

Fruit and veg for schools



Your Welcome Pack 25/26

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





Congratulations on joining Tesco Stronger Starts Fruit & Veg for Schools

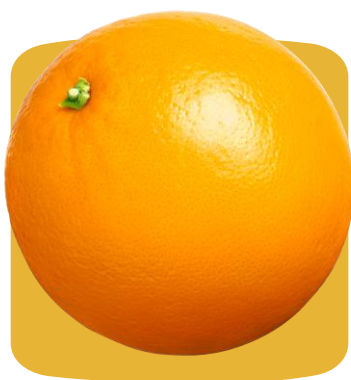
Hi, I'm Henry, your dedicated relationship manager here at Tesco. We're delighted to have you as part of our initiative to get more fruit and vegetables in the hands of children. In this pack,

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 partnership with Groundwork, in 2023, 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 access to the essential healthy and nutritious food needed to thrive, so we created Fruit & Veg for Schools. It's a new £4 million initiative 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 500 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 to determine the final list of schools and reserves. You'll find more on our methodology [here](#).

With this extra funding, we aim to make sure every child in your schools 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 does 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 the most, 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?

How the initiative works and key dates:

In this section, we explain

- When your funding will arrive and how to access it.
- How your Tesco gift card works and where you can shop.



In the first week of your academic year (as this varies depending on where you are in the UK), you'll receive an email with a challenge code that will take you to your Tesco gift card.



Your Tesco gift card will already have funds on it. If it doesn't look like much, don't worry, there is a rolling float which will ensure that you have continual funding, and that you won't run out.

Remember it's up to your school to monitor its spend so you don't run out early

The total funding awarded to your school is based on the number of pupils you teach and covers the 25/26 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.

Please note that for the moment we only offer the option to purchase in Tesco stores, not online. And while you can shop at any Tesco store, we advise against shopping at our smaller Tesco Express stores as they simply 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

There's a range of fruits and vegetables you can try using your gift card, so make sure you check before making your shopping list. It's important to stick to the list, and especially avoid buying any items that could disqualify you from the scheme (like alcohol, cigarettes or fuel).

What's included in Fruit & Veg for Schools

- 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 Tesco nutritionist and The British Nutrition Foundation to create a list of items included.

We've chosen items for a range of factors including:

- Nutritional value Easy to eat and to prepare, for example, raw as finger food
- Count towards children's 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.

Shopping List

Any item from Tesco fresh fruit & Veg section (excluding nuts, dried fruit, raisins/sultanas, flowers & ready-made meals E.g. The Fire Pit Range)

Any tinned fruit & Vegetables (this must however be in water and not syrup, and will not include Baked Beans)

Any frozen fruit and vegetables



You can buy all of these from any Tesco Superstore or Tesco Extra. Please note we advise you not to shop in Tesco Express stores as they tend to have a smaller stock, and we want you to be able to buy everything you need. We are aware that 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? What is?

- Dried fruit isn't allowed as it's high in sugar and can have an effect on dental health
- Pre-prepared fruit juice, vegetable juice and smoothies aren't included as they're high in sugars and low in fibre (why not try making some fresh at school instead?)
- Crisps and confectionary aren't allowed thanks to high levels of fat, saturated fats, salt and sugar. That 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, we'll need to review 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.

Grant Monitoring report

What we need from you every term

- Your receipts (at least 3 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)

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 – just don't forget the list!

2



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

3



Make your shopping list a few days before your fortnightly funding arrives, so you're ready to go and can save time in store.

What we'll do

- Send you 33.3% of your total grant award each term
- Ensure a sufficient level of funding on your Tesco digital gift card
- Update you with a newsletter every two months so you hear the latest updates about Fruit & Veg for schools

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?

Your Stronger Starts Relationship Manager, Henry, is on hand to answer any general questions. For queries about your application and how to manage your Tesco gift card, including sending reports, contact Groundwork. You can reach both at fruit.for.schools@tesco.com. You'll also find the full terms on the Fruit & Veg for Schools webpage.



Ideas of How to Use the funding

During the first year, We have seen some amazingly creative ideas coming from schools participating in the Fruit & Veg scheme, and how they are making a difference to children's habits. Here are a few we have heard:

PE pick me up: Watermelon is great for nutrition and hydration after strenuous activity; schools are handing watermelon pieces at the end of PE lessons to aid recovery after strenuous activity!

Civic responsibility skills: Senior pupils are taking on the responsibility of gathering ideas and votes to decide what fruit and veg their classmates will receive for the week ahead.

Tasty homework: Why not take inspiration from St Paul's RC Primary School and set holiday homework where pupils try make their own vegetable soup at home, building basic cooking skills whilst having a nutritious and tasty home cooked meal.

Travel by taste: Reading a book that involves fruit and veg? Why not enhance the children's experience by tasting the fruit and veg they are hearing about in the book!

