

**EAT THEM  
TO DEFEAT THEM**

**2021  
CAMPAIGN  
REPORT**

As seen  
on TV

**BWYTEWCH Y LLYSIAU  
I'W LLETHU**



itv sky 4

**VEGPOWER**



**ASDA**



change  
**4 life**



 **ocado** Sainsbury's

**TESCO**  


**TótalPróduce**  
Let's Grow Together

**Waitrose**

**Massive thanks to our main sponsors for their  
generous support**

## The challenge

Advertising campaign

Social media campaign

Schools' programme

Impact

Your schools

What next?



**89%**

Don't eat enough vegetables<sup>1</sup>

**35%**

Only 35% of children want to eat more vegetables<sup>2</sup>

**29%**

eat less than one portion/day<sup>1</sup>

**45%**

Of parents struggle to get their kids to eat vegetables<sup>2</sup>

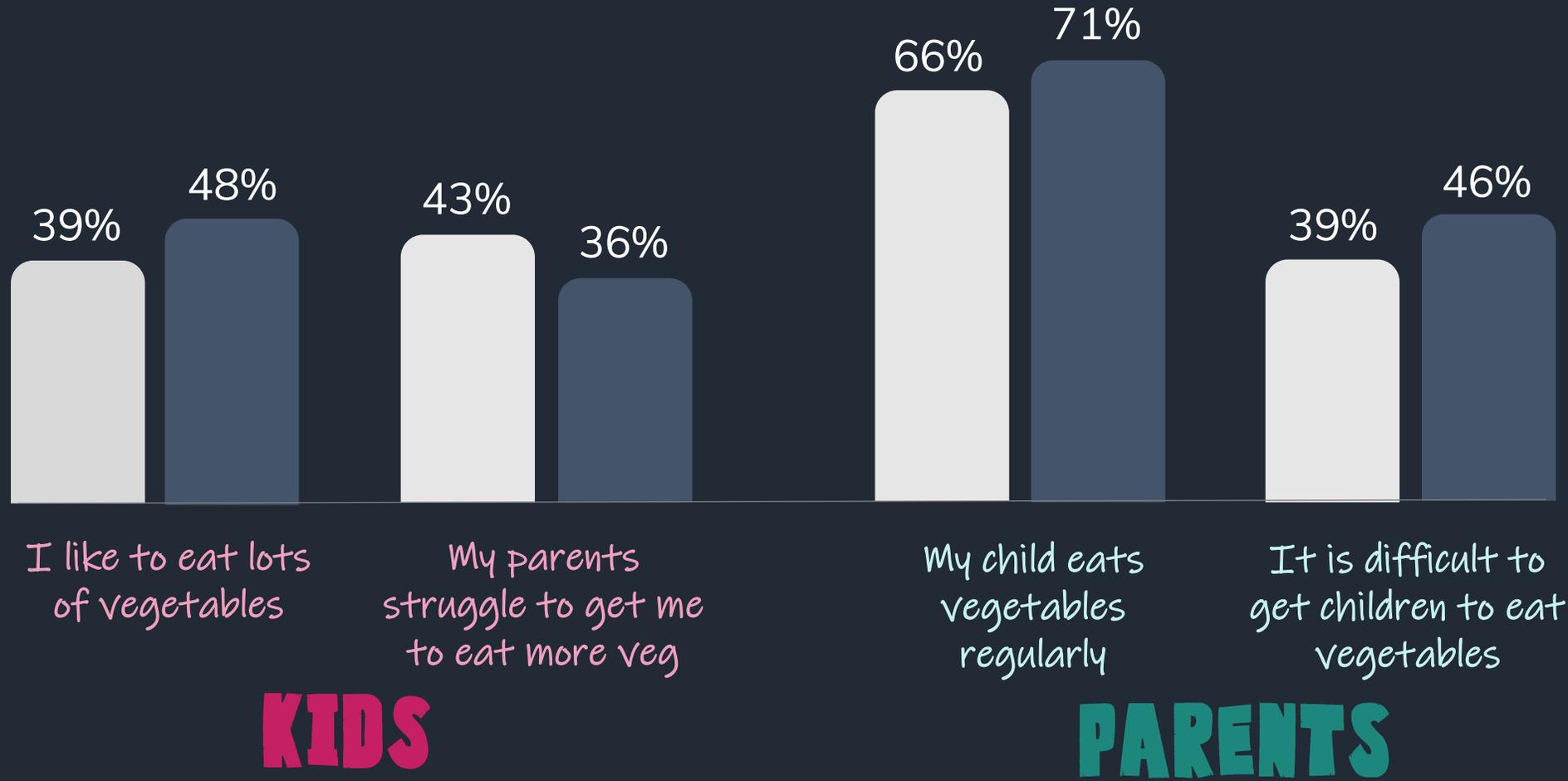


<sup>1</sup>NDNS 2016-2019

<sup>2</sup>You Gov 2021

# HOUSEHOLD INCOME

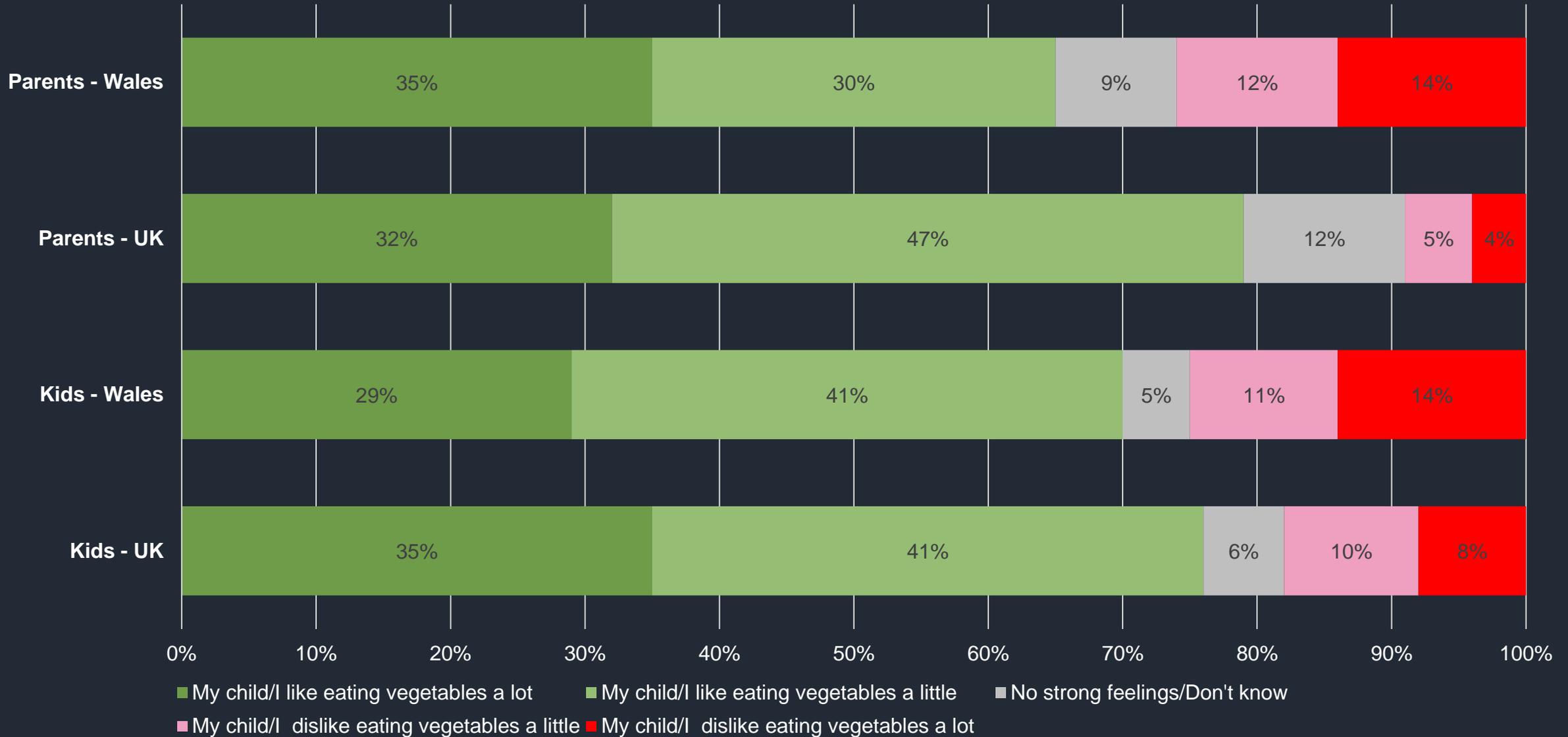
These challenges are even more pronounced in lower income families



