

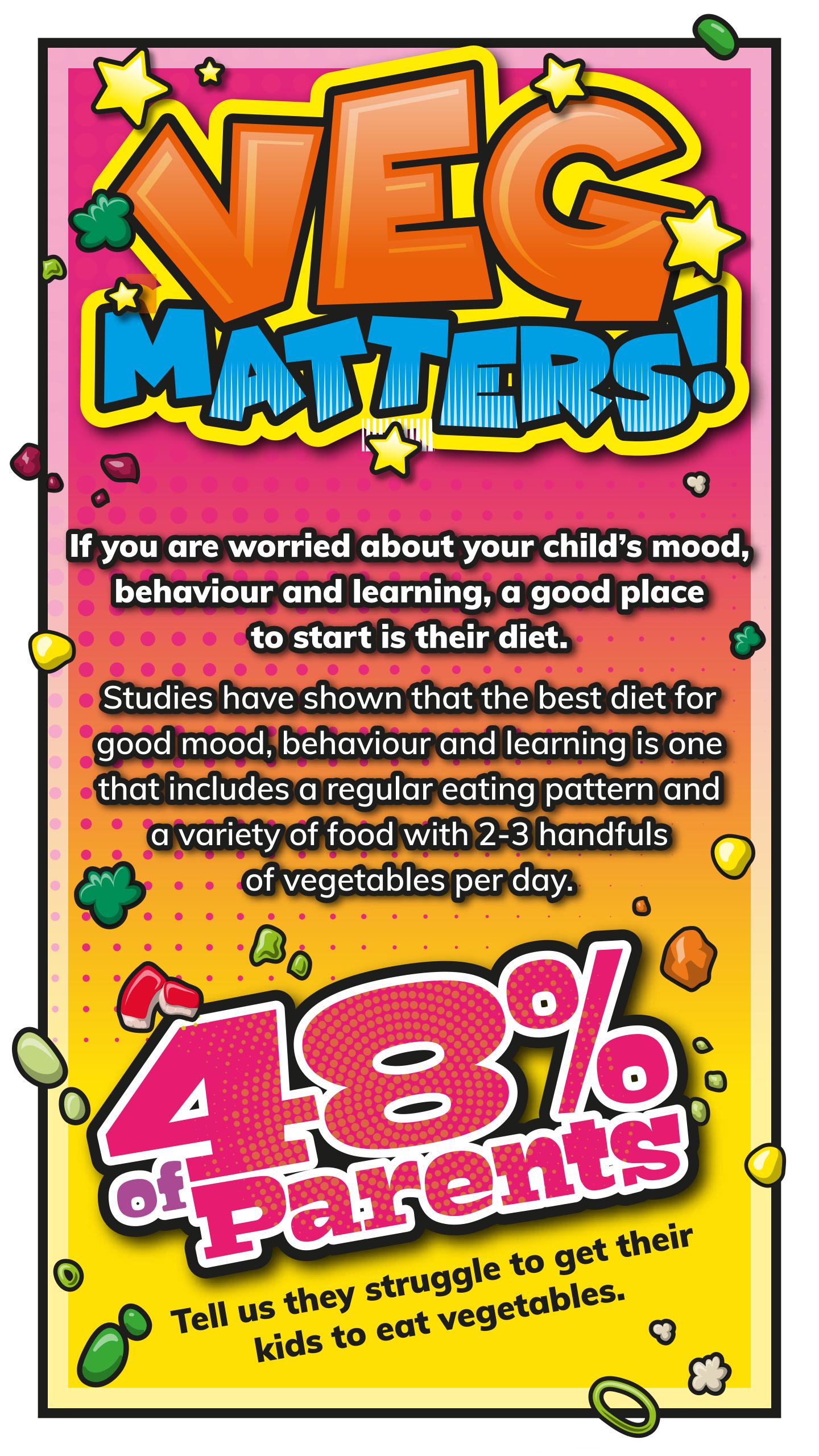


The award-winning campaign to get kids eating more vegetables is coming to your school from 19th February.

This is a guide for parents and carers to help you make the most of this campaign to get your kids eating more veg.









