

As seen
on TV



EAT THEM
TO DEFEAT THEM

STOP THEM TAKING OVER THE WORLD

STARTS
20TH
FEB

SCHOOLS' PROGRAMME
GUIDE 2023



80%

OF OUR CHILDREN ARE NOT EATING ENOUGH VEGETABLES

80% of our children are not eating enough vegetables with a third eating less than one portion of vegetables a day. Perhaps most alarming is that 50% of parents say they have given up even trying.

With the support of schools across the UK we are turning this around using advertising and marketing to inspire kids to veggie loving habits they will keep for life, and in turn share with their children.

Through a unique partnership between Veg Power, ITV, Channel 4 and Sky Media, plus the support of supermarkets, growers, devolved and local government, the Eat Them to Defeat Them campaign is bringing about real changes in children's attitudes towards vegetables.

Find out more:
EatThemToDefeatThem.com



Sainsbury's



TESCO



WAITROSE
& PARTNERS



JOIN THE FIGHT

The veg are back ...and everything you need to defeat them is packed into this guide. Welcome to Eat Them to Defeat Them 2023.

Our 2022 campaign was our biggest yet with over 1 million children defeating the veg in schools across the UK. The success of the campaign has been recognised with the most prestigious and sought after awards. These awards recognise effectiveness and are a huge credit to the thousands of schools, caterers, and community groups whose dedication make Eat Them to Defeat Them such a success.

**Our 2022 campaign was our biggest yet
with over 1 million children defeating the veg**

Our goal for 2023 is flexibility to support schools, caterers and families through these challenging times. We are creating a “platform”, all the background buzz and fun narrative for the kids, plus we’ll supply a core set of assets to get you started. What you do, how much you do and how much you lean into our recommended approach or deviate to suit your school is up to you.

The creative theme for this year is “the veg are taking over the world” which we have supported with recipes, lesson plans and assets to celebrate the wonderful global diversity of food in your school menus and the homes of your families. We hope you have fun with it.

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Gold Winner
IPA EFFECTIVENESS
AWARDS



**President's Prize for
Behavioural Change**
IPA EFFECTIVENESS AWARDS



Gold Winner
EFFIE AWARDS

VEGPOWER

itv



sky

EAT THEM TO DEFEAT THEM



“ I owe endless thanks to the people behind the #EatThemToDefeatThem campaign. My daughter's vegetable intake has increased tenfold! She loves telling us about all of the vegetables she's defeating, and how she's saving us all! ”

JUST ONE OF MILLIONS OF PARENTS

In 2018 Veg Power formed a key partnership with ITV and together created the Eat Them to Defeat Them campaign, which first ran in 2019, making veg fun for kids. In 2022, the campaign's fourth year, the programme extended to a TV advertising campaign reaching 36m people and a schools' programme reaching over 1 million children in 3,850 primary and special schools.

57% of parents said their children ate more vegetables as a result and schools reported an up-to 25% reduction in plate waste. All in all this programme has directly generated veg sales equivalent to 1.4 billion extra children's portions.



2023

Once again ITV, Channel 4 and Sky Media are supporting the campaign with a £3m advertising campaign. That takes the total advertising behind this campaign to over £17m over five years. The advertising starts on 11th February building up excitement for the schools programme running between 20th February - 8th April.



£3.5M

ADVERTISING
donated
to **our**
campaign



36M
PEOPLE
REACHED

via **ADVERTISING**



3,850 **SCHOOLS**

took part in
OUR SCHOOLS'
PROGRAMME
in **2022**



1M

CHILDREN

TOOK PART IN
SCHOOLS WITH
TASTING EVENTS
AND **REWARD**
CHARTS



30%

PARENTS
WHO
SAW THE
ADVERT

said their children
ATE MORE VEGETABLES

57% PARENTS

of children who took part in
schools said those children

ATE MORE VEGETABLES



1.4 **BILLION**
PORTIONS

EXTRA VEGETABLES
SOLD AT RETAIL



+£132M
VEGETABLE SALES

as a **DIRECT RESULT** of our
campaigns in 2019-2022



YOUR PLANNER

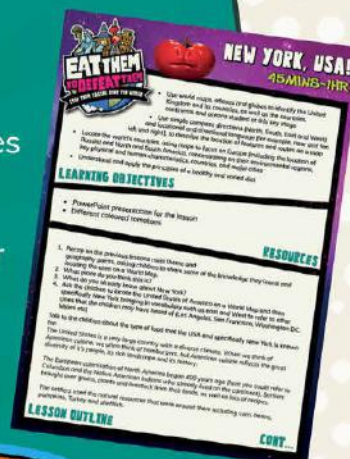


A step-by-step guide to the Eat Them to Defeat Them programme

PLANNING

JANUARY/EARLY FEBRUARY 2023

- ☐ Liaise with caterers (SEE PAGE 8)
- ☐ Decide how you will use the lesson plans (SEE PAGE 13)
- ☐ Plan your assembly (SEE PAGE 12)
- ☐ Plan your Progress Chart goal (SEE PAGE 15)
- ☐ Send early notice to families (SEE PAGE 20)
- ☐ Check out blogs from other schools on our website
- ☐ Check out our downloadable assets (SEE PAGE 18)



PREPARATION

MID-FEBRUARY 2023

- ☐ Expect delivery of a box or two of assets
- ☐ Give stickers to lunchtime team (SEE PAGE 14)
- ☐ Give menu-design-kit to caterers or lunchtime team (SEE PAGE 8)
- ☐ Send Prepare for Victory to families (SEE PAGE 20)
- ☐ Look out for the TV advertising

WHAT'S IN THE BOX?

