



Fruit & Veg for Schools Communications guidance

Thank you

we couldn't do it without you



Thank you for being a part of Tesco Fruit & Veg for Schools. This academic year Tesco will provide £4 million to schools for fruit and vegetables – and without you this could not happen.

To help celebrate your achievements and to raise awareness of how you're helping your pupils access free fruit and veg among your parents and wider community, we've pulled together the following information to give you some handy tips and ideas for sharing the news, should you choose to.

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



Social media – it's a digital world

Using your school's social media accounts is a fantastic way to inform your community about your participation in Tesco Fruit & Veg for Schools. From X to Instagram to Facebook to LinkedIn, there's plenty of ways to raise awareness and support.

If you post, don't forget to use



#fruitandvegforschools and tag

@Tesco, @Tesconews and **@groundworkUK**

Blogs, websites, newsletters and more...

If you have a blog, website, newsletter, LinkedIn or similar you can post about Fruit & Veg for Schools. Here's some ideas of an update you could post, including a link to the Fruit & Veg for Schools website: www.tescopl.com/fruitandveg

1 “We’re excited to be one of the schools receiving fruit and vegetables from Tesco this year. Tesco Fruit & Veg for Schools provides funding for schools to spend on healthy food for our pupils. As a result, we will be able to offer every pupil a healthy snack everyday completely free of charge. This will help to ensure they’re getting their 5 a day. If you have any questions about this, please ask [insert name of staff member responsible]”

2 “We know that a lot of children and young people across the UK are not getting enough vitamin C and fibre, that’s why we’re delighted to have been picked to be involved in the Tesco Fruit & Veg for Schools initiative. This means we will be able to provide at least one free extra piece of fruit and veg every day for every child for this entire academic year. If you would like more details, please ask in school.”

3 “We know it can be tricky to make sure your children get their 5 a day, which is why we’re excited to have been selected to receive funding through the Tesco Fruit & Veg for Schools initiative that will allow us to provide every child with one extra piece of fruit or veg every day for the whole school year.”

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Logos

We love seeing your pictures so do share them and please feel free to use the Tesco and Stronger Starts logos online or in print.

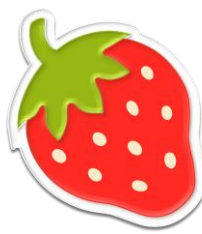


Stronger Starts.



Imagery

you could also add these images below to communications as they align to our central visual messaging across the campaign



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



Letters for Primary Schools

You may like to let parents know you're providing their child with extra fruit and vegetables.

Primary:

[School Name]

[School Address]

[Date]

Dear Parents/carers,

We're excited to share that we have been selected to receive funding from Tesco to spend on nutritious fruit and veg for our pupils through its new initiative, Tesco Fruit & Veg for Schools, a part of their national Stronger Starts community programme.

Tesco's aim is to enable schools to provide at least one extra piece of fruit or veg to every child every day.

As you know, a healthy diet is essential for children's growth and development and gives them plenty of energy for a day at school. This initiative will help to make sure that every child at [school name] has a chance to access a range of delicious nutritious food. This may be as a healthy snack during the day, or something that they can bring home to include in your evening meal.

If you're interested in incorporating more fruit and veg at home, we will also be able to share some great resources that have been produced in partnership with the British Nutrition Foundation. You can find out more at: tescoplc.com/fruitandveg

If you have any questions or need further information, please feel free to contact us.

Thank you for your continued support.

Warm regards,

[Your Name]

[Your Position]

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Letters for Secondary Schools

You may like to let parents know you're providing their child with extra fruit and vegetables.

Secondary:

[School Name]

[School Address]

[Date]

Dear Parents/carers,

We're excited to share that we have been selected to receive funding from Tesco to spend on nutritious fruit and veg for our pupils through its new initiative, Tesco Fruit & Veg for Schools, a part of their national Stronger Starts community programme.

Tesco's aim is to enable schools to provide enough fruit and veg for every young person to have at least one piece every day.

As you know, a healthy diet is essential for your child's development and helps them learn. This initiative will help to make sure that every student at [school name] has access to a range of free nutritious food. This may be as a healthy snack during the day, or something that they can bring home to include in your evening meal.

If you're interested in incorporating more fruit and veg at home, we will also be sending home some resources that Tesco have produced in partnership with the British Nutrition Foundation. You can find out more at: tescoplc.com/fruitandveg

If you have any questions or need further information, please feel free to contact us.

Thank you for your continued support.

Warm regards,

[Your Name]

[Your Position]

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More help from Henry

Henry is here to support you with anything you need for Fruit & Veg for Schools, any questions or support you might need or to help resolve any challenges you're facing. He will be in touch with you throughout the year and you can reach him at any time at fruit.for.schools@tesco.com



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