Under £30K household income vs Over £30k household income

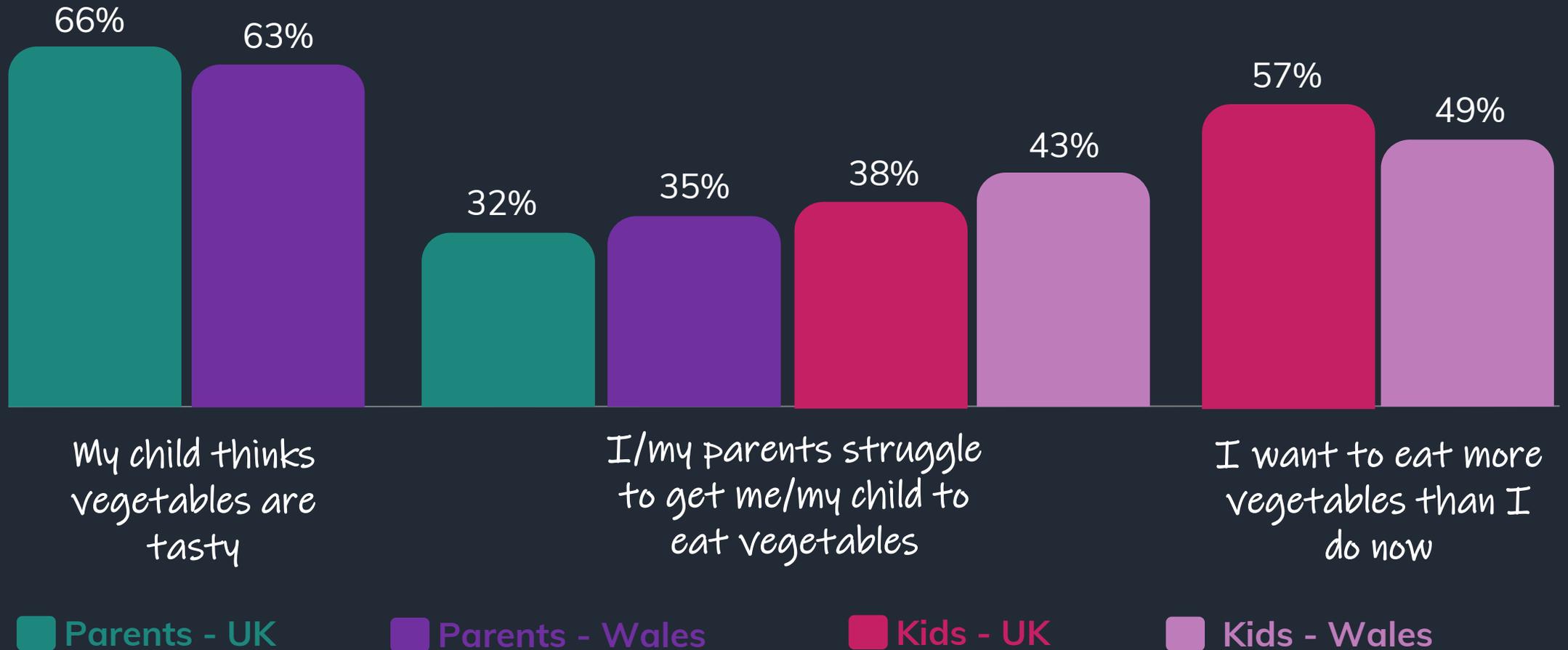
# LIKING VEGETABLES

Family survey 2021



# ATTITUDES

Family survey 2021



# EAT THEM TO DEFEAT THEM

We use advertising and communications to inspire kids to vegetable loving habits they will keep for life, and in turn share with their children.

In 2019 ITV and Veg Power partnered to create *Eat Them to Defeat Them*. In 2020 Channel 4 and Sky Media joined our multi-award-winning campaign and our schools' programme reached 1,500 primary schools: that's 425,000 kids! They loved it and much veg was defeated. [Click for the full report.](#)

This year *Eat Them to Defeat Them* chapter 3 was our biggest and most ambitious campaign yet.



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# PREPARE FOR BATTLE

Introducing a daring new advert created by adam&eveDDB



▶ Click to play

Created by **adam&eve**DDB®

# TV ADVERTISING

Led by a huge advertising campaign donated by our partners



**19M**  
IMPRESSIONS

**£3M**  
MEDIA  
VALUE

# + OUT OF HOME ADVERTISING

Kindly donated by these partners



**21M**  
IMPRESSIONS

**£146K**  
MEDIA  
VALUE

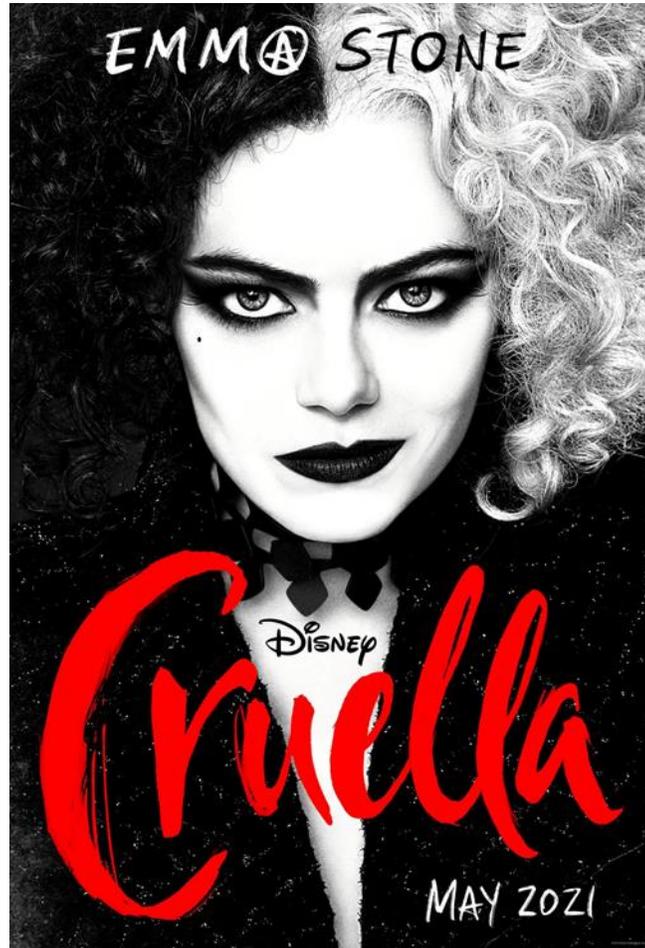
**JCDecaux**

**O|O**  
OCEAN

 **Clear Channel Outdoor**

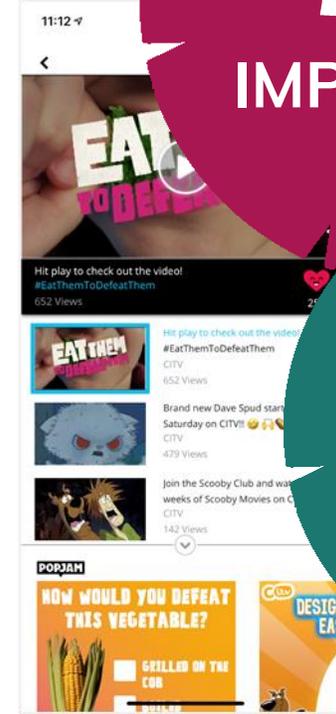
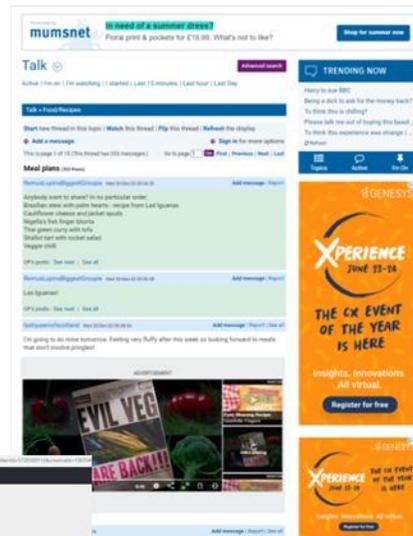
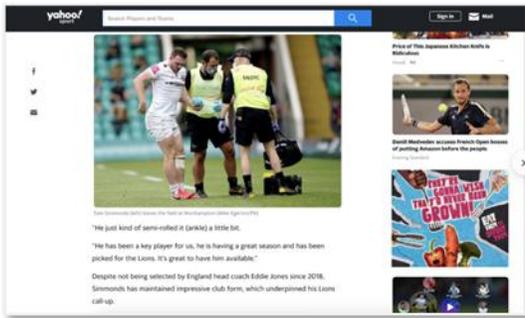
# + CINEMA ADVERTISING

Kindly donated by Pearl & Dean



# + ONLINE ADVERTISING

Kindly donated by these partners



verizon media



Spotify



mumsnet  
by parents for parents

Mail Online

Acast

LAD BIBLE

SUPER AWESOME

7M  
IMPRESSIONS

£122K  
MEDIA  
VALUE

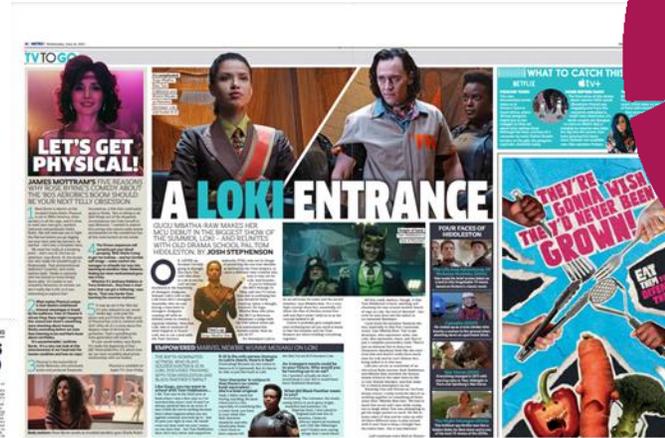
# + PRESS ADVERTISING

Kindly donated by these partners



The Daily Telegraph

Daily Mail



FREE METRO



theguardian

5.7M  
COMBINED  
READERS

£32K  
MEDIA  
VALUE

# MEDIA CAMPAIGN SUMMARY



Media planning kindly donated by **essence**

The vegetable  
sound effects..



...were all  
recorded.....

by celebrity  
supporters.



▶ Click to play

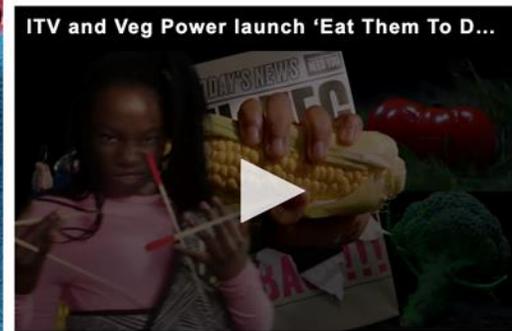
# PRESS COVERAGE

The campaign was well covered by the press

## Grunting Amanda Holden takes on new role - as a tomato - for ITV

AMANDA Holden has joined a number of celebrities to do morph into evil vegetables for a new ITV campaign.

By SOLEN LE NET  
13:43, Sat, May 29, 2021 | UPDATED: 13:58, Sat, May 29, 2021



TV • TV News • Amanda Holden

## Amanda Holden and Giovanna Fletcher among celebs starring in new campaign to get kids to eat their veg

The Britain's Got Talent judge and the I'm A Celeb star have voiced a tomato and a stick of broccoli respectively in an action packed new advert designed to get kids eating more veg



Though Beetroot's identity remains a close-guarded secret, their veggie-themed costume was inspired by ITV's Eat Them to Defeat Them campaign, which sees celebs including Amanda Holden and Ranvir Singh lend their voices to evil veggies that must be vanquished by the nation's children.

It is part of a wider campaign to get kids eating more vegetables.