Colourful day: SEND schools are telling us how they love hosting colour days, allowing pupils to experience a specific colour of fruit & veg, getting used to the texture, smell and taste of the products





Cooking Class

Many schools are looking for quick, simple, and healthy recipes that can be used during teaching or shared with parents. Based on our collaboration with the British Nutrition Foundation, here is a selection of recipes you might consider, all available on the Food – a fact of life website:

Soups:

[Minestrone](#)

[Spicy Tomato](#)

[Vegetable](#)

[Tomato, Bean & Pasta](#)

[Mulligatawny](#)

[Ratatouille](#)

[Basic Tomato Sauce](#)

[Spicy Chickpea Jacket Potato](#)

[Spinach, potato and chickpea curry](#)

[Mushroom and chickpea curry](#)

[Coleslaw](#)

[Hummus and carrot wraps](#)

[Hummus](#)

[Veggie snacks](#)

[Dippy divers](#)

[Crunchy chickpea sandwich](#)

[Vegetable couscous](#)

We know that a recipe consists of various components, and we understand your interest in helping students learn about healthy and appetising meals.

We are keen to hear from you if there are items that you would want to purchase which could help pupils eat more fruit & veg. If there is something that you would want to purchase then please contact Henry at fruit.for.schools@Tesco.com

We encourage you to consider these items carefully before contacting us to ensure they do not undermine the health benefits of the initiative.

Please be aware that we would not approve baking ingredients such as sugar, flour, and golden syrup etc.

Additionally, we request that you refrain from requesting meat, opting instead for vegetables to create nutritious meals.



Reporting

What kind of reporting do I need to do?

At the end of every term, we'll ask you to carry out a simple monitoring survey/questionnaire. As part of this, we'll ask you to estimate the amount of wastage you're seeing across the school. Based on your receipts every week, note down if 0%, 5%, 15%, or 20% went to waste.



At the end of 6 weeks, we'll then ask you to complete a simple questionnaire and include your total waste estimates. We know that a certain wastage is normal – don't worry!

We just need as accurate a figure as possible for our records and understand how the initiative is going.

In the report, we'll also ask you for:

- The number of students benefiting from the programme so far, broken down by age/year groups (4-11, 11-16, 16-18).
- Up to three Tesco store receipts, as a record of what you've bought through the term (so please remember to keep your receipts).
- 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.





Added extras

Shine Bright: Oral health resources

This year we have teamed up with Aquafresh to provide schools on the Tesco Fruit and Veg for Schools programme with a new oral health education resources called Shine Bright. Research shows that 1 in 4 five-year-olds had visible tooth decay, and the resources aims to help children and families establish good daily oral hygiene toothbrushing habits.

What your school can download on our resources portal: Engaging, curriculum-linked resources (developed with teachers, oral health experts and curriculum specialists) designed for Key Stage 1, pupils aged 5-7, including:

- Lesson plans
- Activity sheets & infographics
- Short educational videos
- A 21-day toothbrushing challenge to build lasting habits
- Materials for teachers, parents and children to ensure oral health education continues at home as well as in the classroom.

Stronger Starts.



In Kind Direct

In Kind Direct is a UK charity that helps schools and community groups access essential products to support children and families. By joining their free network, schools can source items such as toys, books, sports equipment, toiletries, and household essentials from trusted brands, including those you'll find in Tesco. It's an easy way to bring extra resources into your classrooms and provide practical support to families, helping children thrive both in school and at home.

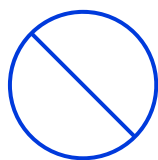
Find out more at: inkinddirect.org/charities





Frequently asked questions

Why can I only buy fruit and vegetables that are on the list?



The British Nutrition Foundation has advised us 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 something specific 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?



We are asking schools to closely monitor what they are spending over the year, and manage their budget. If you have spent too quickly there are no additional funds available to cover the rest of the academic year.

I have underspent my funding within the two weeks, what should I do?



Please get in touch with Henry at Tesco to work out what to do with any funds you have left. The funding can only be used within the academic year and cannot be extended.



Frequently asked questions



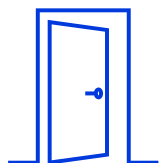
What happens if I purchase an item that's not on the list?

Please let us know as soon as you can by contacting Henry. You may also receive contact from our partner Groundwork who will ask you to investigate any items that should not have been purchased. If this happens your gift card will be suspended while you do this



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

Great question. We've included resources by the British Nutrition Foundation so you can 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 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 them know.



Can Tesco help with any products, like kitchenware or utensils, that can help me prepare and serve fruit and vegetables?

Please talk this through with Henry at Tesco, to be able to have the products you need



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





Contact details

Our team is here to help

Fruit & Veg for Schools is a partnership between Tesco, Groundwork and the British Nutrition Foundation. We're here to support you at every step, from signing up and shopping instore, to sending in your records.

Who can I contact if I have further questions?

- Henry at Tesco for general questions about the scheme and Tesco gift card.
- Groundwork will support with your application and grant management queries, for example reporting and keeping receipts. Email our Groundwork enabler team at tescostrongerstarts@groundwork.org.uk.
- Tesco Community Champions or Store Managers if you need help instore.
- The British Nutrition Foundation for education resources and guidance at education@nutrition.org.uk.



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. To access the resources, head to www.tescostrongerstarts/fruit-veg-resources.

Our resources and guides include:

- School materials guide – ideas for how to use each of the materials 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 & Recipe ideas
- Pupil trackers and a certificate
- information for parents/carers
- Tasting Charts & pupil trackers
- A shopping list to provide you with guidance on how much to buy in-store based on your school's banding

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.



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

