

VEGPOWER

- 14h00** Welcome, housekeeping and introduction to Sustainable Food Cities and Veg Cities – Sofia Parente, Sustain/Sustainable Food Cities
- 14h10** Veg Power 2020 plans and resources – Dan Parker, Veg Power
- 14h40** Glasgow case study – Abi Mordin, Glasgow Community Food Network
- 14h55** Q&A
- 15h10** Ends





57 members





Sustainable Food Cities

6 Key Issues

- Promoting healthy and sustainable food to the public
- Tackling food poverty and increasing access to affordable healthy food
- Building community food knowledge, skills, resources and projects
- Promoting a vibrant & diverse food economy
- Transforming catering and food procurement
- Reducing waste & the ecological footprint of the food system.







Creating Roots to Market in Glasgow



Edinburgh becomes a Veg City



Aberdeen project takes up veggie school meals



Veg invasion kept at bay in County Durham school



Overhaul of children's menus in Cambridge restaurants



Souper fun at Middlesbrough primary schools



Rugby club helping to tackle low veg consumption in Hull



Competition is on to find the best grab'n'go recipe in Brighton and Hove



More vegetables at holiday lunches in Cambridge



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EAT THEM
TO DEFEAT THEM
2020

SCHOOLS PROGRAMME



Dan Parker | Chief Marketing Officer | Veg Power

AGENDA

EAT THEM
TO DEFEAT THEM
2019

EAT THEM
TO DEFEAT THEM
2020

EAT THEM
TO DEFEAT THEM
SCHOOL
POWER PACK

itv

VEGPOWER

EAT THEM
TO DEFEAT THEM



TV ADVERTISING

Advertising across ITV's network - 25 January – 14 April



38.2M

AUDIENCE REACH

65%

PARENTS

44%

KIDS

TV ADVERTISING

Advertising across ITV's network - 25 January – 14 April



69%

KIDS LIKE IT (6-11 YEARS)

57%

MORE FUN

42%

EAT MORE

YouGov®

EDITORIAL SUPPORT

Over 5 hours of editorial support on ITV biggest shows







MEDIA SUPPORT

Increased reach through other media channels

CINEMA



1.8M
ADMISSIONS

PRESS



4.7M
IMPACTS

BEANO



368K
ONLINE REACH

FirstNews



2.2M
READERS (7-14 YEARS)

POSTERS

We've secured hundreds of 6-sheet and digital poster sites across the UK and thousands of A1 sites in communities



63M

ADVERTISING
IMPACTS



£1.7M

FREE ADVERTISING



+ thousands of A1/A3/A4 in communities

RETAIL PARTNERSHIPS



BROCCOLI IS THE VEG OF THE WEEK. TIME TO STOP THE INVASION.

Because most kids aren't keen on vegetables, they miss the healthy goodness they offer. So Aldi, ITV and Veg Power have hatched a plan to warn kids that vegetables are taking over the world and the only way to defeat them is to eat them!

EAT THEM TO DEFEAT THEM

OFFERS
SUPER 6
 EAT FRESH FOR LESS WITH SUPER 6
 Every fortnight there's 6 great new offers on fruit & veg at amazingly low prices. Turn to page 27 to see what's in store.

**NOT APO
 EAT THEM TO DEFEAT THEM**

GAMES
DOWNLOADABLE REWARD CHART
 Find fun games and materials at aldi.co.uk/veg-power

RECIPES
RECIPE INSPIRATION
 Discover amazing vegetable recipe ideas at aldi.co.uk/veg-power

ALDI are proud to support **VEGPOWER** **itv**

ocado
 12 hrs · G

Love carrots? Us too (hard not to when they're so colourful). Here are an extra #5ReasonsToEat VegPowerUK's vegetable of the week:

1. They're packed with vitamins, fibre, antioxidants and minerals – not all hero foods wear capes.
2. They're perennial so you can get them whenever you fancy and are, generally, inexpensive.
3. Their flavour versatility makes them one of our favourite veg – they taste great in both savoury and sweet dishes, as well as juiced...

