



Fruit & Veg for Schools.

Your Welcome Pack



As part of the Stronger Starts Fruit & Veg for Schools initiative





Thank you for joining Tesco Stronger Starts Fruit & Veg for Schools

Hi, I'm Henry, your dedicated Stronger Starts relationship manager here at Tesco. We're delighted to have you as part of our initiative to get more fruit and vegetables in the hands of children. In this pack, I've included the details you need to get started, from when you'll get your funding to what you can buy instore – and who to contact if you have any questions.

Tesco launched Stronger Starts in 2023, in partnership with Groundwork, to offer financial support to thousands of community groups and schools. Our aim: to provide a healthier start to kids' lives and make a huge impact in our local communities.

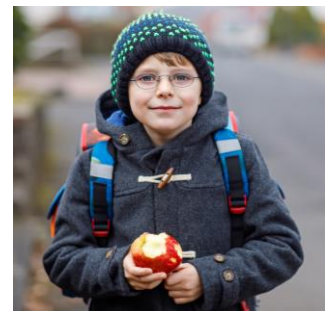
We know many children in the UK don't have enough access to the essential healthy and nutritious food they need to thrive, so we created Fruit & Veg for Schools. It's a new £4 million programme to fund free fruit and vegetables for schools – and children – across the country who need it most.

Working with the British Nutrition Foundation, we've invited 400 schools to join the programme. We did this by compiling data from a variety of sources, and used factors like geographical spread, school type and priority based on Free School Meals percentage.

With this extra funding, we aim to make sure every child in your school can have an extra piece of fruit or vegetable every day. Something that can make a huge difference for their nutrition and overall health.

How can Fruit & Veg for Schools benefit the whole community?

Like the rest of Stronger Starts, Fruit & Veg for Schools is here to support the entire community. You can use the extra fruit and veg in whatever ways you wish to help students and their families, whether it's serving extra fruit at breakfast clubs, offering more veg at lunch or asking children to take surplus fruit and vegetables home.



Here's to helping more children across the UK enjoy delicious fruit and veg every day.



Kind regards,
Henry

Tesco Stronger Starts, Relationship Manager



What happens next?



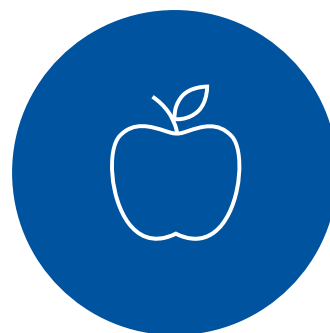
On the week commencing 14 October, you'll receive an email with a challenge code' that will take you to your Tesco gift card.

This code will help you activate your gift card, so please keep it somewhere safe.



Your Tesco gift card will already have funds on it. If it doesn't look like much, don't worry, we top it up every two weeks, so every term you'll receive a third of your total funds.

The total funding awarded to your school is based on the number of pupils you teach and covers the 2024/2025 academic year.



That's it! Just add your Tesco gift card to your smartphone wallet and you're ready to buy a choice of fruit and vegetables for your school instore.

You can add your Tesco gift card to a number of wallets, so you can share the shopping with a team.

You can only use your gift card to shop in person in store. It cannot be used online.

We advise shopping in our larger Extra and Superstores. Tesco Express stores are smaller and have less choice and we want you to find everything you need.

You can shop using your gift card multiple times, you don't have to spend the funds all in one trip.



What you can buy

Below is a shopping list of what is included in Fruit & Veg for Schools.

What's included?

We want pupils to enjoy fruit and vegetables that will benefit them the most, all year round.

That's why we've worked with the British Nutrition Foundation to create a list of items included.

Why these?

- Nutritional value
- Easy to eat
- Easy to prepare or have raw as finger food
- Count towards a child's recommended 5-a-day

The goal is to incorporate, and make sure children have access to, a whole range of produce. A balanced, varied diet not only supports health and wellbeing, but it also keeps things interesting. After all, we all know it's easier for children to eat more healthily when it's fun.

Fruit.