# EDITORIAL SUPPORT

Extensive editorial support from ITV



James Martin's Saturday Kitchen



Sunday Best



This Morning



ITV Regional News



UTV News



The Masked Dancer

The challenge

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# SOCIAL MEDIA SUPPORT

Sam & Mark lead the rally cry to the kids



▶ Watch them on our YouTube channel



# SOCIAL MEDIA

Chefs, families and schools were fired up on social

May – July 2021

**1,300** accounts posted our hashtag

**13m** social media accounts reached with 2 average opportunities to view each

Since campaign launch in January 2019

**11,800** accounts have supported our hashtag

**67.8m** social media accounts reached with 10 average opportunities to view

**#EATTHEMTODEFEATTHEM**

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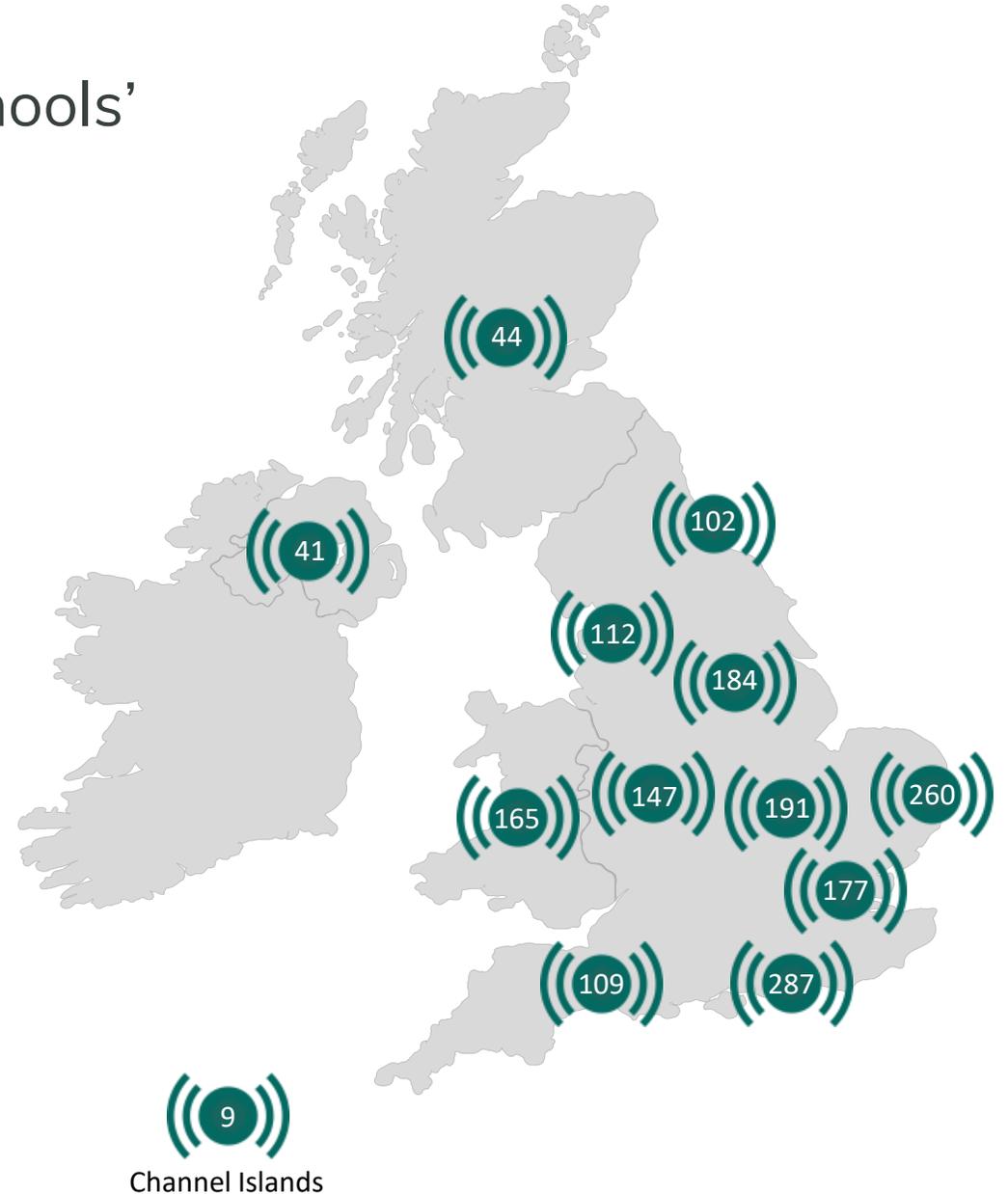
# SCHOOLS CAMPAIGN

The *Eat Them to Defeat Them* primary schools' programme encourages kids to try new vegetables in school

**1,828** primary schools

**235** local authorities

**467,518** pupils



# OUR PARTNERS IN WALES



Official sponsor of our schools' programme in Wales

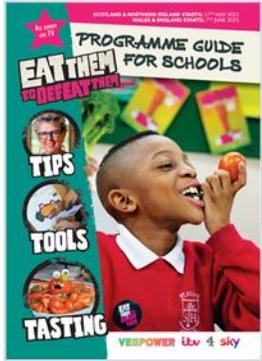


Kindly providing delivery and logistical support



Sponsor of our schools' programme evaluation in Wales

# SCHOOL RESOURCES



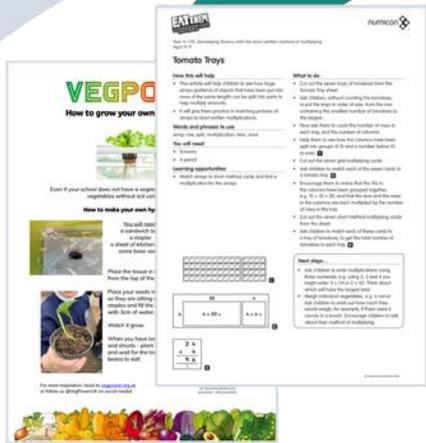
16-page guide for teachers and caterers



Reward charts repeat and normalise behaviour



Assembly to kick things off



Learning resources helps kids to meet the vegetables



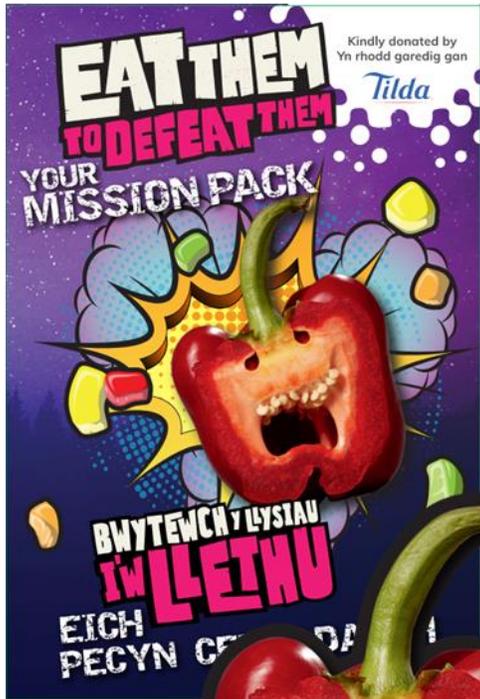
Posters to create awareness around the school



Table decorations draw attention in lunch halls

Stickers reward kids for trying

# DUAL LANGUAGE RESOURCES



**PUPURAU**



**MORON**

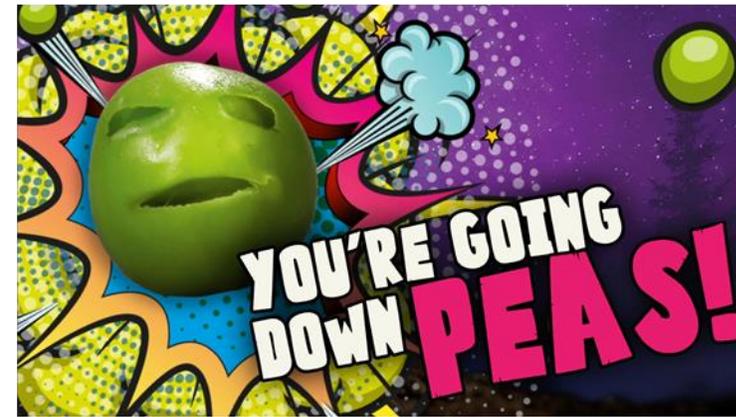
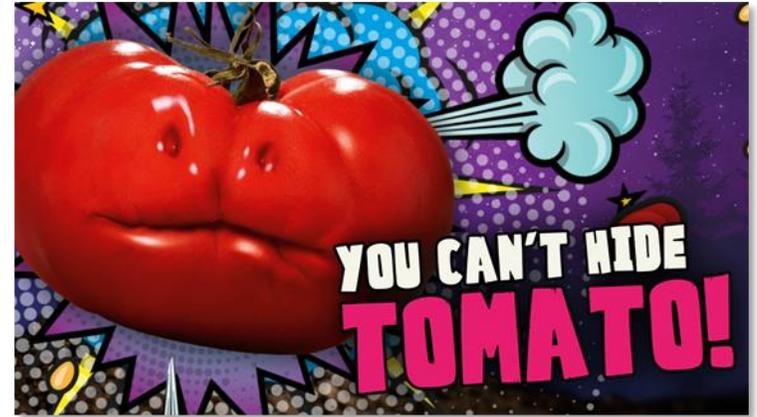


- Posters
- Decorations
- Stickers for all of you when you eat your veg.
- Posteri
- Addurniadau
- Sticeri i bob un ohonoch pan fyddwch yn bwyta eich llysiâu



# FEATURED VEGETABLES

Each week we featured a different family favourite vegetable



# STICKERS

## Stickers for trying the veg at school



*My son loved coming home with a sticker because he had eaten his carrots that day. Other days more stickers for trying a pepper. He thought it was amazing.*

Jada, parent of 5 yr old boy, New Milton

*Fantastic, the children wear them with pride " Vegetable Protectors " the new shield shape is perfect*

Christina, School Volunteer, Surrey

*We ran out everyday! Great motivator for pupils*

Stacey, Teacher, Wales

*We used them and they worked well*

School stakeholders:

**91%**

School survey 2021

# POSTERS

Posters around the school to build the excitement



*These are so colourful.  
A good talking point.*

Maggie, Teaching Assistant, Hull

*The children enjoyed the interaction with the leaflets and encouraged them to ask questions about the vegetables. They loved to roar " Eat them to defeat them*

*We used them and they worked well*

School stakeholders:

81%

School survey 2021

Teresa, Supervisor, Northern Ireland

# TABLE DECORATIONS

Strut cards to get the decorations started



One set was used by the serving hatch, the other scattered around the hall. This was like hide and seek to find the vegetable of the week.

Cathy, School Business Manager, Leicestershire

Children were so excited every week asking what they were tasting that week.

