



Wales Festival of Veg

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FFRES!

Gŵyl Lysiau Cymru

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Monday, May 24th 2021

PRESS RELEASE

Food Sense Wales presents Ffres! – Wales Festival of Veg

Ffres! Wales's first Festival of Veg will take place from June 5th to the 18th and will celebrate growing, eating, on the ground action and enjoyment of all things veg in Wales.

Co-ordinated by [Food Sense Wales](#) – an organisation working to influence and impact how food is produced and consumed in Wales – the festival will highlight the incredible work that's taking place across Wales' gardens, farms, communities, organisations and businesses.

Ffres! will bring together projects and partners from across Wales – from community growing projects to edible horticulture businesses; food writers to restaurateurs; and social media influencers to wholesalers – and will provide an opportunity to showcase the excellent work they're all doing to promote the growing and eating of vegetables.

The festival will feature a blend of online events and social media content and will offer those taking part the chance to share their stories as well as their passion for veg. Anyone interested in joining in will also be able to follow the festival on social media by using **#Ffres21**.

There'll be a focus and discussion around cooking and accessing more veg; the need to grow more veg; exploring the health benefits of eating more veg; looking at how food and veg can offer ways to bring people together as well as connecting people with vegetables – where they come from; their heritage, and the way they're grown.

“With 2021 being the [UN International Year of Fruit and Veg](#) and with [COP26](#) taking place in Glasgow this November, we felt like this was the right time to organise a celebration of vegetables in Wales,” says Katie Palmer, Programme Manager at Food Sense Wales.

“In terms of public health, our diets are leading to high levels of obesity, type 2 diabetes and other diet-related disease - and we all need to eat more veg. Food Sense Wales delivers the [Peas Please](#)

programme in Wales, which explores the levers along the supply chain which have the potential to increase vegetable consumption in a sustainable manner, and we recognise that in order to support consumers to make healthier choices, we need to see changes across our food system. We've also recently supported five small horticulture business to help them to increase veg production, enabling them to provide even more veg to diverse communities across Wales.

"Food Sense Wales delivers several food-related programmes across Wales – many as part of UK partnerships – helping to increase participation, awareness and engagement in food related policy and activity," adds Katie. "We take a systems approach to food and farming, forging strong working relationships with public, private and civil society organisations in Wales, and this is why I'm really pleased that Food Sense Wales is curating **Ffres!** It's a great opportunity to showcase the work of dedicated and enthusiastic individuals, groups, businesses and organisations - all of whom are working really hard to champion vegetables, helping not only to benefit people's health but the environment too."

The **Ffres!** festival will culminate with the **Wales Peas Please Veg Summit** which is part of a [UK-wide series](#) that will explore the role of veg as a part of a transition towards healthy and sustainable diets. The series will showcase examples of best practice; consider ways in which policymakers can support the transition, and celebrate all things veg.

The **Wales Peas Please Summit** will consist of two events – the first focusing on horticulture policy and investment, with the second exploring the food environment.

Ffres! also coincides with [Veg Power and ITV's Eat Them to Defeat Them](#) - a campaign supported by Food Sense Wales that aims to increase veg consumption amongst children using advertising and marketing to increase demand. This year, around 150 schools in Wales are taking part in Veg Power's schools programme which is also taking place in June.

To find out more about the festival, please visit the **Ffres!** [Eventbrite page](#) or the Food Sense Wales [website](#). You can also follow **@foodsensewales** on Twitter and Facebook for lots of veg related content and use **#Ffres21** to follow the festival which takes place between June 5th and the 18th.

ENDS

Notes to the Editor:

For more information contact:

Sian-Elin Davies, Communication and Engagement Manager, Food Sense Wales:

sian-elin.davies@wales.nhs.uk / 07733 305018

About Food Sense Wales

Food Sense Wales is working to create a food and farming system that is good for people and good for the planet. We want to influence how food is produced and consumed in Wales, to ensure sustainable food and farming is at the heart of a just, connected and prosperous food system.

To achieve this we believe that the environment; health and wellbeing; social justice, and the economy should be integrated in all policy thinking in Wales. We believe that this “food in all policies” approach can be achieved through research, cross sector collaboration and mobilising citizens and stakeholders as part of a “Wales Good Food Movement”.

Food Sense Wales is a fund within the Cardiff and Vale Health Charity and hosted by the Cardiff and Vale Public Health team. Food Sense Wales takes a systems approach to food and farming in combination with strong working relationships with public, private and civil society organisations operating in and cutting across the food space in Wales and the UK.

Food Sense Wales delivers a number of programmes across Wales – many as part of UK partnerships – including [Peas Please](#), [Food For Life Get Togethers](#) and [Sustainable Food Places](#).

About Peas Please

Peas Please is a UK-wide initiative that’s all about getting people to eat more veg which Food Sense Wales leads in Wales.

Peas Please is a ground-breaking initiative focused specifically on veg. With our vegetable consumption levels declining, Peas Please aims to bring together farmers, retailers, and restaurant chains, caterers, processors and government departments with a common goal of making it easier for everyone to eat veg.

It’s not just our health that will benefit but the environment and farmers can potentially benefit from more veg too. A recent study showed that if we all eat an extra portion of veg and a little less meat we would reduce the UK’s diet-related greenhouse gas emissions by 17%.

Peas Please aims to secure commitments from industry and government to improve the availability, acceptability (including convenience), affordability, and quality of the vegetable offer in shops, schools, restaurants and beyond, and in turn stimulate increased vegetable consumption among the UK public, particularly children and those on a low income.

About Veg Power

Veg Power’s main aim is to increase veg consumption among children across the UK - an initiative that was founded in 2018 having developed from the work of Peas Please. Food Sense Wales works closely with [Veg Power](#) to support its activity in Wales.

80% of our children in the UK are not eating enough vegetables, with a third eating less than one portion a day. Veg Power works in close partnership with Peas Please and aims to use advertising and marketing to increase consumer demand and perceived value of vegetables.

In 2018, Veg Power formed a key partnership with ITV and together created the [Eat Them to Defeat Them](#) campaign, which was first delivered in 2019, making veg fun for kids. In 2020 ITV and Veg Power were joined by Channel 4 & Sky for a bigger second advertising campaign and the launch of the campaign schools’ programme.

During both the 2019 and 2020 [Eat Them to Defeat Them](#) campaigns, Food Sense Wales helped to facilitate considerable support from Welsh Government, Welsh Local Government Association, City of Cardiff Council, Caerphilly County Borough Council and the Vale of Glamorgan Council to deliver activities in Wales. With funding from [WLGA](#) and Welsh Government, bilingual school assets were produced, and a Welsh language section created on the www.eatthemtodefeatthem.com website.

With the generous support of [Castell Howell](#) – during both 2019 and 2020 campaigns - bilingual resources were distributed to 249 primary schools across 20 local authority areas in Wales, reaching over 50,000 children.

The 2020 School Report noted that in Wales, 66% of children agreed that the campaign made eating veg seem more fun and that 57% of children agreed that they'd eaten more veg than usual at home in the weeks following the activities – with Wales respondents being more positive than the UK average. Here's a lovely [video](#) capturing some of the Eat Them to Defeat Them activity at Ninian Park Primary School in Cardiff in 2020.