See More

Susan Phillips, Agnes Winchester and 28 others · 3 Comments · 1 Share

Co-op Food
 @coopukfood

Are your kids taking part in the Veg Power campaign? Give our carrot fritter recipe a try. **Perfect for lunches and snack time**
[#EatThemToDefeatThem coop.uk/2DXyb6F](https://www.coop.uk/2DXyb6F)

7 DAY DEALS
 WHEN IT'S GONE IT'S GONE

EAT THEM TO DEFEAT THEM

only **69p** each was **£1**

Iceland
 Available in store and at iceland.co.uk

Offer valid until 22.03.2019, 12.00 in store. Available for delivery call 03 30 30 30. Subject to availability. Subject to availability. With restrictions. See in store for details. © Iceland Foods Ltd 2019.

EAT THEM TO DEFEAT THEM

EAT THEM TO DEFEAT THEM

EAT THEM TO DEFEAT THEM

EAT THEM TO DEFEAT THEM

150

Aldi Stores UK
 @ALDIUK

Veg of the week at only 49p. Let's get your little fussy eater to #EatThemToDefeatThem... Just spot the hidden amongst our feed for the chance to #WIN £5 towards your weekly fresh fruit and veg. T&Cs apply: bit.ly/2DVgOU4

Chantenay Carrots
 49p/500g

EAT THEM TO DEFEAT THEM

7:25 AM - 5 Feb 2019
 71 Retweets · 54 Likes

Tesco
 @Tesco

These delicious easy-to-make carrot cake squares are definitely putting those pesky carrots to good use (and a great treat for half term)!
 #VegPower #5aDay
 #EatThemToDefeatThem

2 · 7 · 25 · Show this thread

YOUR MONEY'S WORTH MORE AT ASDA

40%

Pick of the Week

Great offers, every single week.

Asda
 @asda

Want to do your bit to support @VegPowerUK in defeating the evil vegetables? Take a look at our ultra-tasty veggie recipes that kids will wolf down #EatThemToDefeatThem asda.gl/vegpowers

5 · 17



REWARD CHARTS & STICKERS

Rewards & sticker charts printed and download online

300,000

Packs in primary schools



Probably the best TV advert ever.
 #TheVegAreComing #EatThemToDefeatThem

Thirzah Wildman @ThirzahWildman
 #EatThemToDefeatThem These carrots have no chance!
 @VegPowerUK @washingborough

VegPowerUK @VegPowerUK · Jan 25
 Thanks to the TV ad my son is obsessed with eating
 peas..... he keeps quoting "your going down peas!"
 #EatThemToDefeatThem



BobHeath22 @TheShrubberySch have you seen
 lots of brilliant suggestions to get kids
 to eat veg like they are
 #eatthemto DefeatThem
 celery perfect for teething

Saransivaram @SarahsNosh
 I was unsure too until my 10 year old daughter stuck the
 #EatThemToDefeatThem sheet from her @BeanoOfficial
 on the wall next to the dining table and has since eaten
 all the veg on her plate before logging it. It really hasn't
 led to veg being seen as bad... just fun.

Ryan Polly @ryan_polly
 Such an incredible campaign. Love
 this commercial.
 #EatThemToDefeatThem
 youtube.com/watch?v=iLeKt...



Matt Jones @MatthewWilliamJ
 My seven year old sisters have been watching this on
 repeat all morning. Genius #EatThemToDefeatThem

Natalia
 Leandro is loving the
 #EatThemToDefeatThem campaign! @ITV He
 says he will be eating his fruit and veg from
 now on



Kate Higgins
 I've been slow
 but loving #E
 adverts and
 pics from s
 our staple v
 served with mince, hidden
 in carro



Victoria Page @ta...
 I really like this spot by @ITV and @VegPower
 it made me laugh and refreshing to see a different st
 #eatthemto DefeatThem



Carrie Eeles @Amia_Cat
 Probably the best TV advert ever.
 #TheVegAreComing
 #EatThemToDefeatThem



Sussex Born & Fed @Born_And_Fed
 Have you seen the #EatThemToDefeatThem
 ads. My seven year old sisters have been watching the ad on repeat
 all morning. Genius #EatThemToDefeatThem

