



EAT THEM TO DEFEAT THEM

SCHOOL BRIEFING

2026

This document is a concise end of term briefing for schools, school caterers and our local authority partners. A full guide to the programme will follow in January.

KEY DATES

12th January: Veg Hunters pre-programme starts

16th February: Physical resources delivered in Scotland

23rd February: Physical resources delivered in the rest of the UK

2nd March: Eat Them to Defeat Them officially launches

Eat Them to Defeat Them is launching on 2nd March 2026, this year we have some exciting new developments for 2026:

- The theme this year is Veg Hunters, we'll be encouraging children to explore vegetables more in the classroom, at lunchtime and at home – feeding their curiosity, explaining the importance of veg but without losing the fun which makes this campaign so effective.
- Resources: As always you can expect amazing take-home packs for children, participation stickers for school lunch, posters and digital flyers to engage parents & carers as well as lesson plans, activities, craft projects and an assembly.
- There will be five featured vegetables: broccoli, carrots, red peppers, sweetcorn and peas – this will come through in the resources but please celebrate and enjoy any vegetables – they are all good!

- In response to feedback from schools we are creating a new role for the older children to keep them engaged. Veg Hunter Champions will aim to give them a sense of ownership, support them to understand why vegetable consumption is important and the role of a programme like Eat Them to Defeat Them.

The perfect way for these pupils to take a leading part in the campaign is to run a vote to identify which of five vegetables each school likes. They can also work closely with the catering team and help organise Eat Them to Defeat Them activities across the school:

- Running The Great Veg Vote with the opportunity to have hustings and speeches
- Entering the results to the A1 chart we'll supply in March and online
- Learning about why we eat a rainbow of vegetables
- Planning and managing the decorating of the lunch hall
- Planning tasting days with your catering team
- Championing vegetables throughout the campaign



We will provide everything you need for this activity available from 12th January, though you could work this element into any part of Spring 1, or even Spring 2 (or skip it entirely). You can expect student guides, downloadable decoration templates, an assembly, lesson plans, badges and much more plus a full guide available from 12th January.

- We are evolving our Caterers Challenge into the Eat Them to Defeat Them School Challenge. We are looking to recognise and reward a whole school approach. A celebration of schools and caterers working together to improve children's diet. Enter your school for a chance to win! Kindly sponsored by Tilda, the top prize includes £1000 of unrestricted funding for your school, a £500 cash prize for the catering team and a trophy. Great runner-up prizes will also be available.
- Please remember Eat Them to Defeat Them is designed to be flexible to suit your school. We provide enough participation stickers for five whole school veg tasting events. You can run it over a whole term or for just one week. For schools with Muslim pupils, you may want to run it after Ramadan on 18th March. We have so many resources that you really can pick and choose as suits you, the only two things we ask is that you send home the take-home packs as they are so effective (and expensive) and you give us your feedback in the end of term survey.

Thanks, from all the Veg Power team, email us anytime with any questions, feedback or concerns. hello@vegpower.org.uk