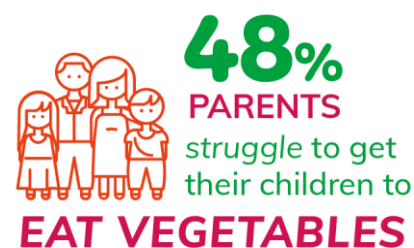
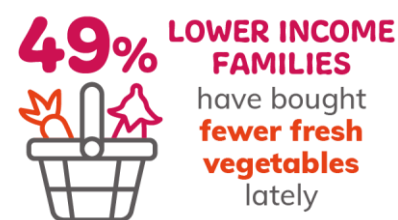




Background

Our 'Simply Veg' campaign launches on Wednesday 28th September. As you may already know, we've developed this campaign in response to the cost-of-living crisis, which is putting immense pressure on household budgets. Recent data has also shown that while many people are spending the same in stores, they are now having to leave a few items behind including vegetables. Our 'Simply Veg' campaign will make it as easy as possible to navigate the cost-of-living crisis by serving affordable as well as sustainable and healthy veg-packed meals that families will love.

To help ensure the launch of this much-needed campaign reaches as many parents/carers and those working with parents/carers, we'd absolutely love your help. One way to support the campaign is to post #SimplyVeg content on your social channels. Another route, if this is applicable to your line of work/place of work, is including information within your/your organisation's email newsletter.



Social Media Support

Let's start with social media support. The campaign launches on Wednesday 28th September. On this date we'd like as many individuals/organisations as possible to let their followers know that the Simply Veg campaign has launched and what it is aiming to do.

To help with this, we have created this wonderful Simply Veg vegetable play-scape as the core brand asset of Simply Veg. We have this in static and animated formats for the different sizes to suit different channels.

[You can download these here](#)



¹ National Parent & Child survey commission by Veg Power, April 2022, base: 3,000

² You Gov survey commission by Veg Power, February 2022, base: 2,000

Below is some suggested copy. Please feel free to amend/tweak as you see fit. We'll also be busy on our own social channels, and we'd be grateful if you could also share our content (retweets, posting to Instagram Stories) and interacting with our posts - comments, likes etc.

Sample posts:

In response to the cost-of-living crisis @VegPowerUK has launched a new campaign today called #SimplyVeg. Developed to make it as easy as possible to serve affordable, sustainable and healthy veg-packed meals that families will love. www.simplyveg.org.uk

We're supporting @VegPower for the launch of #SimplyVeg to help parents & carers to serve affordable, healthy, veg-packed food their kids will love. www.simplyveg.org.uk

A recent survey from @VegPowerUK shows that 49% of lower income families are buying less veg because of the overall cost of living. @VegPowerUK is launching #SimplyVeg to help parents & carers serve affordable, healthy, veg-packed food their kids will love. www.simplyveg.org.uk

48% of parents say they struggle to get their primary school aged kids to eat veg. So @VegPowerUK is launching #SimplyVeg to help parents & carers serve affordable, healthy, veg-packed food their kids will love. www.simplyveg.org.uk

Whatever you post please don't forget the hashtag:

#SIMPLYVEG

Newsletter copy

This is suggested copy but please edit to suit your/your organisation's in-house style.

The cost-of-living crisis is impacting families in many ways including food shopping with 49% of families on lower household incomes buying fewer fresh vegetables recently. To support families during these challenging times, Veg Power has launched a new campaign 'Simply Veg' which aims to make it as easy as possible to navigate the cost-of-living crisis by serving affordable as well as sustainable and healthy veg-packed meals that families will love. More information at www.simplyveg.org.uk

Thanks for your help

For more information about the campaign :

Visit vegpower.org.uk or email hello@vegpower.org.uk