Steve Challouma @SodoC · Feb 6
 Veg Power inspired art from 7 year old Frank. He's ready for the battle!!!
 @VegPowerUK #EatThemToDefeatThem @HughFW @jamieoliver
 @BirdsEyeUK #VegPower



buildinghealthylegacies · Follow
 Salmon, Oregon
 buildinghealthylegacies · Snack time
 These boys are enjoying their crunchy
 snacks while supporting @jamieoliver who
 is constantly working hard at promoting
 healthy eating for children 🌱
 #eatthemto DefeatThem #jamieoliver
 #health #veggowar #veggpower
 @buildinghealthylegacies
 #buildinghealthylegacies
 #buildinghealthylegacies #food
 #wellness #eatrealfood
 #carrot #the
 #potterho
 #candle #a
 #thealthies
 #childhood
 #toddlers
 #adults #k
 #cookingwith
 Lauren Bajdala-Brown @LoloBeeBee
 Wow, my 4 year old just saw the new ad campaign for
 #eatthemto DefeatThem by @VegPowerUK and asked me
 for a pepper immediately. He also asked to see the advert
 Amazing! @ITV @GMB

Keeping The Plot @KeepingThePlot
 Replying to @TheGrocer and @JoannaBlythman
 I was unsure too until my 10 year old daughter stuck the
 #EatThemToDefeatThem sheet from her @BeanoOfficial
 on the wall next to the dining table and has since eaten
 all the veg on her plate before logging it. It really hasn't
 led to veg being seen as bad... just fun.



Deanna @deanna_ginge98
 Replying to @AldiUK @VegPowerUK @ITV
 #eatthemto DefeatThem !! What an
 awesome idea!



Eat Them To Defeat Them | ITV
 Eat Them To Defeat Them is a r
 advertising campaign, launching
 youtube.com



**EAT THEM
TO DEFEAT THEM**

**IT'S CRUNCH
TIME!**

VEGPOWER



itv

CARROT WEEK 4 FEBRUARY 2019

CHEFS



SCHOOLS



Did you eat carrots?

KIDS

17%
NO AD

29%
SEE AD



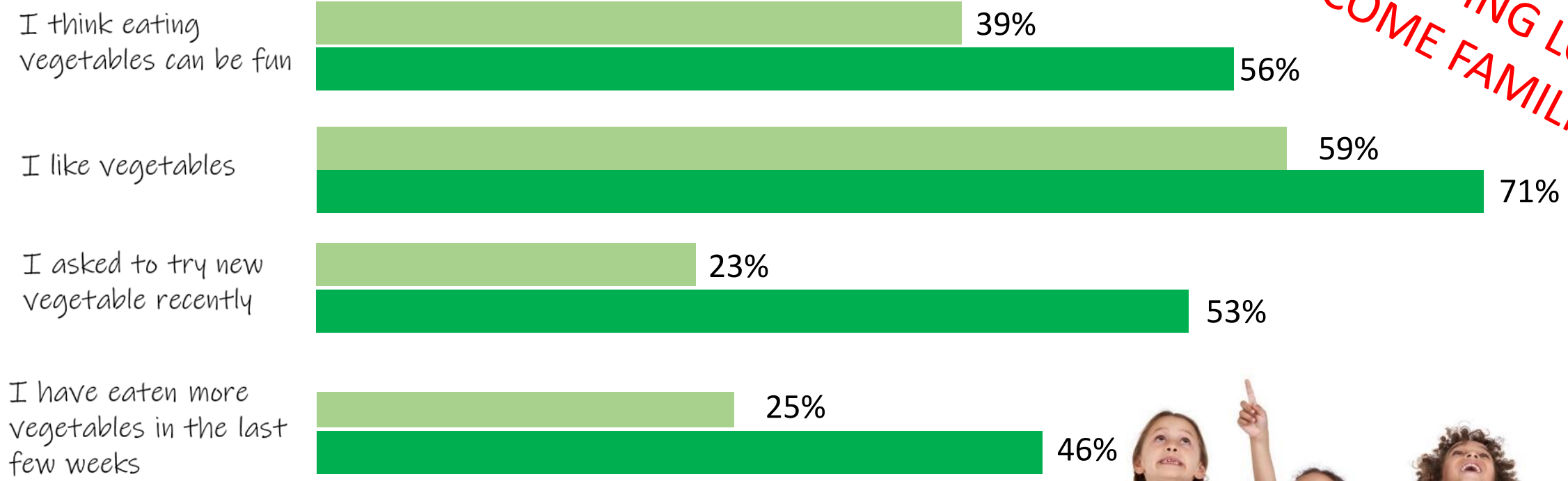
SUPERMARKETS

INDUSTRY

ATTITUDES & CLAIMED BEHAVIOUR

Childwise online survey of 1,000 kids

INCLUDING LOW INCOME FAMILIES



■ Not seen advert ■ Seen advert

Full campaign report: November 2019



A close-up photograph of a young girl with long, light brown hair and green eyes. She is smiling broadly, showing her teeth, and holding a bright yellow ear of corn in front of her mouth. The background is a soft-focus outdoor setting with green foliage and a blurred crowd of people.