LLinos, Teacher, Wales

We used them and they worked well

School stakeholders:

81%

School survey 2021

# TAKE HOME ACTIVITY PACKS

Encourage families to repeat, reward and normalise new veg habits



## REWARD CHART STICKER PACK



467,518  
KIDS

We used them and they worked well

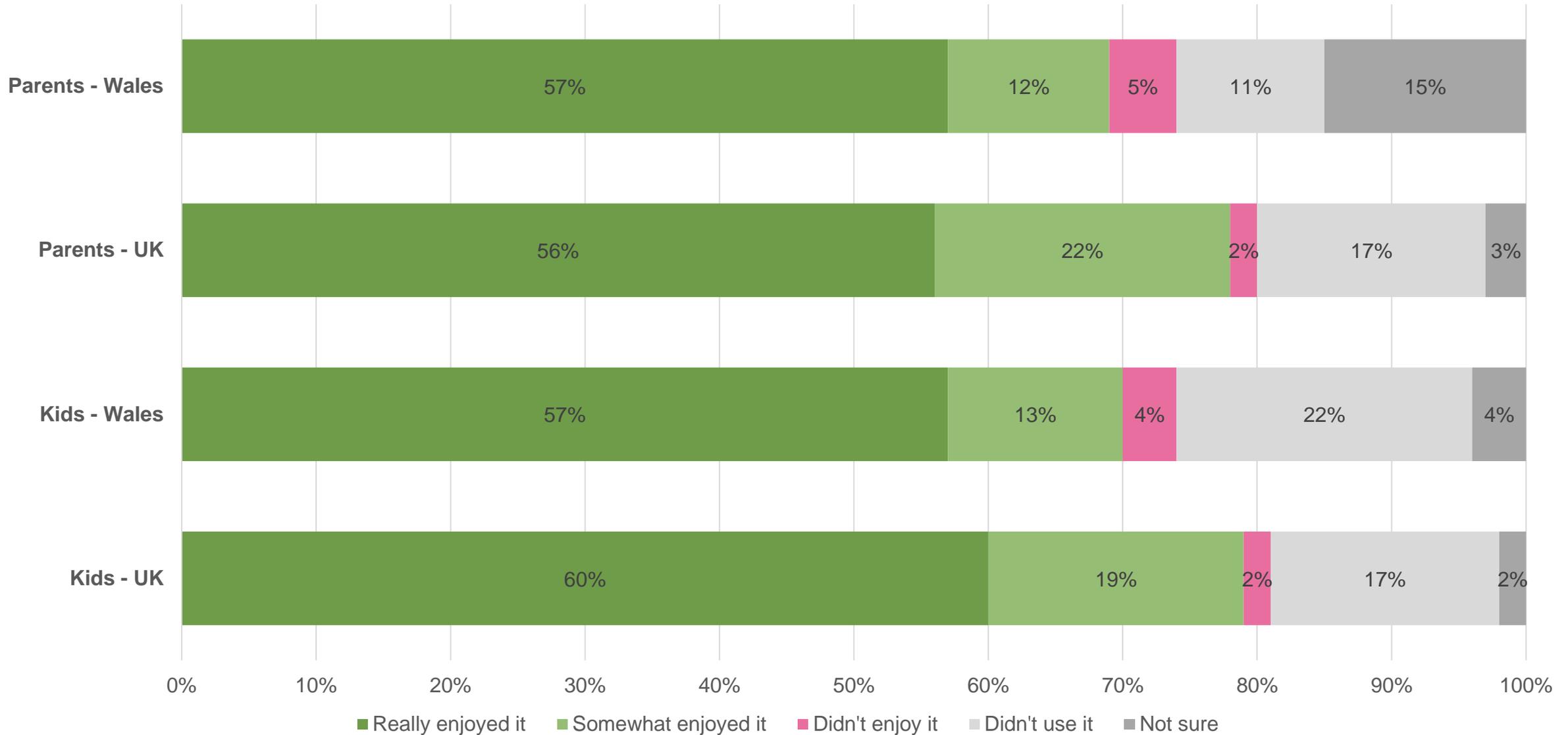
School stakeholders:

81%

School survey 2021

# ACTIVITY PACKS - REWARD CHARTS

Family survey 2021





# PARENTS

My son is a very picky eater due to sensory issues, and this program has encouraged him to try vegetables that he hasn't eaten before. I struggle to get him to try new things at home, but the teachers using this campaign have managed to get him to try lots of things. If the campaign can do this for my child then I can't even imagine the success for less picky eaters. Making vegetables fun to eat is an outstanding idea.

Clair, parent of 6 yr old boy, Bridgend

My daughter found it fun and engaging. She doesn't really eat sweet corn and peppers normally but she tried them as they were included in the campaign. She found it fun filling in the poster.

Daniel, parent of 5 yr old girl, Leicester

My son enjoyed receiving the gift pack with stickers and chart and he asked for the vegetables when we went shopping.

Laura, parent of 4 yr old boy, Broughton

My daughter refuses to try things at home, during this programme she has tried EVERYTHING. It's been wonderful to be told the news at home time.

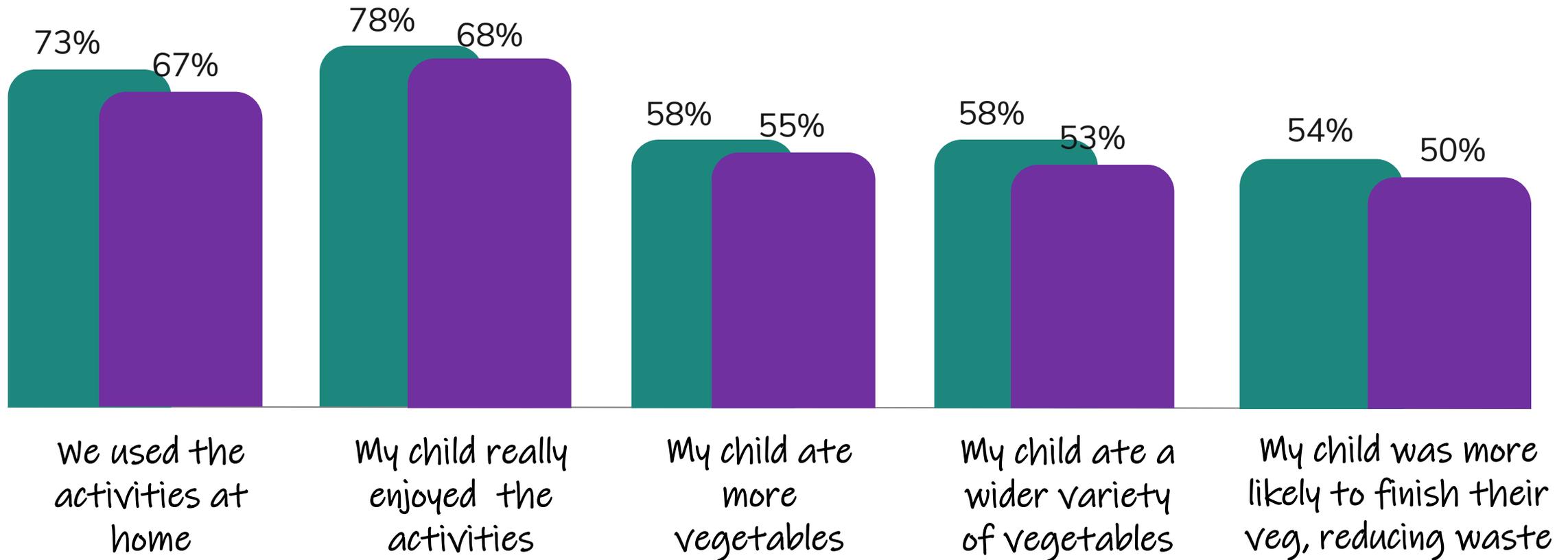
Natalie, parent of 6 yr old girl, Cefn Glas

My child has been talking about the programme a lot and has been asking for veg with her meals to be healthy.

Amy, parent of 7 yr old girl, Broughton

# ACTIVITY PACKS

How much do you agree or disagree with these statements about the activity pack? (strongly/slightly agree)



■ Parents - UK

■ Parents - Wales

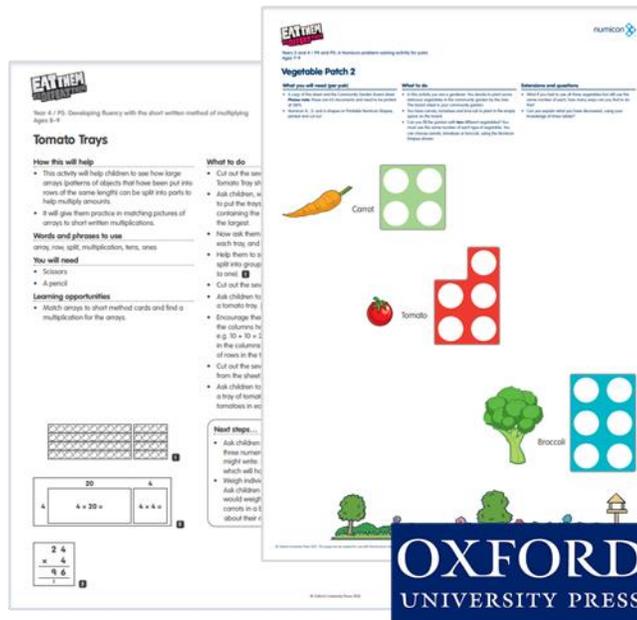
Family survey 2021

# DOWNLOADS

Additional teaching resources available for download



Numicon resources kindly donated by OUP



Loved these and used them to set online homework tasks and encourage engagement from home.

Stacey, Teacher, Wales

All the resources are there for you to use. It is easy to integrate into lessons.

Karen, Headteacher, Wales

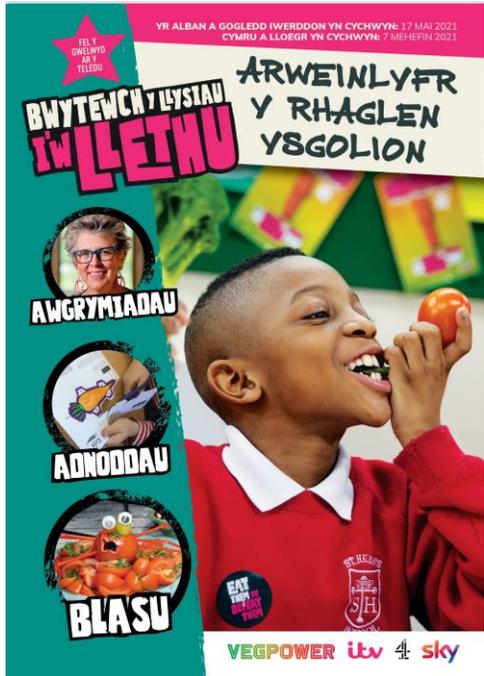
We used them and they worked well

School stakeholders:  
School survey 2021

51%

# GUIDEBOOKS

Step-by-step guide, ideas and guide to resources



Great for fun ideas. I also used this to show the kitchen staff.

