



# Tea

with the

# Changemakers



## Dan Parker

VegPower Founder

80% of kids don't eat enough veg and 50% of parents say they have given up trying to get their kids to eat 5-a-day, but there's one man who's on a mission to change that- VegPower's Chief Executive Dan Parker!

Kelly's joined by Dan this week to discuss how to get more kids eating veg, and ensure that fruit and vegetables are staples in kids' diets. Dan is a marketer with over 25 years of experience and utilises his experience in the advertising world to work on one brief, how to get kids to eat more veg!

His biggest campaign to date is the hugely successful #EatThemToDefeatThem, which saw VegPower partner with ITV to create a series of ads. The campaign reached 46 million people and 76% of kids who had seen the ad said that it did make eating veg more fun!

Dan also chats to Kelly about his new campaign Simply Veg, launching this September, which is aimed at parents. Simply Veg will bring together leading scientific and culinary experts and big children's entertainers who by working together will make it as easy as possible for parents & carers to serve more sustainable, healthy, and affordable food that their families will love.

<https://vegpower.org.uk/>

Episode 16 - Dan Parker