



FV 412

**Brassicas: A Healthy
Eating Educational
Programme**



May 2016

Love Your Greens - Annual report 2016

FV 412 – Brassicas: A Healthy Eating Educational Programme

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INTRODUCTION

The following report will identify the activity carried out under the Love Your Greens campaign by The Little Big Voice (TLBV). It will also highlight the results achieved during the third and final year of the Love Your Greens campaign.

The campaign activities listed here cover the contracted period from 8th July 2015 to 31st March 2016 (year 3) – please note that a 2 month extension was noted due to late funding from the outset.

PROJECT AIM(S) AND OBJECTIVE(S)

- (i) Project aim(s):
- To raise awareness of Brassica crops in the UK, to educate consumers in order to halt declining category sales;
 - Educate the benefits of the whole range in order to attract new purchasers to the produce throughout varying age groups;
 - Shed the preconceived ideas of what the produce is and actively reintroduce and reinvigorate the category to a new generation whilst reinforcing the message to already loyal purchasers;
 - Link with existing educational projects – e.g. The Schools Food Trust, FACE and the Covent Garden Market Inner City Sprouts project.



PROJECT OBJECTIVE(S):

- To educate and inform consumer audiences and food services in order to drive sales and achieve a fair return for Brassica growers;
- Create a passion for Brassica crops that covers a varied age spectrum. This will seek to introduce new consumers with information that provides a key incentive to purchase.
- To increase awareness of the Brassica category via consumer and food service media. (Food service media to be targeted to encourage greater use of Brassica crops in educational establishments, hospitals and other out of home catering outlets.)
- Measure success of the campaign through insights provided by market data agencies i.e. Kantar data to show Brassica sales trends.

PROJECT SUMMARY

To put in place a highly engaging educational campaign, which taps into the consumer and media's current agenda for:

- i. fresh seasonal produce and
- ii. the need to educate consumers at a grassroots levels on healthy eating and understanding where food comes from.

Through this campaign we want to introduce new consumers across all age groups to Brassica products and also re-engage/ inspire lapsed consumers who have moved away from the category. All information will be relevant to the organic sector.

Universal approach, targeting mums, kids, educational institutions (primary, secondary and tertiary) and food services

ACTION 1: WEBSITE

The Love Your Greens website has been further enhanced over the course of the year to create a more engaging and dynamic experience for visitors. This has included the addition of two new sections for the website: the blog and Love Your Greens TV.

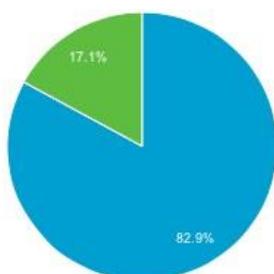
The blog section of the website allows TLBV to regularly update with relevant blog posts to both inform and entertain readers. This includes tips for growing brassica vegetables at home and expert advice on storage and prepping to foodie news and trend updates. This section ensures that the Love Your Greens campaign continues to resonate with its target audience, keeping it up-to-date and relevant, and positions the campaign as a voice of authority in its industry. The blog is also a good tool for Search Engine Optimisation, allowing key words to be used to ensure the website ranks highly on online searches.

Love Your Greens TV is the second addition to the website which hosts a range of campaign videos. For this section TLBV updated past tutorial videos to make them more appealing to the audience, including the addition of a voiceover and more appropriate music. This added a new dimension to the campaign, allowing the audience to now watch and listen instead of just read.

Love Your Greens TV also features exclusive videos from selected growers, providing an expert insight into various brassica videos. This was a powerful opportunity to get real growers involved in the campaign. The filming took place at a farm, which also provided photography opportunities to use on both social media and in the recipe book. Both the LYG TV and blog add longevity to the campaign as they can be updated regularly to ensure content is fresh. They also offer future opportunities for engagement, with the possibility of developing user-generated content through competitions later in the campaign.