Alison, Health & Well-being Coordinattor, Scotland

Really resourceful.

Tina, PSHE Lead Learning Mentor, Wolverhampton

We used them and they worked well

School stakeholders:

75%

School survey 2021

# SCHOOL ASSEMBLIES

To kick off the campaign including a special greeting from Sam & Mark



656  
Downloads of  
assembly pack

# EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE

With Prue's support we challenged school catering teams to lay on amazing spreads of vegetable tasters for each week of Eat Them to Defeat Them. These spreads make the veg the hero of lunch and create a perfect opportunity for kids to give them a taste. We 've been shouting about the best and handing out a few cash prizes and certificates to the very best school teams.



With the help of Veg Power you could make that vital difference in children's life chances, setting them on a path to a healthy life."

Prue Leith, Author & Chef

EAT THEM TO DEFEAT THEM  
**CATERERS' CHALLENGE**



**WINNER**

St Marys RVCA Primary School  
Barnard Castle

EAT THEM TO DEFEAT THEM  
**CATERERS'**  
CHALLENGE  
HIGHLY  
COMMENDED



Stephenson Way Infant Academy  
Newton Aycliff



Ffaldau Primary School  
Bridgend



Holy Child Primary School  
Belfast



Endeavour Primary School  
Andover



Pear Tree Spring Primary School  
Stevenage

# EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE

It has given the kitchen staff a chance to be creative, added some excitement to their daily routine. In particular to see the faces of the children light up with great passion when they see their work on display and look of delight at the displays made and most of all tried things they wouldn't normally.

Sharon, Cook in Charge, Shropshire

# SCHOOLS VISITS

Check out these short videos of our school visits



**Cwmaber Infants School**  
Caerphilly



**Downs View Special School**  
Woodingdean



**Endeavour School**  
Andover



**Stephenson Way Academy**  
County Durham



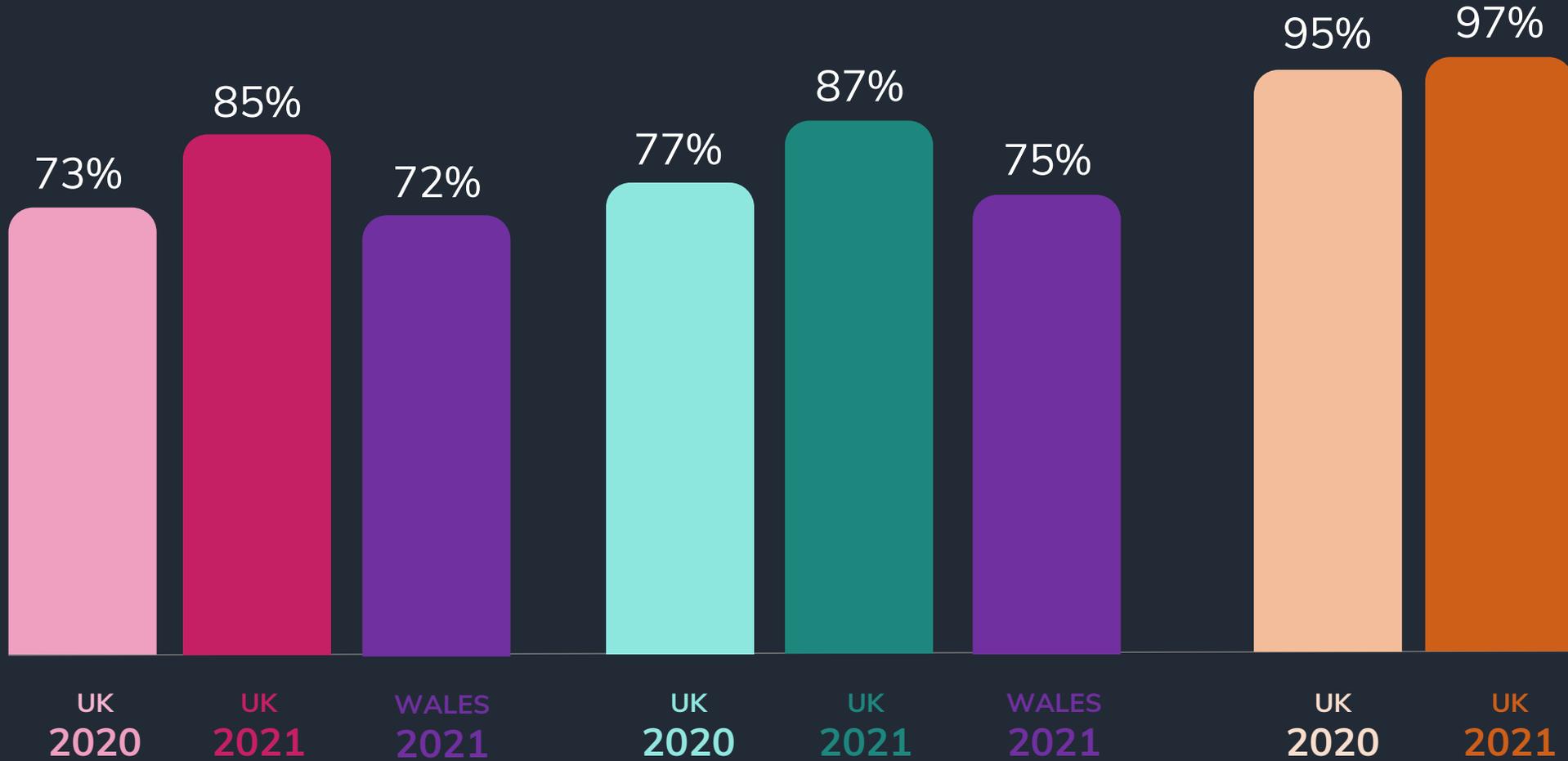
**Peartree Spring School**  
Stevenage

Click the images to  
play the videos

# ENJOYMENT

The children really enjoyed it (agree)

Family survey 2020  
Family survey 2021  
School survey 2020  
School survey 2021



**KIDS**

**PARENTS**

**SCHOOLS**

The challenge

Advertising campaign

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# ATTITUDES & CLAIMED BEHAVIOUR

In order to create a long-term and lasting shift in veg consumption we aim to slowly reshape the perception of vegetables. In our survey data, as well as an immediate step-up in claimed veg consumption, we are particularly keen to see perceptions of fun and enjoyment coupled with a desire to repeat the experience. We completed three surveys:

## NATIONAL SURVEY

*Survey of 955 parents and 1,045 children aged 6-18 across the UK. This measures the impact of the advertising and media campaign.*

Survey conducted by  
**YouGov**

## SCHOOL SURVEY

*Survey of 103 school senior leaders, teachers, caterers and local authority public health teams who participated in our schools' programme.*

Survey conducted by  
**the smaller boat**

## FAMILY SURVEY

*Survey of 479 parents and children aged 4-11 who participated in our schools' programme. This measures the impact of the TV & media campaign and the school's programme working together. Includes a focus on 100 parents and children in Wales.*

