



# VEGPOWER

 Watch our short video

**TORBAY COUNCIL**



**29%**  
OF CHILDREN  
eat **less than**  
1 portion per  
day<sup>6</sup>

**89%**  
OF CHILDREN  
eat **less than**  
3.5 portions  
per day<sup>6</sup>

**77%**  
OF ADULTS  
eat **less than**  
3.5 portions  
per day<sup>6</sup>





Veg Power, a not-for-profit alliance on a mission to inspire kids to love vegetables and to share that joy with their parents today and their own children tomorrow.







## Our Campaigns





**Why don't kids  
eat more  
vegetables?**











**EAT THEM  
TO DEFEAT THEM**

As seen  
on TV

2019-2025



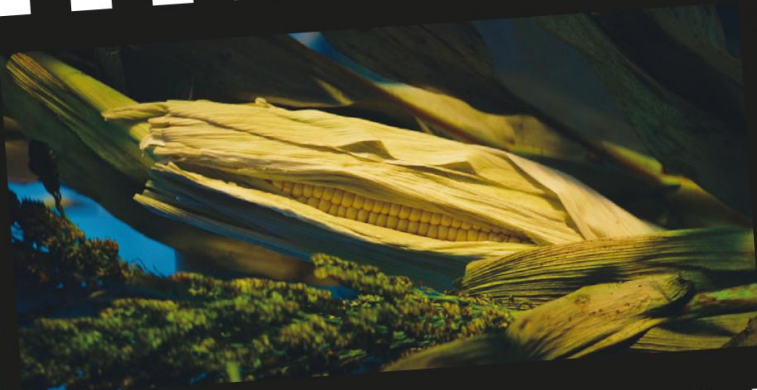
**VEGPOWER**



# EAT THEM TO DEFEAT THEM

£20M

ADVERTISING  
donated  
to our  
campaign



33M+  
REACH



via ADVERTISING



itv



sky

+ 12 media partners

BARB 2024

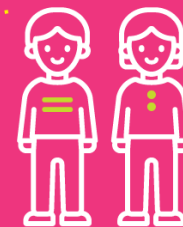


**5,000+ SCHOOLS**



took part in  
OUR SCHOOLS'  
PROGRAMME

**1.7M+ DIFFERENT CHILDREN**



HAVE TAKEN PART  
IN SCHOOLS WITH  
TASTING EVENTS  
AND REWARD  
CHARTS



**77% PARENTS**

of children who took part in  
schools said those children

**ATE MORE VEGETABLES**



**62%**

**PARENTS  
OF CHILDREN  
WHO TOOK PART  
IN SCHOOLS**

said they also  
**ATE MORE  
VEGETABLES**



**87% OF CHILDREN  
IN SCHOOLS**

**WANT TO  
DO IT AGAIN!**



**55% OF PARENTS  
REPORT**

**LASTING INCREASE IN  
VEG CONSUMPTION**

FROM REPEAT  
PARTICIPATION



[Click for full report](#)





**EAT THEM  
TO DEFEAT THEM**

REPORT CARD	
Children ate more veg	89%
Children more likely to finish veg & reduce waste	74%
More veg in packed lunches	42%
Children ate more veg when they have done it before	69%
Run it again next year	95%





# ATTACK THE SNACK







Growing  
To Love  
Tomatoes





## 2024

20,000 children growing tomatoes in 375 schools

Local authority & corporate funding

Sam Nixon (Crackerjack, Sam & Mark's Big Friday Wind Up, Pop Idol)

Chris Collins (Blue Peter, Gardeners' World)

Shaun the Sheep theme grow chart & assets

## 2025

Returning April 2025,

30,000 children growing their own tomatoes

 Click for more info







## REPORT CARD

Are you and the children enjoying Growing To Love	88% 5 ★
How easy have you found the programme so far?	90% EASY
Will the plants be going home with the children at the end of term?	89% YES
Would you participate again next year?	98% YES







# VEGPOWER

**Dan Parker | Chief Executive**

Dan.Parker@VegPower.org.uk

**Opinions & insight on LinkedIn**

company/veg-power/ or /dveparker

**More information & resources**

VegPower.org.uk