- Take-home packs
- Menu-design-kit
- Rolls of reward stickers
- Progress Chart
- Schools' Programme Guide

EATTHEMTODEFEATTHEM.COM

Downloads, feedback and more.

Don't forget to register to find out about future projects.

LAUNCH

20TH FEBRUARY 2023

- ☐ Distribute the take-home packs
- ☐ Kick off with an assembly (SEE PAGE 12)
- ☐ Remind families (SEE PAGE 20)
- ☐ Stick-up Progress Chart (SEE PAGE 15)

TAKE-HOME PACKS

The take-home packs each have a reward chart and a (plastic-free) sticker sheet. These help parents and carers to repeat, reward and normalise good veg-eating habits.

The packs come in a branded envelope. If your school resources have been provided by a local company, then they will also feature on this envelope.

In your boxes there should be one for each child in your school from Reception/P1 to Year 6/P7, if you have too few, please contact us (see page 22).

Please can these go out in school bags to take home as soon as possible in the first week of the campaign.



LIVE

20TH FEBRUARY - 31ST MARCH

- ☐ Remind families of meal theme days and recipes (SEE PAGE 20)
- ☐ Fill in your Progress Chart (SEE PAGE 15)
- ☐ Lesson plans and other activities (SEE PAGES 13 & 18)
- ☐ Hand out stickers (SEE PAGE 14)
- ☐ Look out for update emails from us
- ☐ Have fun! Post and share your veg victories on social media (SEE PAGE 22)



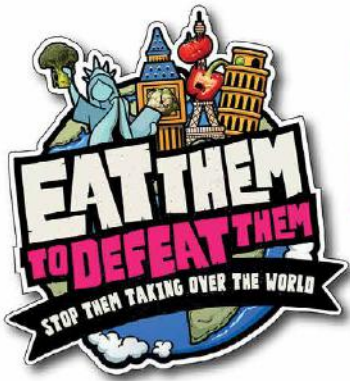
FINALLY

24TH MARCH - 22ND APRIL

- ☐ Feedback from schools and caterers (SEE PAGE 22)
- ☐ Ask your families to feedback too - they can win prizes



THANKS FOR YOUR SUPPORT!



MEAL THEMES

Turning the buzz into the first bite

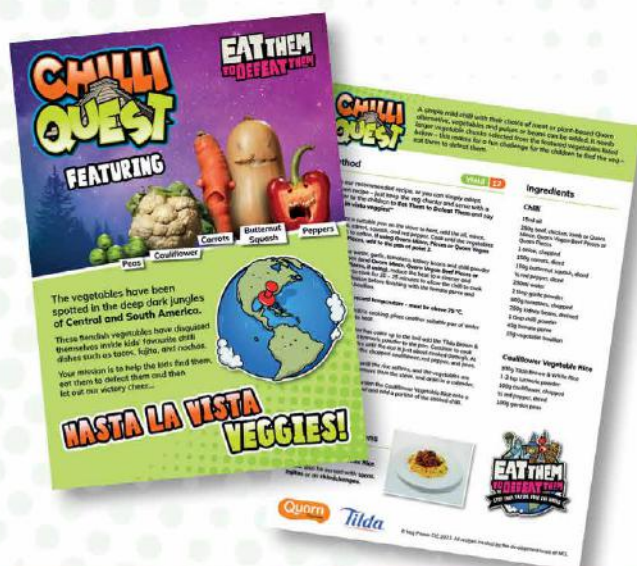
Eat Them to Defeat Them works because it is fun. We create a story, a game, an adventure around vegetables with the child as the hero and the vegetables as the "enemy" - and the only way to defeat them is to eat them. Kids understand it is a ruse to get them to eat vegetables but it's fun, so they do. The more adults play the game, the better the kids respond.

This year we have created 10 meal themes - each one turns a regular favourite recipe into an

adventure. Each has a fun name, a catchphrase, a story and a recommended recipe. They each contain a few of our 10 featured vegetables (**checkout the meal themes on page 10**). We will supply you with a 28-piece menu-kit to make displays for each meal theme you do. We hope you'll add to them to make amazing displays.

FEATURING:





COLLABORATING WITH YOUR CATERERS

We have supplied caterers with our recommended recipes (which have been kindly sponsored by Quorn Professional and Tilda), or they can do it their way. We suggest you coordinate with your caterers to decide which ones, and when you want to offer these meal themes.



HERE'S HOW IT WORKS...

- 1 Agree a schedule with your caterers.
- 2 Use the launch assembly to let the school know what's coming (SEE PAGE 12)
- 3 Let your parents and carers know, as the kids will want to take part - that should increase school meal uptake (SEE PAGE 20).
- 4 Use the menu-kit supplied to create signs and displays for the theme of the day.
- 5 Each meal theme has a name, a catch phrase, a narrative for the kids, and a rally cry video. Play these in class or assembly in advance and on the day to get the kids excited. Download the videos from **EatThemToDefeatThem.com**
- 6 We have also supplied lesson plans (SEE PAGE 13) - each one aligns with the meal theme from that part of the world.
- 7 On the day, your lunchtime team can hand out the stickers provided to reward the children (SEE PAGE 14). Some children can be nervous of vegetables so a sniff, a lick or a nibble should earn a sticker.
- 8 Encourage everyone, particularly the adults, to use the "Eat Them to Defeat Them" and meal theme specific catchphrases.
- 9 Don't forget to colour in your Progress Chart as you go (SEE PAGE 15).
- 10 Remind parents and carers that there are versions of the same recipes on our website if they want to recreate the fun at home.