Bananas	Mango
Strawberries	Kiwi Fruit
Apples	Plums
Nectarines	Greengages
Pears	Lychees
Oranges/satsumas	Passion fruit
Blueberries	Grapefruit
Raspberries	Pomegranate
Melon	Apricots
(cantaloupe, honeydew, watermelon)	Figs
Pineapple	Lime
Grapes	Lemon
Peaches	Cranberries
Cherries	Rhubarb



Vegetables.

Carrots	Canned sweetcorn (no added sugar or salt)
Cucumber	Kale
Celery	Spinach
Avocado	Green beans
Peppers	Tenderstem
Tomatoes	broccoli
Sugarsnap peas	Okra
Baby sweetcorn	Broad beans
Mushrooms	Garden peas
Broccoli	Mangetout
Courgettes	Spring Onions
Radishes	Kholrabi
Beetroot	Mooli
Lettuce	Edamame beans
Cauliflower	(note: these are soya beans and therefore an allergen)
Red Cabbage	
Fennel	

Please note, some fruit and vegetables may be a choking hazard for younger children (e.g. grapes and carrots), so please ensure that you have prepared items to reduce the risk of choking hazards.



What's not on the list?

- Fresh coconut isn't on the list – it's relatively high in sugar, and not generally classed as 1 of your 5-a-day. Potted fresh fruit is allowed as long it's in fruit juice, not syrup.
- Dried fruit isn't on the list – it's high in sugar and can have an effect on dental health.
- Pre-prepared fruit juice, vegetable juice and smoothies aren't on the list – they're high in sugars and low in fibre (why not try making some fresh at school instead?)
- Crisps and confectionary aren't on the list – they have high levels of fat, saturated fats, salt and sugar. (This includes veggie crisps, real fruit sweets and snacks made from compressed fruit.)

What you can't buy.

- Any alcohol product
- Any cigarettes, vapes or tobacco products
- Fuel
- Gambling products
- Baby milk/formula

IMPORTANT: Please note if you use your Tesco gift card to buy any of these products in the blue box, we'll need to withdraw your school's place on the programme.



What else does my school need to do?

We're very excited to have you on this scheme. To keep it going, there are some very important commitments we need from every school taking part.

What you need to do

- Shop instore, always using your Tesco digital gift card
- Only buy items from the list
- Keep all receipts
- Agree to send us a monitoring report each term

From time to time, we'll also select a school at random and ask them to submit receipts outside the regular monitoring schedule.

Reporting

What we need from you every term

- Your receipts (at least 5 for each monitoring period)
- Number of pupils benefitted
- A wastage estimate (roughly how much fruit and veg went to waste)
- A short questionnaire
- Photographs and a quote for our case studies
- Positive impact on pupils and the community
- Outcomes (like a new food-related activity or initiative in your schools)

What we'll do

- Send you 33.3% of your total grant award each term
- Upload funding to your Tesco digital gift card every 2 weeks

Shopping using your gift card, sticking to the list of items in the initiative and submitting records are essential. It's what we need so we can top up your funding.

If you buy items that aren't on the list, or can't provide evidence of your receipts, like scans or photos, we might need to stop your funding or ask you to repay part of it.

Any questions?

Henry is on hand to answer any questions. His email is fruit.for.schools@tesco.com.

You'll also find the full terms on the Fruit & Veg for Schools [webpage](#).

Handy tips



1 You can load your Tesco digital gift card to multiple smartphone wallets, which means you can create a core Fruit & Veg team and take turns to shop.



2 Save receipts in a safe place, like a special folder, and take photos of them or scan them for your records.



3 Use the shopping list in this pack to make your own shopping list to share with your team, so you're ready to go and can save time in store.



Reporting

At the end of every term, we'll send you a simple questionnaire to complete.

Food waste



We believe no good food should go to waste, so one of the things we'll ask about is estimated food wastage. We know that a certain wastage is normal – don't worry! An estimate will help us work out how to support you best and help us understand how Fruit & Veg for Schools is working across all schools.

It's a helpful idea to note down each week if you think 10%, 25%, 50%, or 75% went to waste. We'll ask you to feedback your estimates every 6 weeks.