  
Llywodraeth Cymru  
Welsh Government

Survey conducted by  
**the smaller boat**

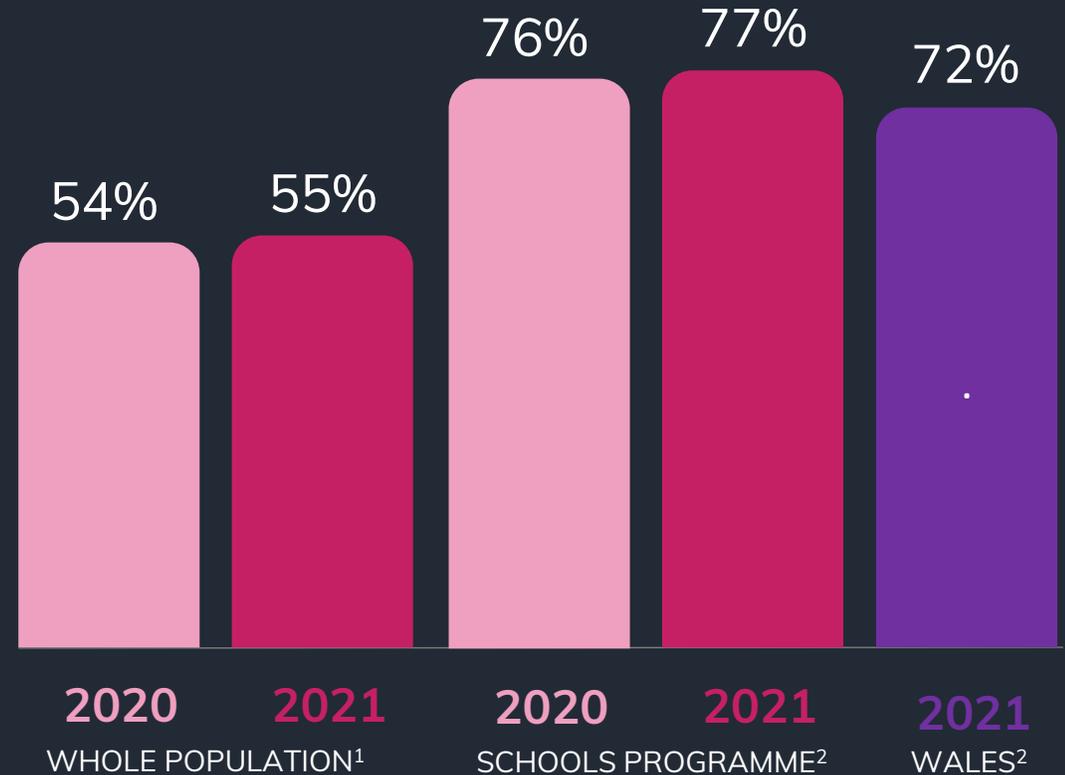
# FUN FUN FUN

Fun is an essential motivator for primary school children

<sup>1</sup>You Gov children aged 6-11 2020 & 2021

<sup>2</sup>Family survey 2020 & 2021

<sup>3</sup>Childwise survey 2021

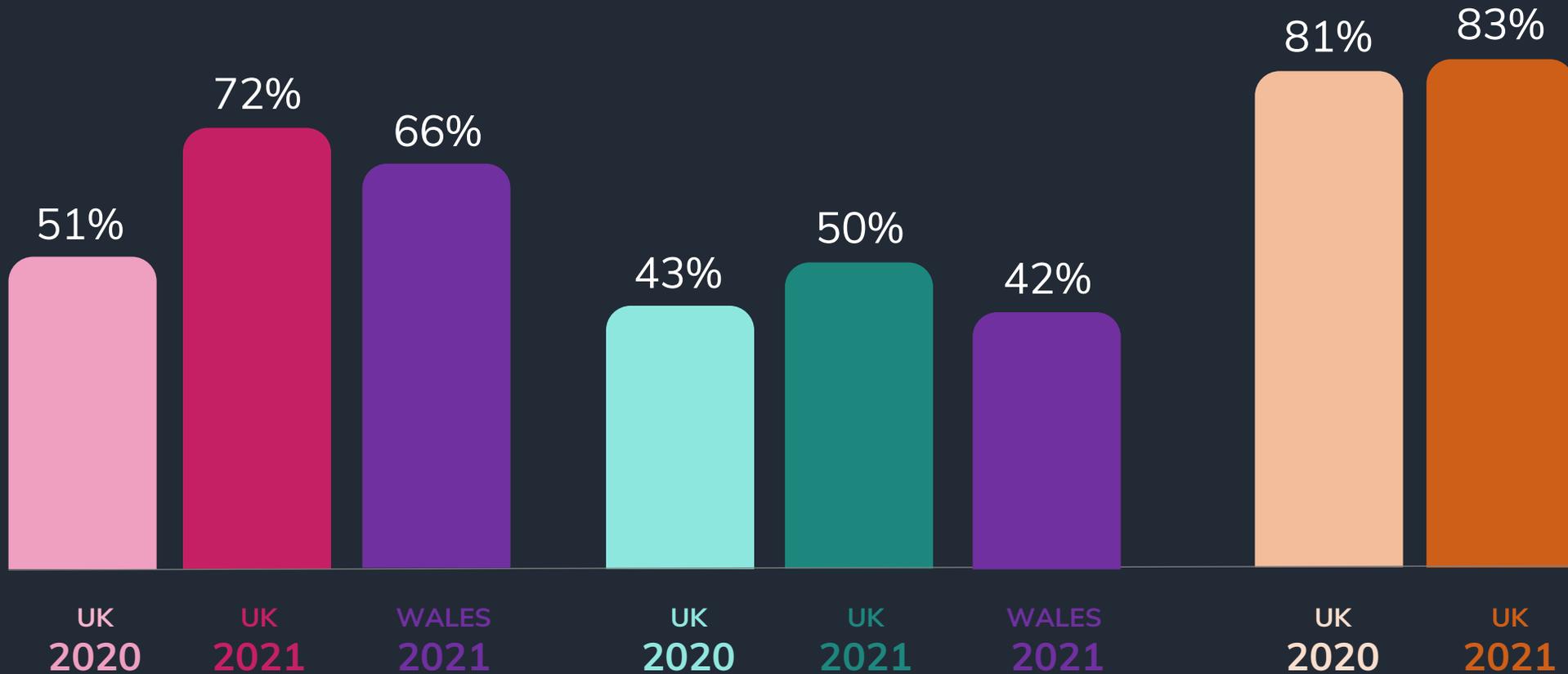


**KIDS** This advert makes eating vegetables seem more fun

# TALKABILITY

Lots of people were talking about it (agree)

Family survey 2020  
Family survey 2021  
School survey 2020  
School survey 2021



**KIDS**

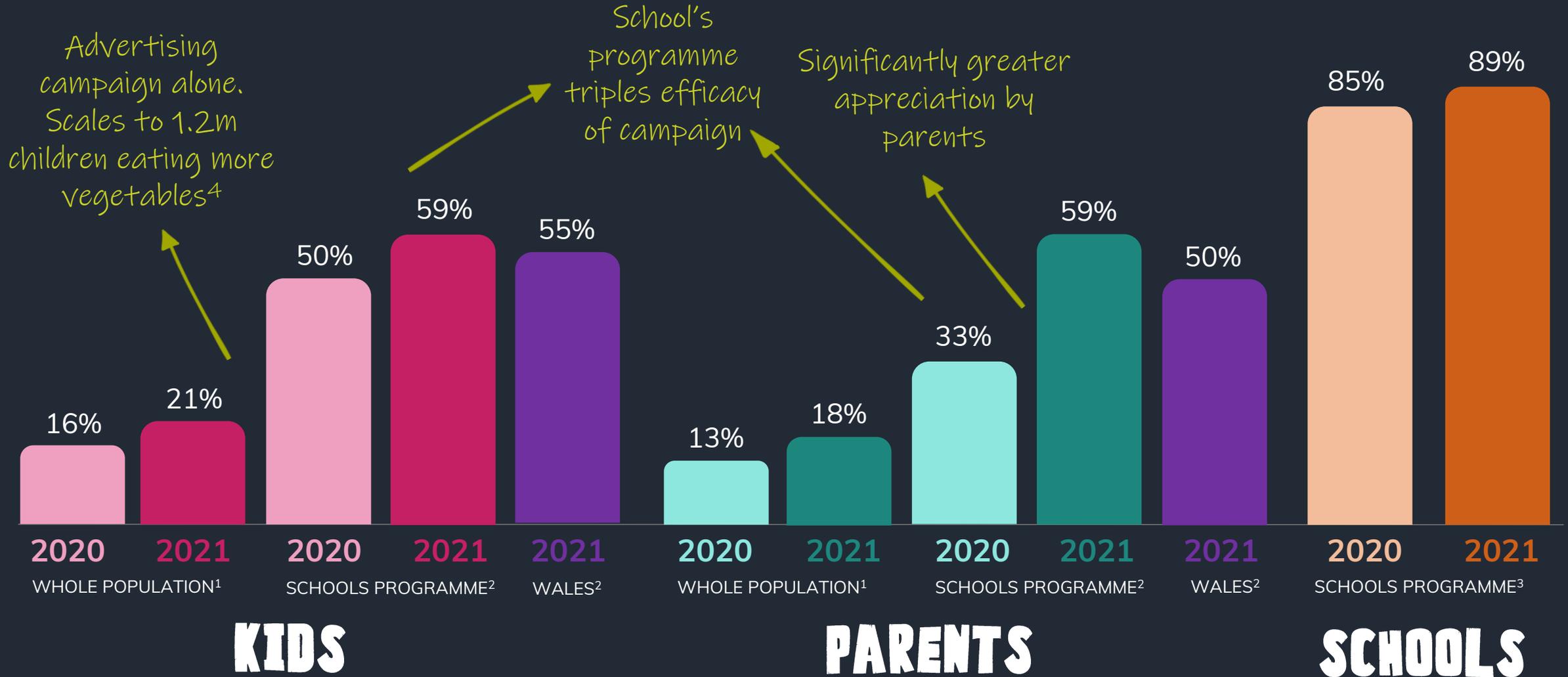
**PARENTS**

**SCHOOLS**

# MORE VEGETABLES

I/my child/the children have eaten more vegetables as a result

<sup>1</sup>You Gov child aged 5-11  
<sup>2</sup>Family survey 2020 & 2021  
<sup>3</sup>School survey 2020 & 2021  
<sup>4</sup> ONS Mid-Year Population Estimates June 2020.