Please modify, adapt and amplify this in whatever way suits you.
There is a pack of visual assets on our website you can use to create your own resources.
Please share on social media with the hashtag **#EATTHEMTODEFEATTHEM**

MEAL THEMES

CARIBBEAN CHALLENGE



Feel the heat veggies!

While the sun beats down on the beautiful beaches of the Caribbean, those crafty vegetables have been busy. We've heard they have set up their base in the Caribbean. It's time, time they felt the heat. Find them, say "feel the heat", then eat them and defeat them.

Chicken, rice and peas

Hasta La Vista Veggies!

The vegetables have been spotted in the deep dark jungles of Central and South America. These fiendish vegetables have disguised themselves inside your favourite chilli dishes such as tacos, fajita, and nachos. Your mission is to find them, eat them to defeat them and then let out our victory cheer "Hasta La Vista Veggies!"

Chilli, any style

CHILLI QUEST



COUSCOUS CLASH



Bring it on veggies!

The vegetables have been spotted emerging from the great sand dunes of the desert. At first, we thought they were camels, but no, it's the veg invasion taking over the deserts of North Africa and Arabia. The latest reports show that they have stormed the couscous. Find them, then eat them to defeat them and raise loud your victory cry: "bring it on veggies".

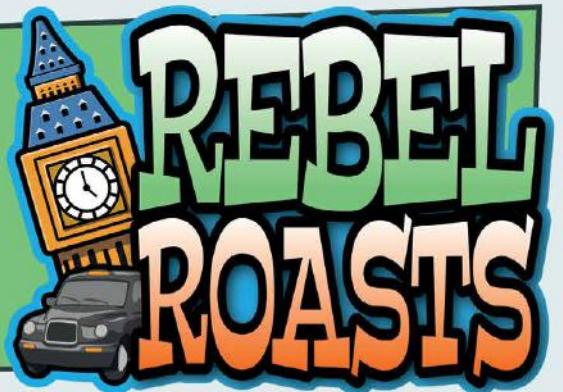
Couscous with vegetables

This roast is mine!

The global veg invasion has landed here in the United Kingdom. The vegetables have kidnapped our great roast dinners. Kids, we need your help more than ever. Find them, beat them, defeat them, the only way is to eat them. Reclaim our roast and say it loud, say it proud. "This roast is mine".

Any roast

REBEL ROASTS



Dig-Down Pie



Dig for Victory!

The carrots have tunnelled their way to the centre of earth. You'll need to break through the earth's crust, dig through the steaming hot lava and find the veggies – then eat them to defeat them. Say "dig for victory" and start your journey.

Cottage pie

Feel my power!

Hey, you like pasta? We've heard the vegetables have taken over the pasta. Next time you see pasta, search out the vegetables, pick them out, and then defeat them in the only way possible – eat them, eat them, eat them and then let out your victory cry "Feel my power"!

Lasagna or pasta bake



This slice is mine!

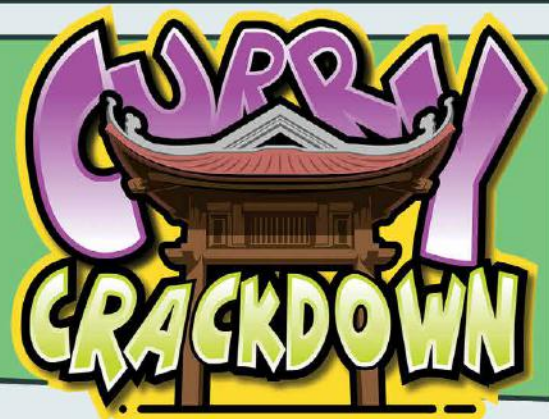
Did you know that your pizza usually has a tomato base? Now those terrible tomatoes have recruited a few of their fiendish friends. Find a slice of pizza the vegetables have invaded, fix it with your hardest stare and say, "this slice is mine". Then eat them to defeat them before they escape.

Pizza

You're going down veggies!

A wave of vegetables is sweeping across Southeast Asia. Those crafty vegetables think they can fool us by hiding in the rice. Don't be fooled mighty veg warriors – find them, eat them and defeat them, and let out our victory cheer: "You're going down veggies"!

Vegetable rice with any curry



Let's get ready to rumble!

What's the wildest thing in the jungle? The lion? The elephant? It used to be, but now the vegetables have been taking over the delicious pink rice from Africa. Let's hear you say, "let's get ready to rumble" and then hunt them down, eat them and defeat them!

Jollof

Time for a showdown!

From China, to Japan and Korea the vegetables have taken over every noodle. We need your help to defeat their monstrous plan. Say "time for a show down", then slurp down the noodles and find those veggies – you know what to do. Eat them to defeat them.

