

HOW CAN WE GET CHILDREN EATING MORE VEG?

Eat Them to Defeat Them is a multi-award-winning programme for primary and special schools which encourages children to eat more veg by making it fun.

Over 2 million different children have participated since it launched in 2019. The programme returns again on 22nd February 2027. This time, we're taking children on a colourful journey Around the World, exploring how vegetables are grown, cooked and enjoyed in different countries and cultures. From crunchy carrots to mighty butternut squash, pupils will discover new tastes, fascinating food stories and fun activities that inspire them to eat more veg. We can't wait to welcome your school on this global adventure and help children become vegetable explorers!

Schools report: 4.5 stars out of 5 for how easy it was to deliver the programme.

"The resources were excellent"

"Great resources and easy to use"

"Fantastic initiative to be involved with"

"Children loved defeating the vegetables to get their stickers"

"Great to see children trying new vegetables"

"The resources are of a high quality and age appropriate"

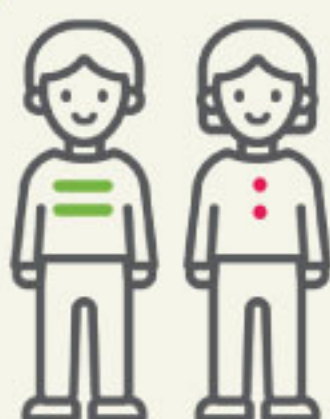


2026 FEEDBACK

6,000+ SCHOOLS



HAVE
TAKEN
PART



2m
children
have taken part
in schools

86% of

PARENTS



of children who took part said they
ATE MORE VEGETABLES

1 more
PORTION
PER DAY



EATEN BY CHILDREN
WHO TAKE PART

92% of PARENTS

want their
school to
do it again



91%

SCHOOLS

want to
DO IT AGAIN next year



Find out more and sign up:
vegpower.org.uk/eat-them-to-defeat-them

VEGPOWER

