

VEGPOWER



VEG OF THE WEEK (4 FEB - 14 APRIL)

What's in this toolkit?

- Veg of the Week calendar
- Suggestions for social media posts
- How you can get kids involved
- Tips for promoting your recipes

WHAT'S HAPPENED SO FAR?



The ITV & Veg Power campaign launched on 25 January on ITV and will continue until 14 April.

Activations have started in stores, online and with special offers from our 11 supermarket partners. Thousands of posters are going up nationwide, kids heading to the cinema at half term will see our advertising, and over 300,000 reward chart and stickers packs are going to schools and kids clubs.



Thanks to the help of our many allies on social media we've reached well over 10m people in the first few days with families, kids and community groups joining in the fun. Now comes the critical bit – turning all that excitement into actual veg in children's mouths – for that we really need your help.

Please channel your feedback to dan.parker@vegpower.org.uk and anna.flashman@itv.com

Veg of the week

Veg of the Week channels all the energy into a featured veg each week:

- we want parents to buy the veg, so many of our supermarket partners will promote it in store
- we want them serving tasty delicious veggies and for that we are asking the best chefs to guide them
- above all we want kids to love every second of it and chomp them down – so kids clubs across the UK will be creating content to inspire other kids

The vegetable schedule:

Week starting	Featured veg	Catchphrase
4 February	Carrots	IT'S CRUNCH TIME
11 February	Sweetcorn	SUNSHINE MAKES THEM STRONGER
18 February	Broccoli	CHOP 'EM DOWN
25 February	Peas	YOU'RE GOING DOWN PEAS
4 March	Cauliflower	FORKS AT THE READY
11 March	Butternut squash	MASH 'EM UP
18 March	Cabbage	NOT ON OUR PATCH
25 March	Peppers	GET SOUPED
1 April	Tomatoes	ROAST 'EM
8 April	Cucumber	MUNCH 'EM RAW

Chefs

Chefs, food writers and kitchens – please feed social media with your very best recipes:

- Send out recipes which are accessible and affordable
- We'd love to see sides, salads, soups, mains, desserts and snacks
- Post tips for prepping and eating
- Use the hashtag **#EatThemToDefeat** and hashtag for the veg i.e. **#Carrots**
- Add our catchphrase or come up with your own

Above all, please make it your own and have some fun on Twitter, Facebook and Instagram.

Example

*It's crunch time for these carrots with this simple recipe for Honey Garlic Butter Roasted Carrots.
#EatThemToDefeatThem #Carrots www.yourwebsite.com*

*There's no way those sneaky #Sweetcorn will survive once they're in my spicy salsa! ☐ How will you
#EatThemToDefeatThem? www.yourwebsite.com*

KIDS CLUBS

We adults blather on about veg and the kids just switch off. We need hero kids to inspire other kids.

We are calling on kids clubs, cookery schools, community projects and families to get kids engaged with the featured veg – have fun, use the sticker packs we've sent out to create veggie creatures, give veg model making a go, find fun ways to prepare veg, eat veg and let's hear the kids shouting *Eat Them to Defeat Them*. Then please post videos and photos online with the hashtag **#EatThemToDefeatThem**

Here's the kind of things we'd love to see



Everyone - please send likes, shares, retweets and message of encouragement in response

Follow the campaign

Facebook, Twitter and Instagram: **@VegPowerUK** & **@ITV**

Tag: **#EatThemToDefeatThem**

There will be plenty of exciting content that you can retweet or share.



A massive vegtastic thank you from the team at ITV & Veg Power.

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