+1.7%

UNDER 16's

Veg consumption

KANTAR **WORLD**PANEL



2.3%

POSTIVE IMPACT

on vegetable sales

nielsen

More channels
More schools
More veg

EAT THEM
TO DEFEAT THEM

FEB 2020

itv

4 SKY



EAT THEM TO DEFEAT THEM 2020

CARROTS

24 February



BROCCOLI

16 March



PEAS

2 March



TOMATOES

23 March



SWEETCORN

9 March



PEPPERS

30 March



SCHOOLS

Engagement



SOCIAL

Affirmation

ADVERTISING

PUBLICITY

Awareness

Excitement



HOMES



Repeat > Reward > Normalise

SUPERMARKETS

Promotions



CHEFS

Inspiration



EAT THEM
TO DEFEAT THEM
school
power
pack



EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

REWARDS CHART & STICKER PACKS

A new take home reward
chart for every kid with
guide for parents

KIDS



Encouraging new veg at home

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

COMIC COMPETITION OR POSTER COMPETITION

National competition
with great prizes to
engage kids with veg

KIDS



Engaging through creativity & play

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK



ASSEMBLY PLANS
Vegetable assembly
about the campaign and
activities in the school

SCHOOLS

To kick off the launch in schools

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK



LESSON PLANS

Veg themed numeracy & literacy plans (supplied by Hampshire CC)

SCHOOLS

Familiarity through learning

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK



DECORATIONS

Colour in cut-outs to decorate school with options for TastEd

SCHOOLS



Familiarity through play

EAT THEM TO DEFEAT THEM

SCHOOL POWER PACK



SCHOOLS COMPETITION
Cash prizes to encourage new ideas, activation and feedback

SCHOOLS

Extra motivation for schools

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

TASTING TABLES

A guide to setting up tasting tables for each veg of the week

CATERERS



Encourage kids to sample new vegetables

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

VEG STICKERS

To encourage the kids to try the veg of the week and inform the parents.

CATERERS

CARROTS

24 February



PEAS

2 March



SWEETCORN

9 March



BROCCOLI

16 March



TOMATOES

23 March



PEPPERS

30 March



Rewarding kids for trying new vegetables

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK



I TRIED SOMETHING NEW!

NAME: _____ MONTH: _____

MONDAY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TUESDAY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WEDNESDAY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
THURSDAY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FRIDAY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SATURDAY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SUNDAY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Try _____ new foods to earn a special reward!

PROGRESS CHARTS

Progress wall chart filled in by caterers towards school veg target

CATERERS

Building a sense of collective achievement

EAT THEM TO DEFEAT THEM SCHOOL POWER PACK

CATERERS CHALLENGE

Competition and prizes
for best creative displays
and veg art

CATERERS



Fleur Key
@fleurkey

Check out the poodle created by our fabulous cooks at Sissinghurst Primary (Kent) to mark #CauliflowerWeek #VegPower #EatThemToDefeatThem Our cooks are a talented bunch! #gsplusitd #greenwich #gcda @jamieoliver @VegPowerUK



Jade Gower @JadeNicho4 · Apr 4

As Mandeville heads in to half term.. they have put Sweetcob man behind bars, outraced Percy the pepper car and Cathy the cabbage has been caught! #EatThemToDefeatThem. A fabulous effort from Louise and the team, the kids have loved it! @EdwardsandBlake @VegPowerUK



1

1

20



Jade Nicholson @JadeNicho4

The Carrots won't win at our schools! We are eating and defeating them! Love how creative our teams are!

#EatThemToDefeatThem
#SeeingFoodDifferently
@TaylorShawUK @EdwardsandBlake
@VegPowerUK See you next week Sweetcorn.. we are ready!

