

VEGPOWER

SEASONAL VEG CAMPAIGN – PLEASE HELP

With schools, restaurants, and hotels closed good local seasonal vegetables destined for the food services sector is currently going to waste while other veg is in short supply or being imported.

Veg Power has been asked by the Cabinet Office and DEFRA to mobilise an army of food writers, chefs, nutritionists, and other food system influencers to advocate seasonal veg on their blogs, tweets and press activities.

Collectively that network of influencers will reach millions of UK shoppers, and by unifying the message around a simple hashtag (#SeasonalVeg) we can swing people's choice towards the wonderful veg coming into season, support the frontline food heroes working hard to bring their crops to our tables and save tonnes of good food going to waste.

Seasonal Vegetables

The campaign will encourage all seasonal veg, but we have found that by having a hero veg each week we keep the campaign fresh and the support keeps rolling on. So, for this campaign:

Week	Vegetable
w/c 1 June	Asparagus
w/c 8 June	Cucumber
w/c 15 June	Mushrooms
w/c 22 June	Leafy salads
w/c 29 June	Courgette
w/c 6 July	Spinach
w/c 13 July	Tomatoes
w/c 20 July	Radishes
w/c 27 July	Beetroot

What are we asking you to do?

We are keen to tell the story of these vegetables, to bring the fork a little closer to the farm and recognise the dedication growers are showing in these difficult times. We keen to share images from your farms – the first of the crops coming up for harvest and heading off to our stores, the people, the farms and the produce. We are trying to connect our audience to their food, to feel the passion and quality of in-season British vegetables.

- We keen to coordinate our efforts with relevant crop associations
- Collaborate to support any marketing you have planned
- Find one or two growers for each crop who can help us with a few pictures and stories

Please get in touch: Dan Parker, dan.parker@vegpower.org.uk 07801 550699