Noodles



START WITH AN ASSEMBLY

DR JASON O'ROURKE
HEADTEACHER,
WASHINGBOROUGH
ACADEMY, LINCOLNSHIRE



AIMS

To introduce the children to the themes for Eat Them to Defeat Them 2023



- 1 Explain that you want to share with the children the national Eat Them to Defeat Them campaign.
- 2 Show the advert and ask if any of them can remember seeing it on TV.
- 3 Explain that this year the vegetables are taking over the world, so we are going to be travelling around the world to see how vegetables are used in different cultures and different countries.
- 4 The challenge for this year is visiting all of these areas around the world to see how children around the world are defeating the vegetables. Then we'll be trying some of those meals in school lunches to see if we can defeat them too.
- 5 Go through the 'Eat them to Defeat Them' assembly PowerPoint introducing the nine different areas of the world plus the 'Centre of the Earth' that we will be focusing on this year.
- 6 Share the World Map image with the children and discuss with them the areas and which continents they are on and any other geographical features that arise from the discussion such as mountain ranges, rivers, significant cities etc.
- 7 Explain to the children that they will each be given an Eat Them to Defeat Them reward pack and sticker chart to take home.
- 8 Finally tell them you have an important message from the Eat Them to Defeat Them chef – then show them the short assembly rally cry video.

Assembly PowerPoint & video and other school resources

EATTHEMTODEFEATTHEM.COM

TIME FOR REFLECTION:

Get the pupils to imagine their favourite vegetables in their heads.

PRAYER

God, thank you for vegetables and all of our food.

Thank you for everyone who helps us eat: our families, our food, those who work in the kitchen in school, those who have grown and harvested and produced and delivered our food.

Help us to be thankful for all that we have and for all the hard work that has gone into our food.

Thank you for good food. Amen.

LESSON PLANS

Exploring food from around the world

With Eat Them to Defeat Them 2023 based on a global theme we thought it was a great opportunity for children to explore food from around the world and celebrate the diversity of food enjoyed by different families and cultures.

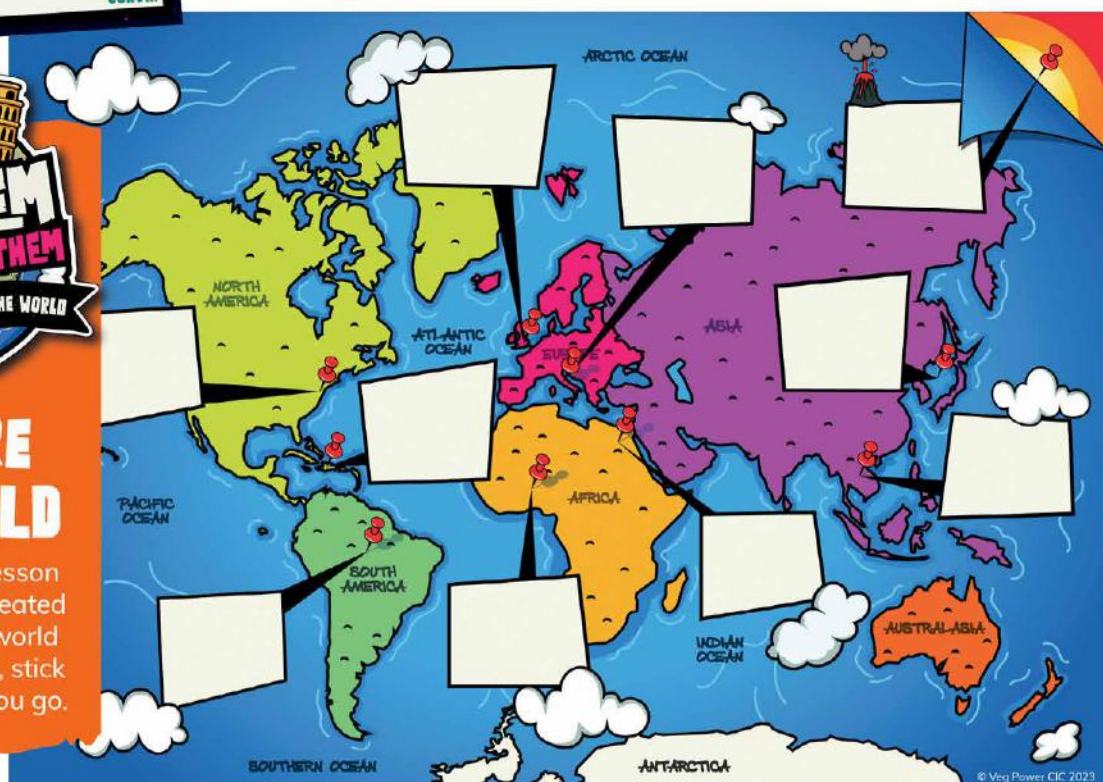
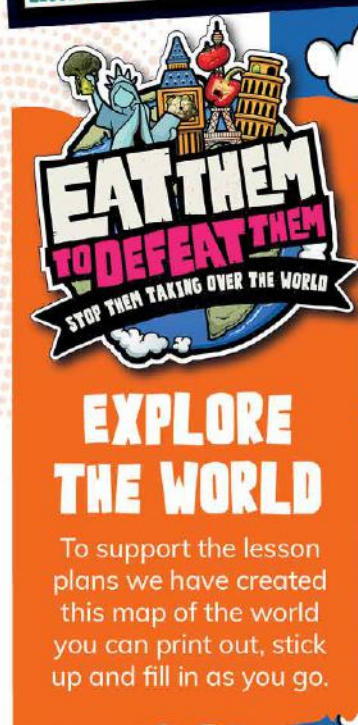
For each meal theme and area of the world we have a supporting curriculum-compliant and teacher-friendly lesson plan adaptable across Reception/ P1 to Year 4/P5 with the theme "Food from around the world". These have also been created by award-winning headteacher Dr Jason O'Rourke.

We hope you'll use these in conjunction with the meal-themes at school lunches to create interest and excitement in the food served.

