

# SIMPLY VEG



**VEGPOWER**

We've been talking to kids for over three years, getting them really excited about vegetables. Over 1 million children took part in our 2022 Eat Them to Defeat Them schools programme, leaving 66% saying they ate more veg as a result. To date we've done little to help their parents and carers to turn that excitement into lasting change. That's our next mission, we need to rally support across governments, communities and businesses to deliver lasting impact at population scale.

## Supporting Parents & Carers

We've been listening closely to parents. Every year we survey thousands and run focus groups in lower income communities. The message that comes back is very clear. They are immensely motivated to improve their children's diet, they have a clear idea of what they should be doing, but life's challenges just get in the way.

They need support, and with such intense pressure on household budgets that support needs to be very mindful of costs. Regardless of socio-economic demographics our mission is to support all parents and carers.

## Welcome to Simply Veg

The mission of Simply Veg is to make it as easy as possible for parents and carers to get more veg into their families. Veg Power is bringing together amazing chefs, leading nutritionists, food writers, and child psychologists to provide the best evidence-based support on the full range of relevant topics such as buying, storing, preparing and serving vegetables.

Our expert panel already includes nutritionists Dr Laura Wyeness, Charlotte Radcliffe RNutr, Zoe Griffiths RNutr, and dietician Priya Tew, food writer Bee Wilson, sensory education specialist Kim McGowan, Geneticist & President of the British Dietetic Association - Dr Giles Yeo MBE, former BBC Blue Peter gardener - Chris Collins, and Chefs Hugh-Fearnley-Whittingstall, Bettina Campolucci Bordi and Tom Hunt.

**74%**  
**PARENTS**  
Think their child needs to  
eat more vegetables<sup>1</sup>

**48%**  
**PARENTS**  
Struggle to get their child  
to eat vegetables<sup>1</sup>

**49%**  
**LOWER  
INCOME  
FAMILIES**  
Have bought fewer fresh  
vegetables lately because  
of the increase in the  
price of groceries<sup>2</sup>

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

<sup>2</sup> You Gov survey commission by Veg Power, February 2022, base: 2,000

We've also recruited children's entertainers and some of the most influential children's entertainment brands to add the magic that engages the children – starting with a Kung Fu Panda special in November.

We'll be putting a "Simply Veg" filter on everything. Nothing we suggest will take much time, or much money, or endless patience. They won't require a garden, expensive equipment, culinary super skills, too much washing up or herbs and spices not found in the average lower income kitchen cupboard. This needs to be as easy as possible.

## What can parents & carers expect?

The first step for parents and carers is a simple monthly email offering one simple thing they can do. That's just the start, in phase one we'll have:

Tips & tricks on everything from freezing to fussy eaters  
Reward charts | Kids cooking, growing & craft activities | Prizes Puzzles & Games | Support | Simple recipes | Expert Advice

We'll be inviting parents and carers to send in their questions and challenges to our expert panel, making sure that our responses pass the "Simply" filter.

## Poster Power

We already have 5,000 parents participating in our pilot stage, ready for the big launch in late September. We have created this fun poster. We are asking our supporters to get this up in every public building, in schools, doctor's surgeries, health centres, shops and workplaces. We'll have artwork for digital billboard sites, banners to go on websites, a short video to go out on social media and flyers to hand out at healthy weight and community cooking groups.

We are calling on all individuals and organisations to help us get thousands of these out in every corner of the UK . Please help us send the message to all parents and carers - the Veg Power alliance is here to help them to get more vegetables into their kids.



## Can you help?

Please get in touch if you can help us to get the message out:

[hello@vegpower.org.uk](mailto:hello@vegpower.org.uk)

