

# Stronger Starts Fruit & Veg for Schools Initiative

Things You Need to Know

**TESCO**  
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**Stronger  
Starts.**



# What is it and what are the benefits?



**Breakfast clubs**



**Breaktime snacks**



**After school**



**Tuck shop**



**Sports events**



**School trips**

## What is Tesco Fruit & Veg for Schools?

Tesco Stronger Starts exists to help children thrive, by funding healthy food and activities in schools. As part of the programme, Tesco are now launching Fruit & Veg for Schools – an initiative where Tesco is awarding £4m in funding for free fruit and vegetables, to schools that need it most.

## Why fruit and vegetables?

Young people need a balanced diet for all kinds of reasons, from physical development and focusing in class, to lifelong wellbeing and even [mental health](#)<sup>1</sup>. With many families struggling, and schools under pressure, we know access to free fruit and veg can make a huge difference.

## Why was my school chosen? How many schools are invited?

Working with the British Nutrition Foundation, Tesco Stronger Starts want to make sure funding gets to the schools that need it most. Schools have been invited into the initiative based on specific factors, including the proportion of pupils receiving free school meals. If you had an email from us, you're in! Just send us your acceptance form by the end of September.

## How does Fruit & Veg for Schools benefit the whole community?

Like the rest of the Stronger Starts funding programme, the Tesco Fruit & Veg for Schools initiative is here to support the entire community. You can use the extra fruit and veg in whatever ways you wish to help students and their families who need support the most – whether it's serving extra fruit at breakfast clubs, setting up a 'healthy' tuck shop or asking children to take surplus fruit and vegetables home.

## How much funding will my school get?

Funding is per pupil, which means you could receive from £4,000 to £21,000 depending on the size of your school. That's roughly between £1,000 and £7,000 per term to help every student enjoy delicious, healthy fruit and vegetables throughout the school year.



**Fill in your acceptance form today**

**Next page: how to get started >**

References

[1] Hayhoe,R,Rechel,B, Clark,AB, *et al*

Cross-sectional associations of schoolchildren's fruit and vegetable consumption, and meal choices, with their mental well-being: a cross-sectional study *BMJ Nutrition, Prevention & Health*. 2021;e000205. doi: 10.1136/bmjnph-2020-000205

# How do I get started? Our FAQs are here to help.

## How does the initiative work?

When you join Fruit & Veg for Schools, you'll receive a digital gift card you can use instore to buy selected fruit and veg for your school. You can load the gift card to different digital wallets and share shopping with a team from any Tesco Superstore or Tesco Extra

Note: Tesco Express stores aren't included. And you'll need to shop instore, not online as we don't offer the initiative online yet. We'll send funding every two weeks directly onto your gift card. Easy!

## Is there anything else I need to do?

When your school uses the gift card, make sure you keep receipts of your purchases, and stick to the list of items in the initiative. There's a list to guide you in our Welcome Pack. Every term, we'll send a form to fill in, attaching copies of the receipts for our records. Accurate records are important to help us keep the scheme going.

## How do I join? When will I get my funding?

All you need to do is fill in the [online acceptance form](#) before the end of September. You'll receive your gift card in October from your local dedicated Tesco Stronger Starts Relationship Manager. Your funding will come through every two weeks after that.

## Is the acceptance form complicated? What if I need help?

Filling in your form shouldn't take long. We just need some details to process your funding. If you need advice at any point, just email [fruit.for.schools@tesco.com](mailto:fruit.for.schools@tesco.com).







## What happens after I send my acceptance form?

Once we process your acceptance form, we'll double check you have crossed the Ts and dotted the Is. Once we have confirmed your information includes everything we need, you are officially added to the initiative! You will then receive a welcome pack with all the details you need alongside your gift card, which will come separately from your Tesco Stronger Starts Relationship Manager, in October.

## Will it take extra time to prepare and serve more fruit and veg?

We know school staff are busy. That's why our initiative allows you to buy plenty of pre-prepared fruit and veg, from carrot batons to pre-cut melon. You'll also have engaging resources on simple ways to bring more fruit and veg into the school day, and get kids excited about healthy eating.

## Tesco Stronger Starts Fruit & Veg for Schools: Key Dates

 <p><b>2nd September</b> Invitations go out to selected schools</p>	 <p><b>End of September</b> Final day for acceptance forms <i>(your invite will specify the deadline for your school)</i></p>	 <p><b>October</b> Schools receive gift cards with first funding payment. Funding then sent every 2 weeks</p>	 <p><b>December</b> Complete 1st monitoring report</p>	 <p><b>April</b> Complete 2nd monitoring report</p>	 <p><b>July</b> Complete 3rd monitoring report</p>
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## A brilliant boost for young people's wellbeing

With Stronger Starts Fruit & Veg for Schools, we can help thousands of young people enjoy better nutrition – and better outcomes for life and learning. It's great for families, the school and the whole community – making a difference for years to come. Fill in your [acceptance form](#) today and let's bring fruit and veg to pupils across the UK.



**What are you waiting for?**