For a bit of fun we have also created a very short "rally cry" from our mad chef for each meal-theme playing with the name, narrative and catchphrase of the different meal-themes. These would be perfect to play in class to set the children up to enjoy their themed lunch.

These and other lesson plans, and arts and crafts assets are available for download from the school section of:

EatThemToDefeatThem.com





STICKERS

Rewarding kids for tasting

Our school packs include rolls of stickers. These veg stickers are essential to the experience. They serve two purposes. Firstly, the caterers and school team can give the kids stickers to reward them for trying the vegetables. Kids love stickers. For kids who are not sure, then no pressure, a sniff or a lick of the veg will do.

The second feature is to project that back to parents and carers. These stickers effectively say, "I tried vegetables today". We'll be advising parents to acknowledge and praise (ideally joining in the fun theme of the campaign) and then, critically, repeating that veg at home, rewarding the child using their reward and sticker chart. We move from sample at school, to repeat at home, then reward in order to normalise that veg in the child's diet.

These stickers effectively say, "I tried vegetables today"

To maximise impact, praise the children when you hand out the stickers with lines such as "did you defeat them?". There are five designs and we have supplied enough for each child to get one of each design.



PROGRESS CHART

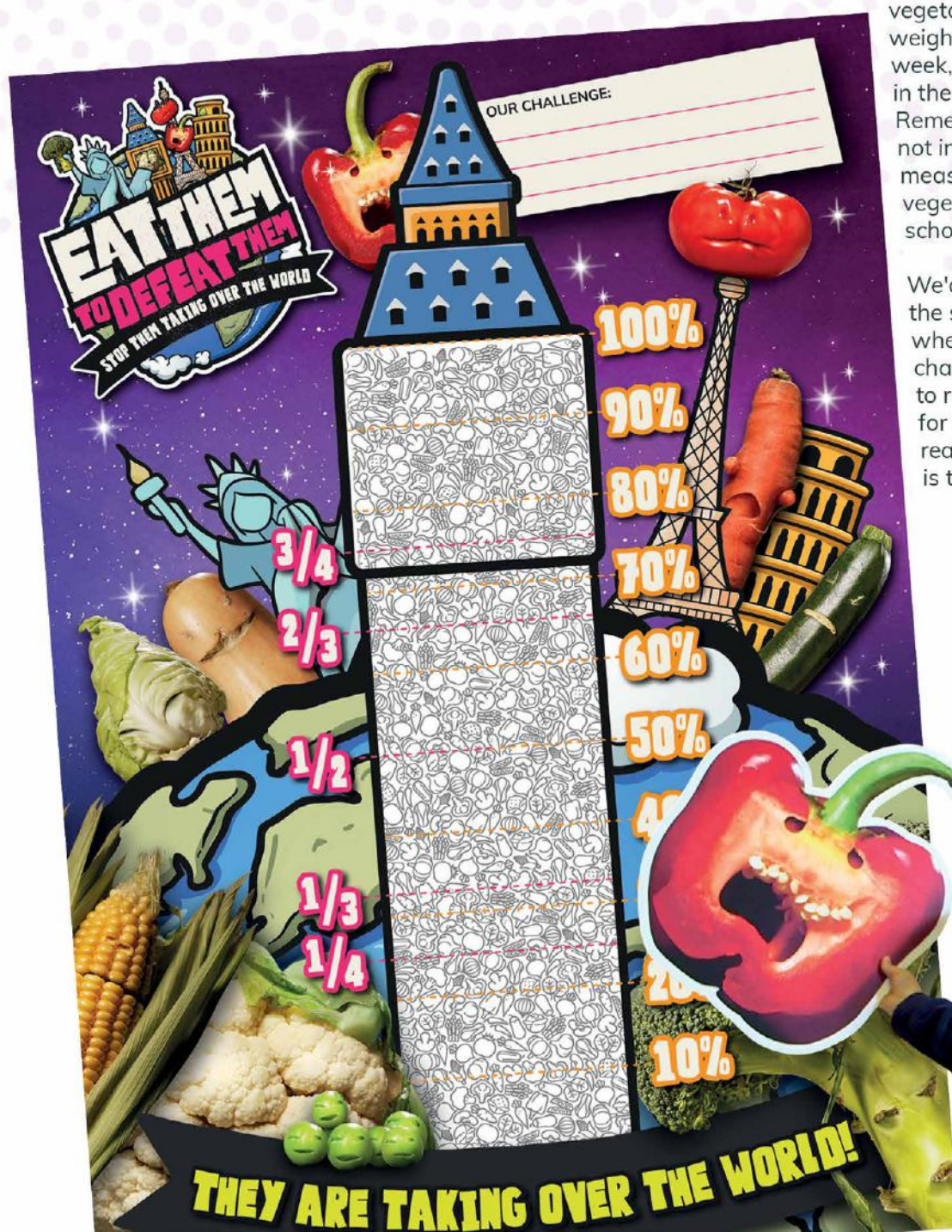
Building a sense of collective achievement

In your school's pack you'll find a folded A1 wall chart.

The wall chart is the focal point of activity, it creates a sense of collective endeavour and achievement which is highly motivating.

We suggest you set a goal and announce it to the school - it might be to work together to eat a ton of vegetables, or vegetables the weight of an elephant. Each week, your pupils can colour in the chart to show progress. Remember it's just for fun and not intended to be a scientific measure of the volume of vegetables consumed in the school.

