

VEGPOWER

FACT SHEET

1.2% food and soft drink advertising spending goes on vegetables

[Force Fed - The Food Foundation](#)

86% of parents report worrying about what their children eat

[Children's Food Trust - State of the Nation](#)

80% of younger children are not eating enough veg.

[Veg Facts - The Food Foundation](#)

20,000 premature deaths could be prevented every year in the UK if we ate enough vegetables.

[Global Burden of Disease, 2016](#)

95% of Teenagers are not eating enough veg

[Veg Facts - The Food Foundation](#)

Despite the '5 a day' campaign our vegetable consumption has declined
(Veg Facts, based on DEFRA, 2016; Family Food Datasets; Available at:
<https://www.gov.uk/government/statistical-data-sets/family-food-datasets>

Our kids are eating so little veg that 17% of the veg they do eat comes from pizza toppings and baked beans

[Force Fed - The Food Foundation](#)

Children need to develop a taste for vegetables in very early life (aged 6-24 months) and they often need to be repeatedly exposed to these tastes (10-15 times) before they like them.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5438436/#CR18>

For every 3 meals we eat out, we get half a portion of veg
[Food Foundation analysis of DEFRA's Living Costs and Food Survey](#)

7% of a typical shopping basket is veg. It should be 20%
[The Eatwell Guide and Food Foundation analysis of Kantar Worldpanel data](#)

65% of adults think that a jacket potato counts towards your 5 A Day.
17% think jam counts.P46
[Food Standards Agency](#)

Only 30% of children's packed lunches include fresh vegetables
http://media.childrensfoodtrust.org.uk/2016/12/SoN_Report_v4.pdf

86% of parents report worrying about what their children eat
[Children's Food Trust - State of the Nation](#)

86% of children are reported by parents to pester them for junk food
[Children's Food Trust - State of the Nation](#)

INFOGRAPHICS