In the report, we'll also ask you for

- The number of students benefiting from the programme so far
- Up to five Tesco store receipts, as a record of what you've bought through the term
- Brief feedback and insights on how programme is benefitting your school and your students.
- Photographs showcasing the programme in action, like students enjoying the fruits and vegetables or any school initiatives promoting healthy eating.





Contact details.



Henry is here to help and can direct you to the best support.

His email is fruit.for.schools@tesco.com



We all know a balanced diet is essential for young people's development. But how do you get children excited about nutrition? And serve more fruit and veg when you're short on time?

Tesco Stronger Starts and the British Nutritional Foundation have put together easy-to-use resources to make healthy food fun and appealing for pupils of all ages.

All part of helping schools get more fruit and veg to young people who need it most.

Download these resources from your resources page online at www.tescostrongerstarts/fruit-veg-resources

Resources available include

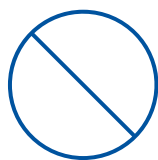
- Materials guide – ideas for how to use each of the resources provided
- Information to support with teaching pupils about the importance of eating fruit and vegetables
- Practical guidance around setting up fruit and vegetable tasting sessions
- Fruit and vegetable-based card games and recipe ideas
- Pupil trackers and certificates
- Information for parents/carers
- Tasting charts
- Shopping lists





Frequently asked questions

Why can't I buy fruit and vegetables that aren't on the list?



The British Nutrition Foundation has advised on the list of items included in the programme, which together can count towards children's 5-a-day and give them a range of essential nutrients with no added sugar or salt. If you want to ask about a specific fruit or vegetable that's not on the list please contact [Henry](#).

Why can't I purchase my fruit and vegetables from a Tesco Express store?



Tesco Express stores have a smaller stock so we strongly advise you to shop in Tesco Superstores and Tesco Extra stores, as we want you to be able to find the products you need in the amounts you want.

Should I worry if fruit and vegetables are wasted?



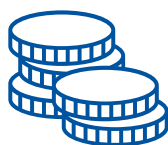
We know what life in school is like! It's natural there will be some wastage, but please let us know if you need help or look at the resources provided online. You can also get in touch with [Henry](#)

My funding has run out faster than two weeks, what should I do?



Please get in touch with [Henry](#) at Tesco. We'll let you know if you've overspent within a reasonable time, no more than two weeks, before the next funding upload, and help you work out what to do.

I have underspent my funding, what should I do?



Please get in touch with [Henry](#). The Tesco team will also let you know about any underspend within 2 weeks, prior to the next gift card funding upload and may tweak funding accordingly.



What happens if I purchase an item that's not on the list?



Please let us know as soon as you can by contacting [Henry](#).



How can I make sure my pupils eat what I buy?

You can access resources created by the British Nutrition Foundation to help get students excited about eating more fruit and vegetables – and learn more about why they're nutritious and good for them.



What happens if I lose my Tesco gift card?

Please look after your card! We can't replace your card if it's lost or stolen so you'll need to treat it like cash and keep it safe.



How are other schools using their funding?

We will be sharing updates every few months by e-mail about how different schools across the scheme are using their funding. Alongside tips and advice, it's a great way to stay inspired and find out how Tesco Stronger Starts Fruit and Vegetables for schools is making a difference.



What happens if I no longer want to be part of this programme?

You don't need to stay in Fruit & Veg for Schools if it's not working for your school. Just email [Henry](#) and let him know.





Thank you.

More about our partners



Leading nutrition and health charity in the UK providing guidance and evidence-based nutrition science regarding healthy, sustainable diets accessible to all..



Facilitating and running Fruit & Veg for Schools, managing acceptance forms, monitoring reports and liaising with Tesco regarding funds.



A unique network of teachers and education experts providing free, innovative teaching resources designed to engage young people, their families and educators. The National Schools Partnership are responsible for helping selected schools sign up to the scheme, as well as ongoing newsletters and comms to schools. Run by brand and social impact agency We Are Futures.



As part of the Stronger Starts Fruit & Veg for Schools initiative

