

**EAT THEM  
TO DEFEAT THEM**



**PREPARE  
FOR  
VICTORY**

**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:**



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