



Food Sense **Wales**
Synnwyd Bwyd **Cymru**

Part of Cardiff & Vale Health Charity, RCN 1056544

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[Food Sense Wales](#)



VEGPOWER



Vegetable Summit

2017

 #PeasPlease

The Vegetable Summit 2017



Only
1.2%

of advertising
spend is on
vegetables





The Peas Please Creative Advertising Award 2017

The 10 finalists....




The Vegetable Summit 2017



79.1%
OF CHILDREN 5-10Y

95.5%
OF CHILDREN 11-16Y

NOT EATING
ENOUGH VEG




Source: www.foodfoundation.org.uk

79.1%
O BLANT 5-10 OED

95.5%
O BLANT 11-16 OED

DDIM YN BWYTA
DIGON O LYSIAU



www.foodfoundation.org.uk



Graeme Hall

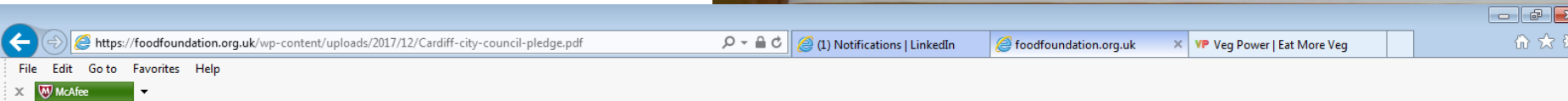


VEGGIE POWER



#VEGGIEPOWER

 #PeasPlease



1

Town and cities commit to become urban veg pioneers, with city wide initiatives on skills, planning and/or procurement, campaigns and initiatives to drive up veg access & consumption and reduce waste

This aligns with point 6 on the commitments framework

Commitment details

Cardiff Council will support the city in becoming a Veg City in partnership with Food Cardiff. The Council will undertake the following 3 commitments:

1. We will promote the winning Veg Campaign which is aimed at 5-11 year olds to get them eating more veg. Specifically we will promote the winning poster / advert entry on the Council's internet front page, in the schools head teachers newsletter and encourage all schools to further promote the initiative.





GIG
CYMRU
NHS
WALES

Bwrdd Iechyd Prifysgol
Caerdydd a'r Fro
Cardiff and Vale
University Health Board



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Home > News index > Veg Power campaign chosen by Cardiff primary school pupils launches today!

Search Go

Veg Power campaign chosen by Cardiff primary school pupils launches today!

Thursday, 18 January 2018

Cardiff and Vale UHB joins Hugh Fearnley-Whittingstall to back innovative campaign encouraging us to eat more veg.

In The News



https://analytics.twitter.com/user/fairfoodcardiff/home

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McAfee


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Jan 2018 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 8,343 impressions

It's here! The current annual UK veg advertising budget is sprout-rageously low. We've launched **#VegPower** **#NerthLlyisiau** today and have unveiled the winning poster ad in 5K locations across Wales and UK to highlight the need for a dedicated **#VegAdFund** foodcardiff.com/cardiff-joins-... pic.twitter.com/CXIsUUv5LX



2 31 52


View Tweet activity View all Tweet activity

Top Follower followed by 103K people

Top mention earned 137 engagements

Creigiau @CreigiauABC · Jan 18

Thank you to our great kitchen staff celebrating **#VegPower** / Diolch staff y gegin-am hwyl iachus!@cardiffschmeals @fairfoodcardiff pic.twitter.com/z1wkd8a8iB



9

View Tweet

Top media Tweet earned 6,638 impressions

Something veggie exciting taking place in **#Cardiff** this afternoon. WATCH THIS





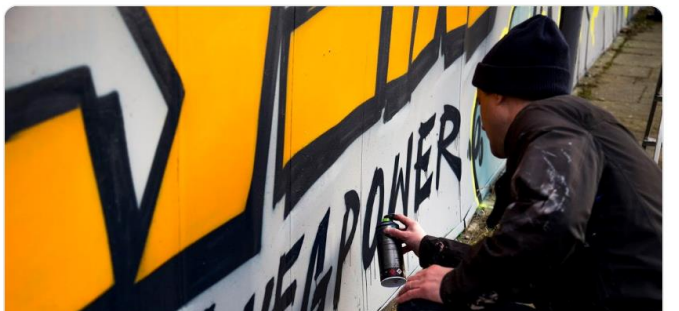
Food Cardiff
@fairfoodcardiff

Something veggie exciting taking place in #Cardiff this afternoon. WATCH THIS SPACE 🥕🥦🍆 #VegPower #NerthLlysiau @cardiffcouncil @onersigns



Food Cardiff
@fairfoodcardiff

Look out for #VEGPOWER and #PeasPlease on tonight's episode of #BritainsFatFight with @HughFW . Will Cardiff's Veg Power graffiti wall make an appearance?



Brilliant to see #vegpower in @coopuk in #cardiff @fairfoodcardiff @amberfood @Food_Foundation @CCFC_Foundation @cardiffcouncil



FitFun
@FitFunCardiff

Following

FoodandPlay - a healthy eating and play based afterschool club in Cardiff @HTPSchool supporting #vegpower



You Retweeted



Cardiff Council @cardiffcouncil · Jan 19

Meanwhile, with the help of @fairfoodcardiff we're going to be calling on our reserves of #VegPower to help give residents the opportunity to make healthier choices and make Cardiff a 'Veg City'. The hard work starts here...



“With Food Cardiff’s collective power, we have had more than a million social media interactions, from hospital GP screens to Veg Power graffiti on the Taff Embankment, and from TV appearances to Veg Power posters in schools and on bins and planters across the city”



<https://foodfoundation.org.uk/publication/2018-peas-please-progress-report/>



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