
TA Buckinghamshire

Great resources which engaged the children. Very well organised and planned so didn't require much from school staff/caters which was brilliant. Teacher, Wakefield

As soon as they saw the 'Eat Them to Defeat Them' logo in the assembly I led to introduce it, they were very excited! They remembered the logo from previous years.
Teacher, Oxfordshire

As head of the Healthy Schools Team - I really appreciate this campaign and we always promote it in our school. We use the stickers throughout the school year at lunchtimes to reward children who bring a healthy lunchbox or eat or their vegetables in the school dinner. The posters really helped promote the campaign. I teach the Reception children and they were keen to bring in their completed charts and tell me all about the vegetables that they had eaten. Teacher, Cardiff

We've run the programme for a few years now and we've found the biggest impact is children being more willing to try and taste new vegetables.
Headteacher, Essex

Amazing initiative to get children trying a vegetable. Parent feedback was fantastic again. Teacher, Narberth

Schools Survey - Assets

Take-home reward charts and stickers packs

Used by 96% of schools

93% reported that they worked well

Participation stickers

Used by 99% of schools

97% reported that they worked well

Lesson plans

Used by 37% of schools

84% reported that they worked well

School Assembly

Used by 72% of schools

95% reported that they worked well

Digital flyer for parents

Used by 71% of schools

90% reported that they worked well

Conclusions

Continues to improve each year

Driven by repeat participation + older age support

Works across all income brackets

Positive impact on school meals uptake and consumption

Resources are well used and appreciated by families and schools