2d

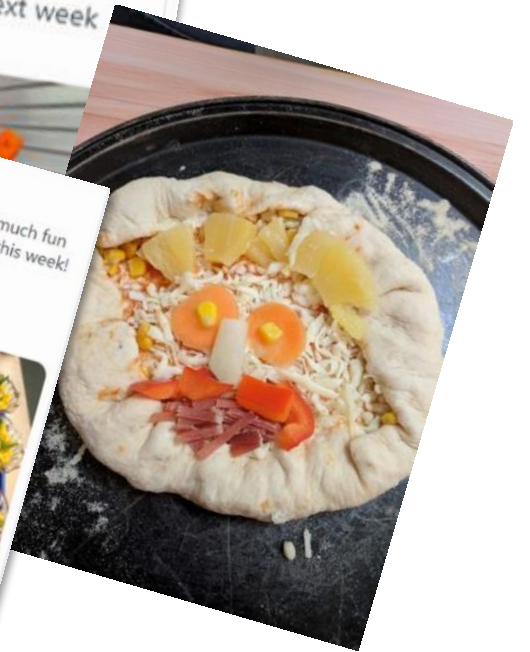


treuchaprimary
@treuchaprimary

Linda has made it so much fun to defeat the sweetcorn this week! #healthyschools #EatThemToDefeatThem @VegPowerUK



4:23pm · 14 Feb 2019 · Twitter Web App
1 Reply 4 Retweets 27 Likes



Recognising and rewarding the cooks

FUNDING

We cover creativity, design and management

Production & distribution: each school pack costs £62

SPONSORS

We look for local corporate funders, ideally from the veg sector. £95/school
Inc sticker & insert.



LOCAL AUTHORITIES

Part or fully fund packs in their schools + support.
Distribution logistics
Just support through school & partner recruitment.



COMMUNITY GROUPS

Part or fully fund packs in their schools + support.
Own activities.
Just support through school & partner recruitment.

CATERERS

Part or fully fund packs in their schools + support.
Distribution logistics
Just simply support by activating in schools.



VEG POWER

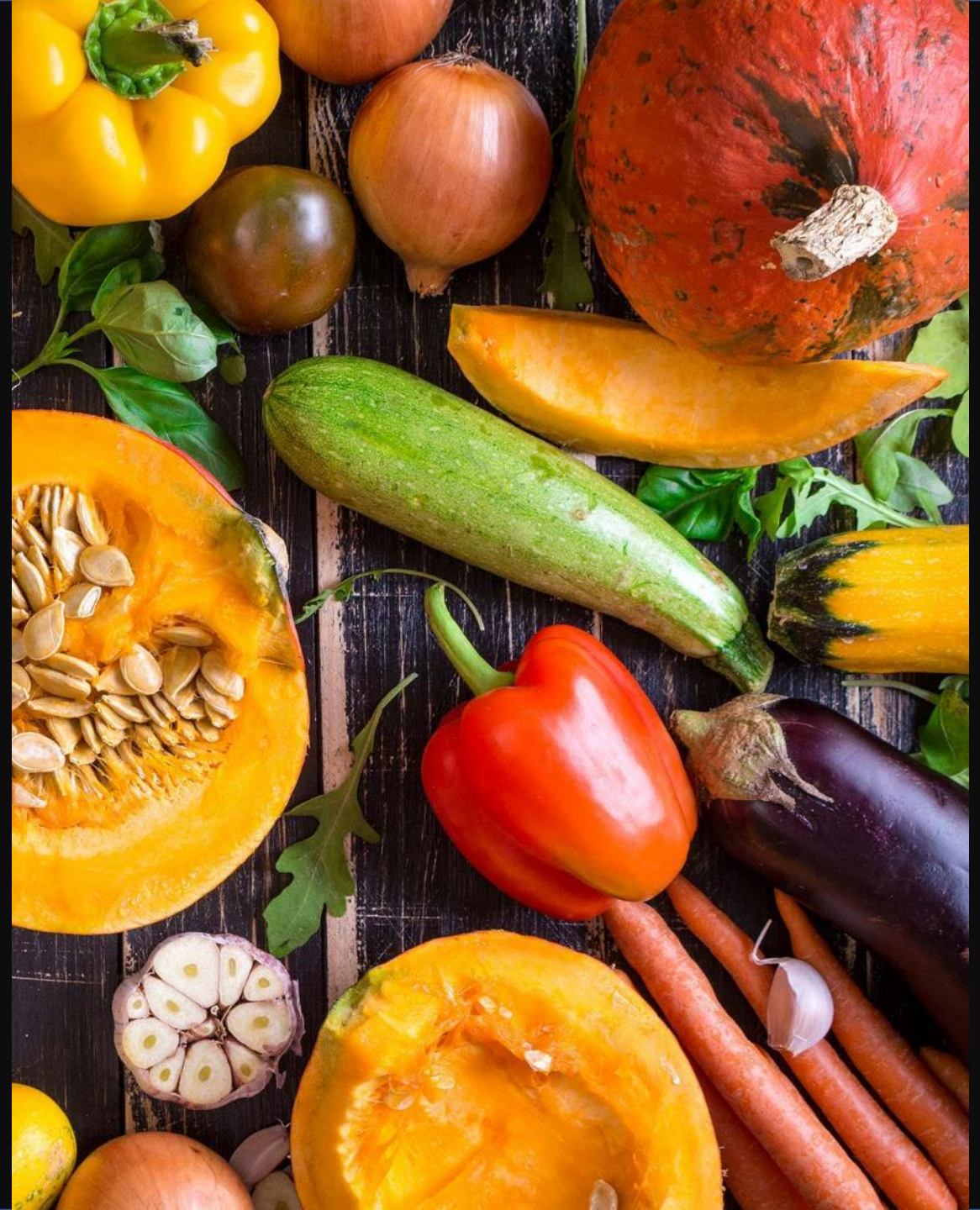
We have some funds for production and distribution
We stretch them as far as possible.