We'd recommend rewarding the school at the end of term when they complete the chart. The important thing to remember is that it's just for fun, the target doesn't really matter, what matters is the joy of team effort.



EAT THEM TO DEFEAT THEM CATERERS' CHALLENGE

Sponsored by

Tilda



We love caterers! They are crucial to the success of the Eat Them To Defeat Them campaign. From tasty vegetables, to giving out stickers, encouraging play with their enthusiasm – we couldn't do it without those brilliant catering teams.

Our Caterers' Challenge, kindly sponsored by Tilda, acknowledges and celebrates the catering teams. We invite all supporting catering teams to request their free certificate to acknowledge their support - like this one from last year. Head to EatThemToDefeatThem.com

Catering teams could also be one of our Caterers' Challenge winners. These are awarded to the catering teams which put on the best displays and show the most passion and dedication to support the kids to enjoy healthy food.



PRIZES

Framed certificates for every qualifying entry

£500 STAR PRIZE

+ presentation at the LACA Awards dinner

£100 x 20

for Hall of Fame entries

Prizes go directly to school catering teams

HOW TO ENTER...

1. Capture your displays on video or pictures
2. Head to EatThemToDefeatThem.com
3. Tell us how you made it creative, engaging and tasty
4. Upload pictures and videos
5. Plus you can also add your entry to the Tilda Challenge
6. Entry closes: **16th April 2023**

Tilda CHALLENGE

Tilda is challenging school caterers to create the perfect international recipe which blends vegetables and rice.

The winning recipe will go out to thousands of families alongside the top celebrity recipes on our website and social channels. Help us to inspire families to cook together! Top entry also wins £500. The 2022 winner was Mexican Rice - also from Endeavour Primary in Andover.



Here are our 2022 winners, the HC3S team at Endeavour Primary in Andover, collecting their prize at the LACA Main Event.

MORE RESOURCES

Our website is packed full of teaching aids, lesson plans and resources to support *Eat Them to Defeat Them*



SENSORY EDUCATION

Familiarity and play are a great way to make vegetables exciting and help children to enjoy eating them! TastEd and Veg Power have partnered up to provide schools with our sensory food education toolkit. Sensory food education is about using our five senses to explore vegetables.



ARTS & CRAFTS

We have cut-out and colour vegetables to support sensory education or to just colour in for fun. We also have vegetable facemasks the kids will enjoy.

Ask the children to colour in the veg, being as creative as possible.

Show them photos of veg with unusual colours such as purple carrots, multicolour Mexican corn or black tomatoes.

Let them use different media, such as a collage with shiny paper for peppers, scrunched up tissue paper for broccoli, pieces of string for stripes on a carrot, or textured card for the sweetcorn. When all the veg has been decorated, use it to make a display in school and share on social media with the hashtag **#EatThemToDefeatThem**





We have a simple growing project ready for you to download. Even if your school does not have a vegetable garden, you can grow tasty vegetables without soil! All you need is a sandwich bag, a stapler, a sheet of kitchen paper and a bean seed.

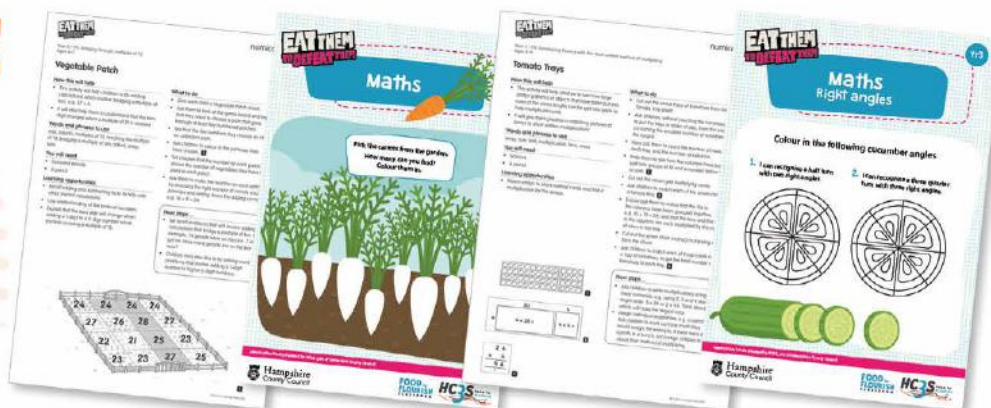
Are you looking for a more ambitious growing project? After a hugely successful trial in Edinburgh in 2022 we are working on the rollout of our Grow Strong programme. Find out more here: vegpower.org.uk/grow-strong



MATHS & MORE

Vegetables aren't just for the canteen, they can be used in the classroom too. Oxford University Press and Numicon have created some KS1 and KS2 maths activity worksheets that you can download and photocopy to use in your lessons. These two activity worksheets focus on multiplication.

We also have veg-themed numeracy & literacy activity sheets which have been created, tested and kindly supplied by the team at Hampshire County Council Catering Services.



EATTHEMTODEFEATTHEM.COM

Downloads, feedback and more.

Don't forget to register to find out about future projects.

ENGAGING FAMILIES

Turning first tastes into lasting habits

How can we turn the excitement of Eat Them to Defeat Them, and that all important first taste of a new vegetable you'll deliver in schools, into lasting improvements in the children's diet?

Eat Them to Defeat Them

works because three elements work together. The TV advertising and celebrity support builds excitement. The programme in schools encourages kids to try more vegetables.

The rewards charts and sticker packs help parents and carers to turn those new experiences into lasting good habits.



