Katie.palmer2@wales.nhs.uk
Food Sense Wales
Only 1.2% of advertising spend is on vegetables.
The Peas Please Creative Advertising Award 2017

The 10 finalists....
Graeme Hall

#PeasPlease
1. Town and cities commit to become urban veg pioneers, with city wide initiatives on skills, planning and/or procurement, campaigns and initiatives to drive up veg access & consumption and reduce waste

This aligns with point 6 on the commitments framework

**Commitment details**

Cardiff Council will support the city in becoming a Veg City in partnership with Food Cardiff. The Council will undertake the following 3 commitments:

1. We will promote the winning Veg Campaign which is aimed at 5-11 year olds to get them eating more veg. Specifically we will promote the winning poster / advert entry on the Council’s internet front page, in the schools head teachers newsletter and encourage all schools to further promote the initiative.
Veg Power campaign chosen by Cardiff primary school pupils launches today!

Thursday, 18 January 2018

Cardiff and Vale UHB joins Hugh Fearnley-Whittingstall to back innovative campaign encouraging us to eat more veg.
Tweet Highlights:

Top Tweet: earned 8,343 impressions

It's here! The current annual UK veg advertising budget is sprout-rageously low. We've launched #VegPower #NerThLlysiau today and have unveiled the winning poster ad in 5K locations across Wales and UK to highlight the need for a dedicated #VegAdFund.

FoodCardiff.com/cardiff-joins-

Top mention: earned 137 engagements

Creigiau @CreigiauADG - Jan 18

Thank you to our great kitchen staff celebrating #VegPower / Diolch staff y gegin-am hwyl lachus!

@fairfoodcardiff

pic.twitter.com/z1wkd8a8LB

Top media Tweet: earned 6,636 impressions

Something veggie exciting taking place in #Cardiff this afternoon... WATCH THIS!
Something veggie exciting taking place in #Cardiff this afternoon. WATCH THIS SPACE 🍅🥦💜 #VegPower #NerthLlisyau @cardiffcouncil @onersigns

Look out for #VEGPOWER and #PeasPlease on tonight’s episode of #BritainsFatFight with @HughFW. Will Cardiff’s Veg Power graffiti wall make an appearance?
Brilliant to see #vegpower in @coopuk in #cardiff @fairfoodcardiff @amberfood @Food_Foundation @CCFC_Foundation @cardiffcouncil

FoodandPlay - a healthy eating and play based afterschool club in Cardiff @HTPSchool supporting #vegpower
“With Food Cardiff’s collective power, we have had more than a million social media interactions, from hospital GP screens to Veg Power graffiti on the Taff Embankment, and from TV appearances to Veg Power posters in schools and on bins and planters across the city”

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