# SECONDARY AUDIENCES

*I ate more vegetables as a result*

11%

PARENTS

You Gov 2021 – all parents

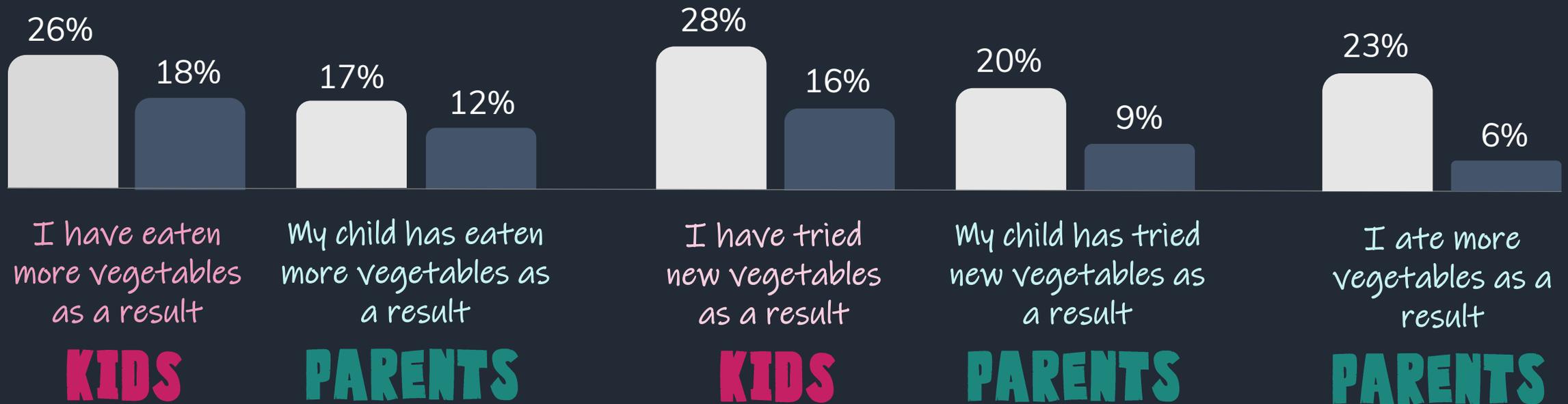
16%

TEENS

You Gov 2021 – children aged 12+

# HOUSEHOLD INCOME

Campaign is more effective in lower income households



Under £30K household income vs Over £30k household income

# WELSH LANGUAGE

All resources were provided in dual language



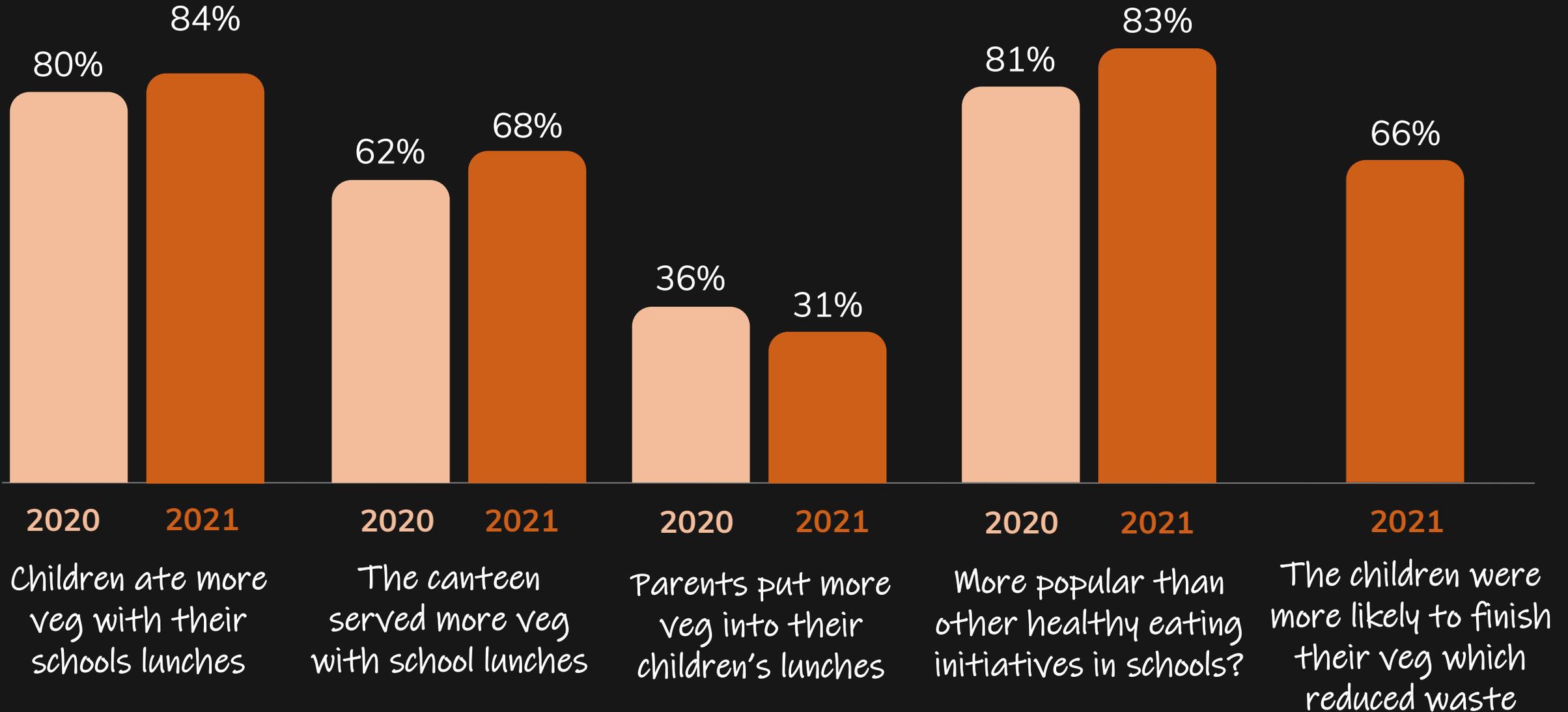
42%

Did your child learn any new words in Welsh as a result of the Eat Them to Defeat Them

Parents - Wales

# IMPACT IN SCHOOLS

School survey 2020 & 2021



# SCHOOLS

Great resources; excellent ad - really made an impression on the children -hard hitting and persuasive.

Haf, Assistant Head, Wales

We're carrying the theme on after summer hols. We're going to do tastes of the rainbow and do different colour fruit and veg each week as a theme day.

Lisa, Cook Manager, Stevenage

It was amazing how children that would usually say they didn't like a certain type of veg would try different things and discover that they actually liked them. We also used the stickers to encourage packed lunches to bring some vegetables with their lunch.

Sharon, Senior lunchtime supervisor, Hampshire

Could not get better marketing and media for a campaign to encourage vegetable consumption. Resources are fantastic.

Judith, Regional Food in Schools Coordinator, Northern Ireland

I even had to ask for more (stickers) as we used these to allocate points for houses. If you tried the veg - you got a sticker ....then we would add up how many people had stickers. Then this total would be used to allocate house points.

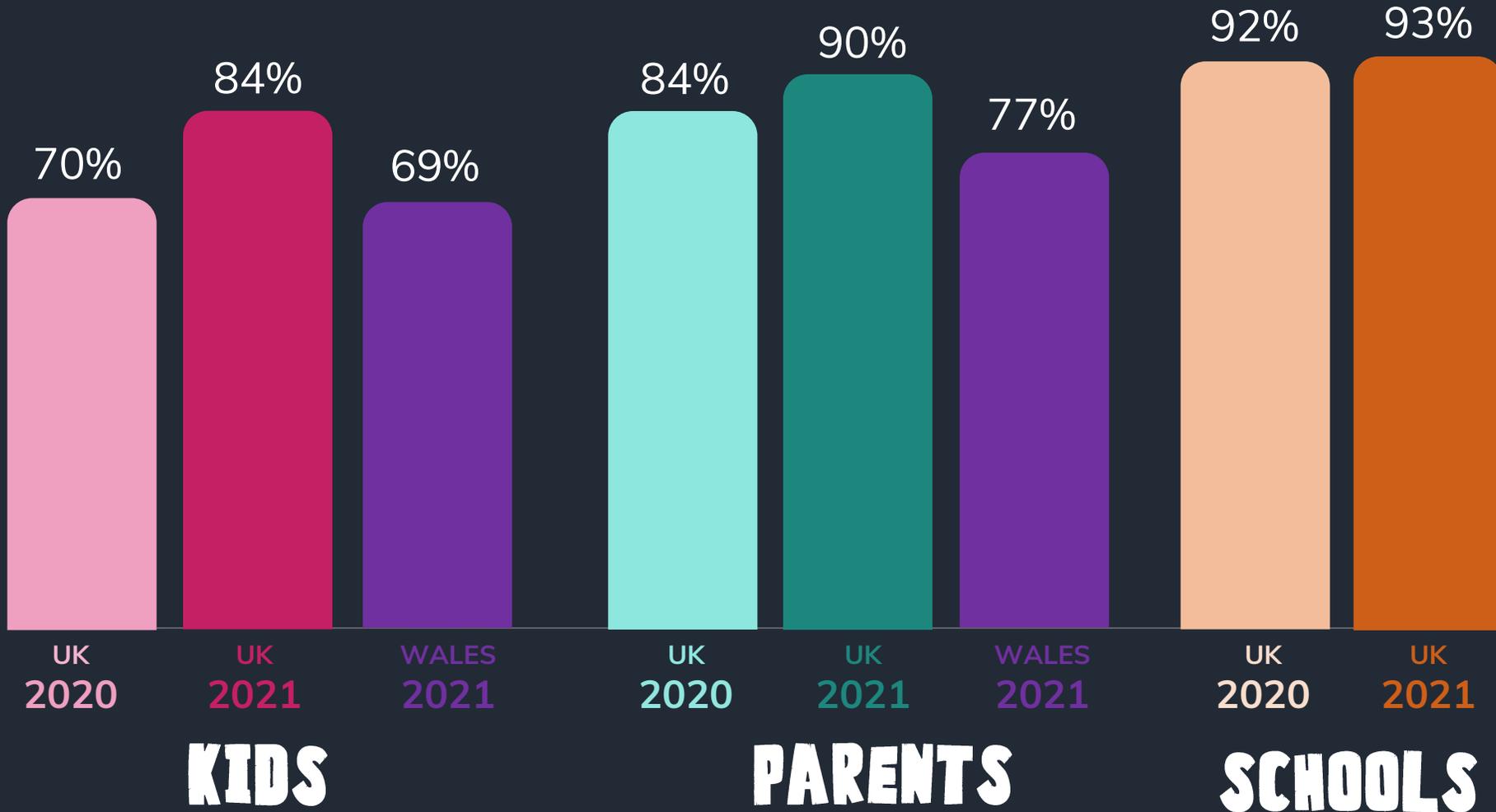
Alison, Health and Well-being Coordinator, Scotland

We did a huge display showing all the vegetables in a fun colourful way. It was awesome! We based our decorations using the advert for inspiration. We also did huge tasting tables each week.

Gemma, Catering Manager, County Durham

# NEXT TIME?

Would you like to run it again next year?



*Looking at doing more of this next year as children thoroughly enjoyed this, thank you. Please keep this initiative alive as it's been a fun campaign!*

Hamidah,  
Assistant Headteacher,  
South London

Family survey 2020  
Family survey 2021  
School survey 2020  
School survey 2021

Every year we receive hundreds of messages from happy parents, this was our favourite for 2021:

*Hi, just wanted to let you know that my 10 year old son, who has autism and really struggles to try new things is fully invested in the Eat them to Defeat them campaign. He has tried lots of new vegetables in his quest to defeat them and has discovered a new found love for peas, sweetcorn and peppers! He says he likes that the vegetables aren't the good guys like they are usually made out to be. I'm a happy Mum! Well done!*



# CONCLUSIONS

Once again, our evaluation shows that the *Eat Them to Defeat Them* advertising campaign alone has encouraged millions of kids across the UK to perceive vegetables as fun and to claim increased consumption.

Where the TV campaign is supported by the schools' programme, we see a significant lift on their attitudes and claimed behaviour.

The campaign is more effective with lower income families where vegetable consumption is most critical.

The challenge

Advertising campaign

Social media campaign

Schools programme

Evaluation

Your schools

What next?