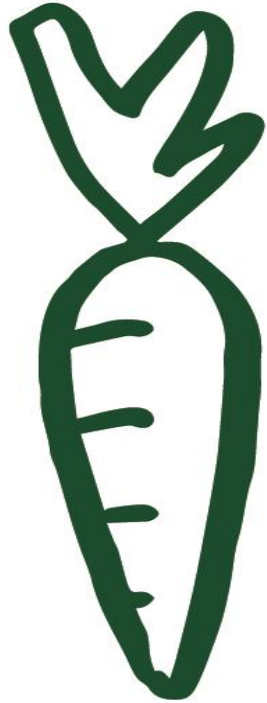
Dan Parker | Chief Marketing Officer
Dan.Parker@VegPower.org.uk



VegPowerUK



Abi Mordin



**GLASGOW
COMMUNITY
FOOD
NETWORK**



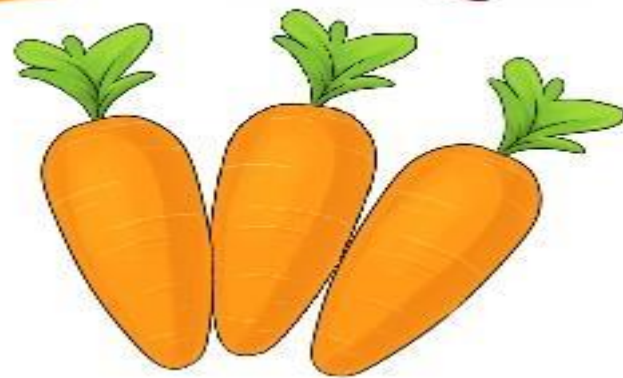
GLASGOW

VEG POWER

Glasgow



poster competition



SCHOOL VEG CHALLENGE

Can YOU make the best poster to promote vegetables?



Schools Roadshow:
10 Schools
300 children
Cooking, Gardening and
Games







apples



beetroot

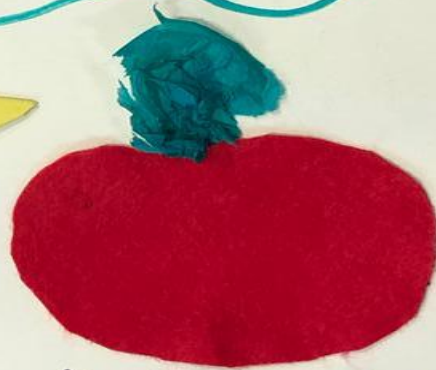


bananas

Keep eating healthy
to be strong!