EAT THEM TO DEFEAT THEM is a campaign created by Veg Power and ITV to encourage kids to eat more veg. It is award winning and proven to work. Last year over half of parents reported that their kids ate more vegetables as a result— even those with fussy eaters!

RETURNS 19TH FEBRUARY 2024

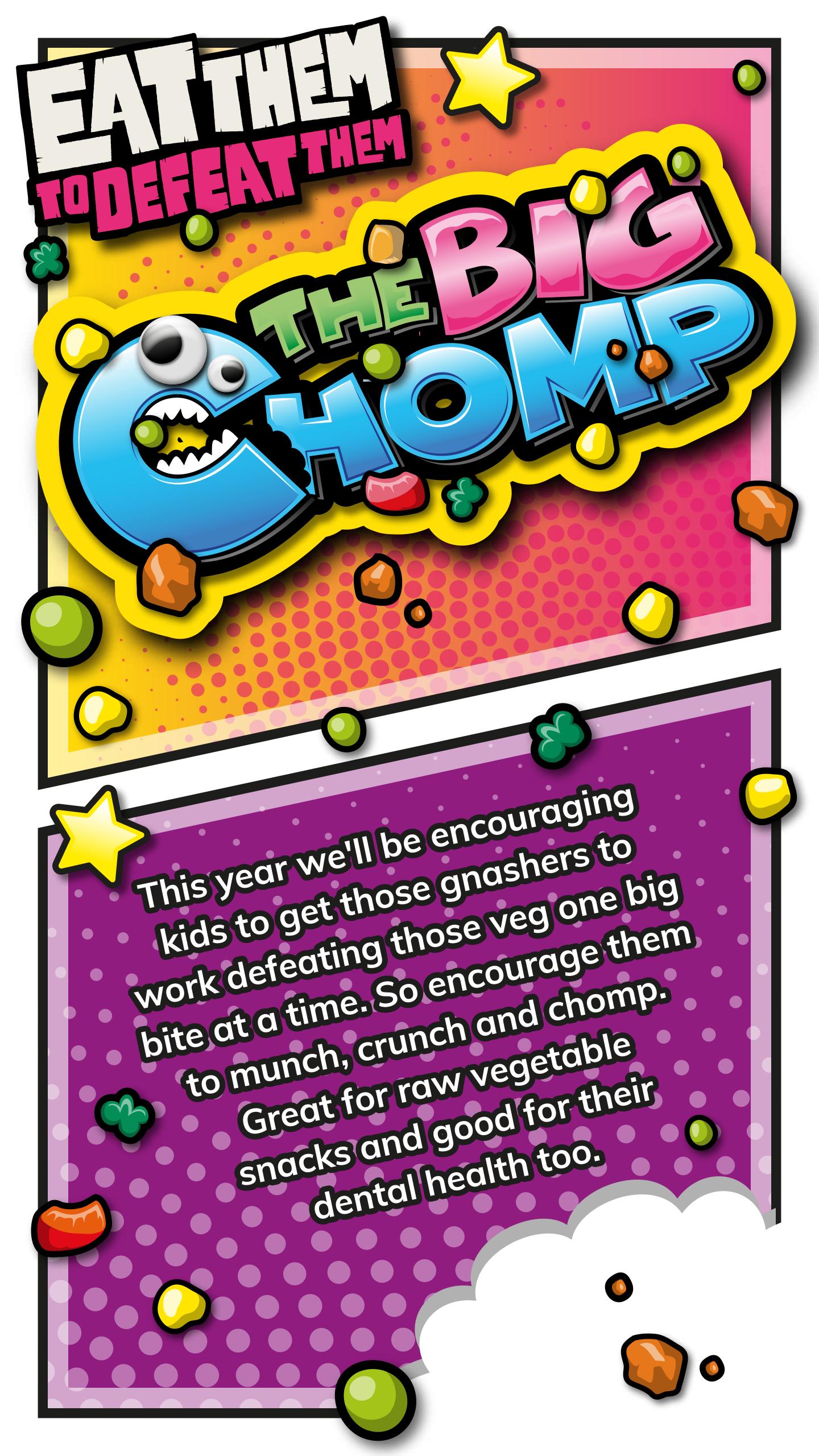


















#EATTHEM TODEFEATTHEM

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Follow all the excitement: @VegPowerUK





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