# SCHOOLS IN WALES



[Click to view interactive map](#)

# SCHOOLS IN WALES

| <b>Blaenau Gwent</b>                        |          |
|---|----------|
| Blaenycwm Primary School                    | NP23 4BR |
| Ebbw Fawr Learning Community                | NP23 6AN |
| Pen-Y-Cwm                                   | NP23 6AN |
| All Saints R C School                       | NP23 6QF |
| <b>Bridgend</b>                             |          |
| Archdeacon John Lewis C in W Primary School | CF31 2JS |
| Bryntirion Infant School                    | CF31 4DD |
| Cefn Glas Infant School                     | CF31 4PL |
| Ogmore Vale Primary School                  | CF32 7AJ |
| Ffaldau Primary                             | CF32 8HW |
| Ygg Calon Cymoedd                           | CF32 8TB |
| Bettws Primary School                       | CF32 8TB |
| Tondu Primary School                        | CF32 9BE |
| Afon-Y-Felin Primary School                 | CF33 4PA |
| Pil Primary School                          | CF33 6AB |
| Garth Primary School                        | CF34 0ND |
| Cwmfelin Primary School                     | CF34 9LD |
| Ysgol Cynwyd Sant                           | CF34 9YE |
| Nottage Primary School                      | CF36 3ED |
| Porthcawl Primary                           | CF36 5EY |
| Héronsbridge Special School                 | CF31 3HT |

| <b>Caerphilly</b>                                 |          |
|---|----------|
| Park Primary School                               | CF81 8PN |
| Greenhill Primary School                          | CF82 8EU |
| The Twyn School                                   | CF83 1UT |
| Hendredenny Park Primary School                   | CF83 2BL |
| Hendre Junior School                              | CF83 2RP |
| St. James Primary School                          | CF83 3GT |
| Coed-Y-Brain                                      | CF83 3LD |
| Cwmaber Junior School                             | CF83 4BH |
| Cwmaber Infant School                             | CF83 4FF |
| Graig-Y-Rhacca Primary & Nursery Community School | CF83 8WW |
| Trinant Primary School                            | NP11 3JN |
| Abercarn County Primary School                    | NP11 5LH |
| Ty Sign Primary School                            | NP11 6HJ |
| Penllwyn Primary School                           | NP12 2NT |
| Upper Rhymney Primary School                      | NP22 5EP |
| Phillipstown Primary School                       | NP24 6XE |
| <b>Cardiff</b>                                    |          |
| Kitchener Primary School                          | CF11 6HT |
| Riverbank School                                  | CF5 5AQ  |

# SCHOOLS IN WALES

| <b>Carmarthenshire</b>        |          |
|-------------------------------|----------|
| Ysgol Y Felin                 | SA14 8BE |
| Maes Y Morfa Primary School   | SA15 2AP |
| Ysgol y Castell               | SA17 4TR |
| Ysgol Brynaman                | SA18 1AH |
| Ysgol Saron                   | SA18 3LH |
| Richmond Park School          | SA31 1NB |
| Johnstown Primary School      | SA31 3HS |
| Ysgol Llansteffan             | SA33 5LN |
|                               |          |
| <b>Ceredigion</b>             |          |
| Ysgol Gynradd Dyffryn Cledlyn | SA40 9SX |
| Ysgol Dyffryn Cledlyn         | SA40 9YB |
| Ysgol Gynradd Aberteifi       | SA43 1EH |
| T Llew Jones Priamry School   | SA44 6EA |
| Bro Sion Cwilt Primary        | SA44 6JZ |
| Ysgol Gymunedol Plascrug      | SY23 1HL |
| Ysgol Llwyn-yr-Eos            | SY23 1SH |

| <b>Denbighshire</b>          |          |
|------------------------------|----------|
| Ysgol Bro Famau              | CH7 5SP  |
| Ysgol Llanfair Dyffryn Clwyd | LL15 2SD |
| Ysgol Plas Bron Dyffryn      | LL16 3DR |
| Ysgol Esgob Morgan           | LL17 0PT |
| Ysgol Y Castell              | LL18 5AG |
| Ysgol Tir Morfa              | LL182RN  |
| Ysgol Bro Dyfrdwy            | LL21 0LG |

# SCHOOLS IN WALES

| <b>Flintshire</b>  |          |
|--------------------|----------|
| Saltney Ferry      | CH4 0BN  |
| Broughton          | CH4 0QQ  |
| Golftyn CP         | CH5 4XA  |
| Ysgol Merllyn      | CH6 6BB  |
| St Davids          | CH7 1LH  |
| Bryn Gwalia        | CH7 1SU  |
| Nercwys            | CH7 4EW  |
| Ysgol Dewenfa      | CH7 4RQ  |
| Caerwys            | CH7 5AQ  |
| Gwernaffield       | CH7 5DP  |
| Ysgol Y Foel       | CH7 5NW  |
| Nannerch           | CH7 5RD  |
| Northop Owen Jones | CH7 6AU  |
| Ysgol Rhos Helyg   | CH7 6Pj  |
| St Winefrides      | CH8 7NJ  |
| Ysgol Brynffordd   | CH8 8AD  |
| Lixwm              | CH8 8NA  |
| Ysgol Bro Carmel   | CH8 8SJ  |
| Whitford           | CH8 9AN  |
| Trelogan           | CH8 9BN  |
| Bryn Garth         | CH8 9JA  |
| Gwespyr Picton     | CH8 9JQ  |
| Ysgol Bryn Pennant | CH8 9NU  |
| Trelawnyd          | LL18 6DL |
| Ysgol Gronant      | LL19 9UF |

| <b>Gwynedd</b>                    |          |
|-----------------------------------|----------|
| Ysgol Ffridd Y Llyn               | LL23 7HE |
| Ysgol Penybryn Tywyn              | LL36 9EF |
| Maenofferen School                | LL41 3UL |
| Talsarnau Primary School          | LL47 6TA |
| Ysgol Cefn Coch                   | LL48 6AE |
| Ysgol Borth-Y-Gest Primary School | LL49 9UF |
| Ysgol Llanystumdwy                | LL52 0SP |
| Ysgol Bro Plenydd                 | LL53 6UP |
| Ysgol Gynradd Abererch            | LL53 6YU |
| Ysgol Pentre Uchaf                | LL53 8DZ |
| Ysgol Talysarn                    | LL54 6HR |
| Pennaeth Ysgol Bethel             | LL55 1AX |
| Ysgol Pendalar                    | LL55 1DU |
| Ysgol Santes Helen                | LL55 1PF |
| Ysgol Bontnewydd                  | LL55 2UF |
| Ysgol Gynradd Llanrug             | LL55 4AL |
| Waunfawr Primary School           | LL55 4LJ |
| Ysgol Hirael                      | LL57 1BA |
| Our Ladys RC School               | LL57 2UT |
| Ysgol Pennal                      | SY20 9JT |
| Corris Primary School             | SY20 9TQ |

# SCHOOLS IN WALES

| <b>Isle of Anglesey</b>                                  |          |
|--|----------|
| Ysgol Gynradd Llandegfan                                 | LL595UW  |
| Ysgol Pencarnisiog                                       | LL63 5RY |
| Lynsey Harper-Hughes                                     | LL64 5XA |
| YSGOL CYBI   | LL65 1NS |
| Ysgol Llanfawr   | LL65 2DS |
| Ysgol Rhoscolyn  | LL65 2DX |
| <b>Merthyr Tydfil</b>                                    |          |
| St Aloysius RC Primary                                   | CF47 9PA |
| Pant Primary School                                      | CF48 2AD |
| Ysgol-Y-Graig Primary School                             | CF48 2LR |
| <b>Monmouthshire</b>                                     |          |
| St. Marys RC Junior & Infant School                      | NP16 5JE |
| Kymin View Primary School                                | NP25 3ND |
| Trelleck School  | NP25 4PA |
| Castle Park Primary                                      | NP26 4HN |
| Archbishop Rowan Williams Church in Wales Primary School | NP26 5UL |
| Llanfoist Primary School                                 | NP7 9LS  |

| <b>Powys</b>   |          |
|--|----------|
| Ysgol Trefonnen Church in Wales Community Primary School | LD1 5EP  |
| Mount Street Junior School                               | LD3 7LU  |
| Mount Street CP Infant & Nursery School                  | LD3 7NG  |
| LLANGORSE CHURCH in WALES                                | LD3 7UB  |
| Llanfaes C P School                                      | LD3 8EB  |
| Sennybridge CP School                                    | LD3 8RS  |
| Priory Church in Wales v a School                        | LD3 9EU  |
| Cradoc Primary School                                    | LD3 9LR  |
| Llanbedr Church in Wales Primary School                  | NP8 1SR  |
| Ysgol Gymraeg Dyffryn Y Glowyr                           | SA9 2PT  |
| Ysgol Pennant  | SY10 0PD |
| Ysgol Dyffryn Trannon                                    | SY17 5PH |
| Ysgol Bro Hyddgen Primary Campus                         | SY20 8HE |
| Llanfair Caereinion Primary School                       | SY21 0SF |
| Leighton School  | SY21 8HH |
| Carregoffa CP School                                     | SY22 6PA |
| Llandysilio Church in Wales School                       | SY22 6RB |
| Arddleen CP School                                       | SY22 6RT |

# SCHOOLS IN WALES

| <b>Rhondda Cynon Taf</b>            |          |
|-------------------------------------|----------|
| Craig-Yr-Hesg Primary School        | CF37 3BP |
| Hawthorn Primary                    | CF37 5AL |
| Heol-Y-Celyn Primary School         | CF37 5DB |
| Porth County Community School       | CF39 0BS |
| Tonyrefail Community School         | CF39 8HG |
| Tref Y Rhyg Primary School          | CF39 8PR |
| Ysgol Nantgwyn                      | CF40 1HQ |
| Ysgol Hen Felin                     | CF41 7SZ |
| Parc Primary                        | CF42 6LY |
| Penrhys Primary School              | CF43 3PL |
| Darran Park Primary                 | CF43 4LE |
| Maerdy Primary School               | CF43 4TW |
| Cwmbach C in W Primary School       | CF44 0AT |
| Penywaun Primary School             | CF44 9DR |
| Glenboi Community Primary           | CF45 3DW |
| Perthcelyn Community Primary School | CF45 3RJ |
| Ynysboeth Primary School            | CF45 4LJ |
| Llanharan Primary School            | CF72 9PW |

| <b>Swansea</b>          |          |
|-------------------------|----------|
| Plasmarl Primary School | SA6 8LH  |
| <b>Wrexham</b>          |          |
| Ysgol Plas Coch         | LL11 2BU |
| Wats Dyke Cp School     | LL11 2TE |
| Ysgol Penrhyn           | LL11 6SF |
| Ysgol Alexandra         | LL12 7AZ |
| Eyton Primary           | LL13 0YD |
| Ysgol Bodhyfryd         | LL13 7DA |
| Pentre School           | LL14 5AW |

Thanks for all the invaluable advice and support:



The challenge

Advertising campaign

Social media campaign

Schools programme

Impact

Your schools

What next?



# WHAT NEXT?



## Lunchbox Hacks

60 seconds to healthier lunchboxes

September 2021  
January 2022



## Tray Bakes

How to get an extra meal out of your favourite tray bakes

November 2021



## STIR FRY FRENZY

Master the stir fry for Chinese New Year

February 2022



## EAT THEM TO DEFEAT THEM

Year four is set to be the biggest yet (details TBC)

February 2022



Veg Power is an alliance united by a common goal - to get our kids eating more veg. Organisations and individuals all over the UK generously provide funding, free media, goods and services as well as thousands joining in online and in their schools and communities.

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# VEGPOWER

Veg Power is only made possible by the generous support of our members



# VEGPOWER

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