strawberries



red apple



Carrots



Chase



away bad habits

Emma P Tmc

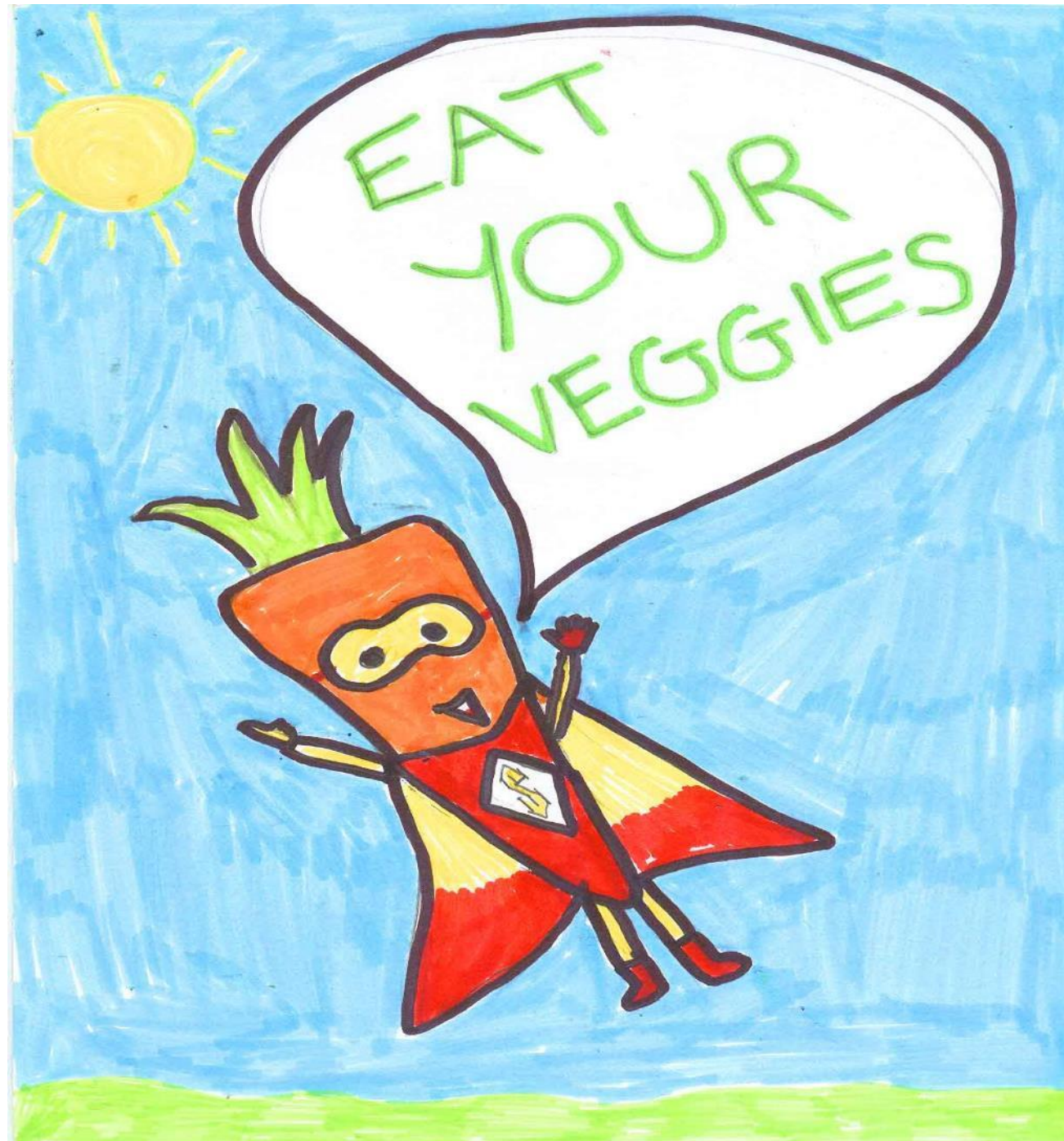


VEGGIES
MAKE
GLASGOW



SCHOOL LIVING CHALLENGE





are Veggies,
take them
to school







M O G E T Y F O O D S









Lessons Learned:

- tap into existing networks
- be creative with resources
- add your own local twist
- use social media

But next time... maybe a more veg friendly slogan?!