

VEGPOWER

SEASONAL VEG CAMPAIGN - SOCIAL MEDIA BRIEF

Our mission is to rally enough support on social media to create a buzz around seasonal vegetables. Our goals are to educate people as to what is in season and get them excited about the great taste, health benefits and sustainability of seasonal vegetables.

To build that buzz we need to create a sense that everybody is talking about seasonal vegetables. We have been offered support from hundreds of food lovers - chefs, supermarkets, nutritionists, media groups, local authorities, community groups and people who simply love their veg.

What are we asking you to do?

- If you report on the food sector or inspire healthier eating please could you do so with a little more focus on the vegetables in season.
- Whether you create recipes to inspire millions or cook to feed your household then please share – let's show people how much they can do with seasonal vegetables.
- If you're growing vegetables on your windowsill, in your garden or on your farm please share images of your lovely veg.
- Or simply get the word out to your network with one of our example tweets below

Whatever you do please add the hashtag **#SeasonalVeg** so we create momentum around the idea and with your support seasonal vegetables can start to trend. If you tag @VegPowerUK we will look out for a good mix to retweet.

Seasonal Vegetables

The campaign will encourage all seasonal veg, but to help educate people as to what is in season, we'll be highlighting these veg where we understand there to be greater risk of waste.

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

/c 6 July	Spinach
w/c 13 July	Tomatoes
w/c 20 July	Radishes
w/c 27 July	Beetroot

Examples messages

With summer here it is a great time to eat in-season veggies. Locally produced #SeasonalVeg is tasty, nutritious, and sustainable. Find out more at www.vegpower.org.uk/seasonalveg @VegPowerUK

We're supporting our farmers and @VegPowerUK by eating delicious #SeasonalVeg. Find out more at www.vegpower.org.uk/seasonalveg

It's June and so much veg is coming into season. Look out for asparagus, cucumbers, mushrooms, leafy salads, fresh peas and courgettes. #SeasonalVeg @VegPowerUK