PREPARE FOR VICTORY

So, it is essential to the success of the campaign to engage your parents and carers. Here's how we can help:

- 1 As soon as possible...** Let them know it's coming and direct them to EatThemToDefeatThem.com which has a dedicated section and short video to inform and support families.
- 2 Early February...** Head to our website to download and send out this handy guide to help them get the most from Eat Them to Defeat Them.
- 3 Week of 20th February...** Let your families know the campaign has started in school and to look out for the take-home packs in school bags.

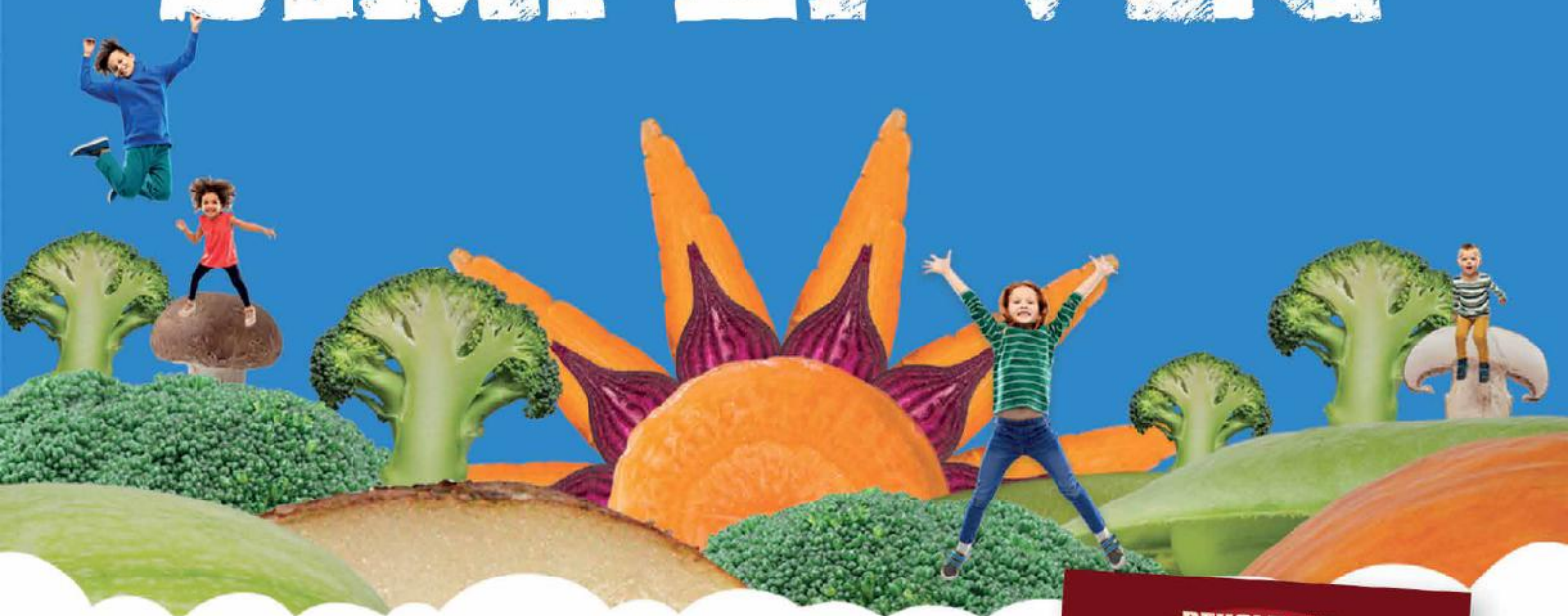


RECIPES

For each of the 10 featured meal themes and recipes this year we have also created a version for home cooking. Plus we have a library of fun Eat Them to Defeat Them theme recipes. All our recipes are accessible, affordable and simple, and encourage families to cook and eat together where possible.

POINT YOUR FAMILIES TO
EatThemToDefeatThem.com/families

SIMPLY VEG



Eat Them to Defeat Them helps kids to feel positive and excited by vegetables, but if we are going to make a lasting change we also have to support our parents and carers.

The cost-of-living crisis is putting immense pressure on household budgets. Our data shows that many people are spending the same in stores but now having to leave a few items behind. All too often, vegetables are being sacrificed.

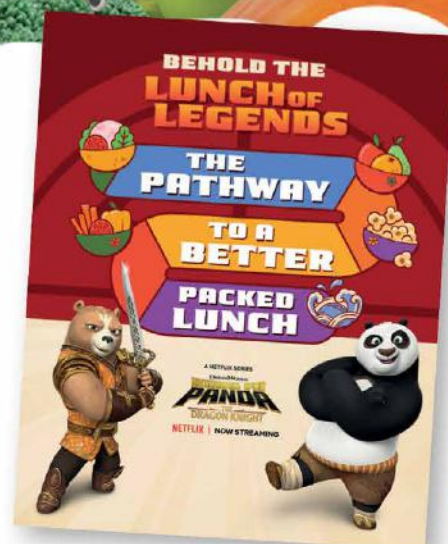
So, Veg Power, supported by many of the UK's top experts in food and nutrition, have launched Simply Veg - our mission is to help families to use vegetables and pulses to navigate these challenging times.

