



VEGPOWER

Sainsbury's



# 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 82% of parents said their  
child ate more vegetables.

**STARTS**  
**2<sup>ND</sup>**  
**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.

## GO! MORE VEG

**On average children who take part more than once permanently increase their veg consumption.**



# HOW IT WORKS

## SCHOOLS

The programme starts in schools on the 2nd 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!**

**PEPPER!**

**BROCCOLI!**





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

We have helped over

★ 1 ★ ★ ★  
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)