48%
PARENTS
struggle to get
their children to
EAT VEGETABLES



SOURCE: National Survey of 3,000 parents of primary school aged children commission by Veg Power 2022

We have reached out to our network who have placed over 5,000 posters across the UK. We have recruited a stunning expert panel and formed partnerships with leading children's brands such as Kung Fu Panda: The Dragon Knight in partnership with DreamWorks Animation to



support healthy lunchboxes in the face of rising costs. We have money-saving tips, kitchen hacks, free stuff and fun ways to engage the kids - and much more planned for 2023.

simplyveg.org.uk

49%
LOWER INCOME FAMILIES
have bought
fewer fresh vegetables
lately

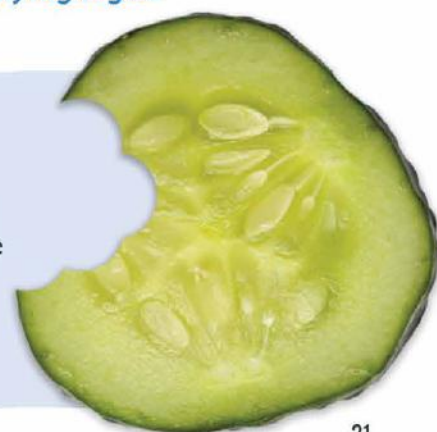


SOURCE: You Gov survey commission by Veg Power 2022

How you can help

All these experts are giving their time and insight for free to support families. We need your help getting the message out. Could you put up a poster? Hand out flyers? Send out an email?

To find out more: vegpowers.org.uk





FEEDBACK

SHARE YOUR VICTORIES

Veg Power is a not-for-profit alliance of companies, organisations, celebrities, schools and parents united by a common goal: to get our kids eating more delicious, healthy veg.

Our mission is no easy task but if we all rally together, we believe it is possible. We need your help. Please guide us with your experience and insight, and please lend your voice on social media to inspire and support each other.

Until the end of July we'll have an online survey. Everybody is welcome to tell us what they think. You, your colleagues, the catering team and support crew, as well as parents and carers. Whether you love it or hate it we want to hear from you, as it's that feedback that will help us improve.

FIND OUR ONLINE SURVEY:

EATTHEMTODEFEATTHEM.COM



NEED HELP?

If you do need help, please first check this guide and then head to our website. There you'll find resources you can download, guides and blogs that might answer your questions and if that fails please contact us: schools@vegpower.org.uk

Social media has such an important role. We don't expect and would not encourage your kids to be active on the adult social media platforms, but parents, carers, teachers, caterers and others are. On social media we can inspire each other with ideas, amaze people with your wonderful school and support each other with our likes and shares. This is where our alliance comes together.

Please share the fun at your school with the hashtag

#EATTHEMTODEFEATTHEM

Follow all the excitement:

@VegPowerUK





Rhian Collins RD @CollinsRhian · 11h
#EatThemToDefeatThem gwynedd yn ddali!

Adamsdown Healthy Schools @AdamsdownHSch · Feb 15
@AdamsdownPm will be taking part in the 'Eat Them to Defeat Them' campaign, to increase children's vegetable awareness & intake. Look out for the information pack being sent home with your children this week. #EatThemToDefeatThem #VegPowerUK #CdfHealthySch

Stanton Road Primary 1/2 @StantonRdY1and2 · 21h
Time to defeat tomatoes this week @stantonroads Don't let the vegetables win! #EatThemToDefeatThem @VegPowerUK

Riversdale Primary @RiversdalePS · 3h
Ohhh noooo, we need your help to identify the teacher who has transformed into a broccoli monster! Apparently he's left a trail of Broccoli he has left! #EatThemToDefeatThem @vegpoweruk

Newton Primary @NewtonPrimary · 2h
Don't forget to eat the evil vegetables during the weekend. You need them to defeat them! #EatThemToDefeatThem dlr.k/SLV8iE

Kathryn Styan @KathrynStyan · 9:01 PM · Feb 15, 2022 · Twitter for iPhone
#eatthemtodefeatthem LOVE IT Let's get kids eating more veg! #tvadverts

John Donne School @JDPSoffice · 19h
This week we have signed up to #EatThemToDefeatThem so that we as a school can tackle vegetables!!! Our campaign will kick-start on Monday 28th February where we will be trying new ways to eat our veg of the week. Look out for more info in our newsletter this week. @VegPowerUK

Miss Emma @Teaching_Miss_P · 2h
YOU'RE GOING DOWN PEAS!!!
Attenborough Class took on the mighty peas... and demolished the lot!!!
Peas DEFEATED!!!
#Eatthemtodefeatthem @VegPowerUK @DEMAT_ @HolyCrossCofE @fowler_af @jalee2210

Alice Short @AliceShort83 · 18h
Go Darcey! #EatThemToDefeatThem @GotheringtonP

Beacon Primary Academy @BeaconAcad · 18h
Who in Y4 is eating pepper tonight? This young lady tried pepper for the first time last night and has encouraged the rest of the class to do the same with the Zombie Peppers recipe. We can't wait to find out tomorrow! #EatThemToDefeatThem @VegPowerUK #Healthy #SuperYummyKitchen

Co-op Academy Portland @coop_portland · 15h
A couple of weeks ago all our pupils received their #EatThemToDefeatThem veggie diary. Today she brought her completed diary into class - so proud of herself and her healthier eating. #Veggie #HealthyEating

Cheddle Catholic Infant School @CheddleCInfSch · 1h
We are squashing the tomatoes this week! #EatThemToDefeatThem

Primary School @SchoolCranford · 21h
We are squashing the tomatoes this week! #EatThemToDefeatThem

**EAT THEM
TO DEFEAT THEM**

EatThemToDefeatThem.com