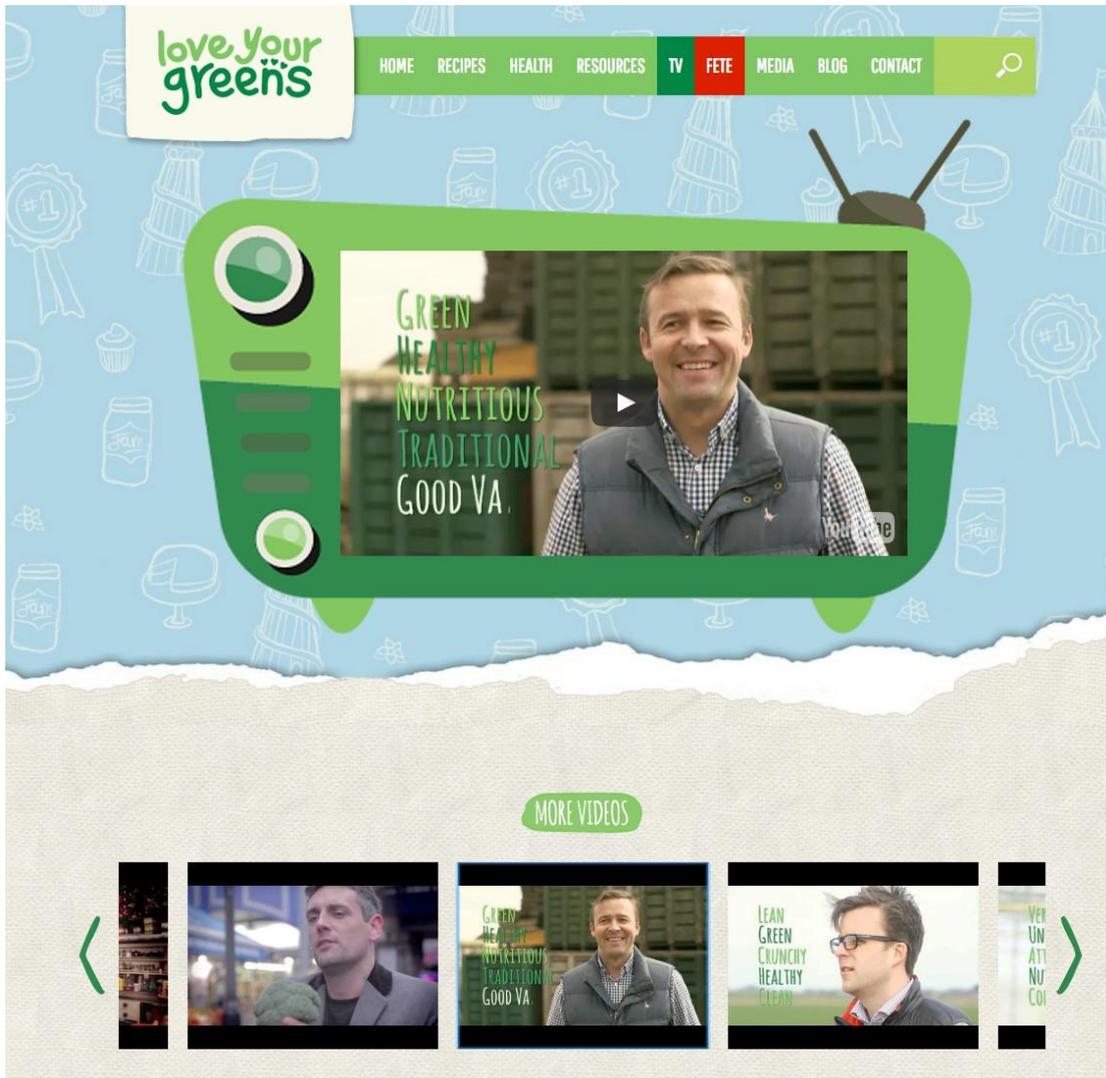
Key digital statistics

■ New Visitor ■ Returning Visitor



The chart to the left shows the percentage of new and returning users to the website. New users make up the majority of the traffic to the website which indicates that the campaign is continuing to reach a wide, fresh audience on a regular basis. Approximately a sixth of the traffic to the Love Your Greens website is from returning visitors, showing there is a number of people who regularly return to the website. This not only shows a loyal fan base for the campaign but also indicates the need for content on the website to be regularly updated to

maintain the interest of returning visitors. The blog section of the website and Love Your Greens TV have been developed to support this.



Love Your Greens TV - <http://www.loveyourgreens.eu/tv/>

HOME RECIPES HEALTH RESOURCES TV **FETE** MEDIA BLOG CONTACT

love your greens BLOG

LOVE YOUR GREENS BOOK – OUT NOW

May 12th, 2016 by Greens Facts | Lifestyle.



Yes, we now have our very own book, ingeniously entitled 'Love Your Greens'. Clever, right?
The book features contributions from award-winning chefs, including Jamie Oliver's protégé Aaron

INSTAGRAM



RECENT TWEETS

Our new book is out now. Read our blog entry for more details! <https://t.co/LroX6qrEoJ>

@loveyourgreens | 20 hours ago

@jamieoliver looks great! We love our greens and this recipe is a perfect, easy way to pack taste and health into one meal!

@loveyourgreens | 23 hours ago

POPULAR POSTS

LOVE YOUR GREENS BOOK – OUT NOW

LOVE YOUR GREENS TV LAUNCHES!



Love Your Greens Bog - <http://www.loveyourgreens.eu/blog/>

SOCIAL MEDIA

The social media pages for the Love Your Greens campaign are regularly updated with relevant posts including campaign updates, links to coverage and relevant hints and tips.

Current Figures (May 2016)

Facebook - 7,759



The above chart shows that throughout 2015/16 we have maintained a consistent reach with our content. Throughout Feb / March we invested in some paid social media advertising to launch the 'Tuck in Competition / Village Fete'.



We have maintained a consistent level of following across our Facebook platform. As we launched the competitions and paid for more awareness; as expected, we gained more followers.

Twitter – 4,072

The campaigns official twitter channel @loveyourgreens has performed equally as well. Although Twitter was secondary to our facebook actions due



To its restricted character / image count we have recorded the following data over 12 months (can be viewed in separate documents enclosed):

Tweets – 335 Profile
 Visits – 7,916
 New Followers – 675 Tweet
 Impressions - 547.4k
 Mentions – 527

Example of a month’s analytics:

Dec 2015 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 8,593 impressions

Win Christmas dinner on us! Follow & RT for the chance to win 2 x £100 and 2 x £50 vouchers! #competition #christmas
 pic.twitter.com/abXZ4jUA23



Like and Share for your chance to win
 Christmas Dinner with love your greens
 £100 shopping vouchers and 2x £50 shopping voucher prizes available

68 254 63

View Tweet activity View all Tweet activity

Top mention earned 69 engagements

alastair wilson
 @Alastair_TWS · Dec 22

@twilsonandsons a morning cutting sprout stalks for our #xmasveg boxes. Remember kids @LoveYourGreens
 pic.twitter.com/TGhte0G4UT



4 5

View Tweet

Top media Tweet earned 1,502 impressions

Not sure how to prepare sprouts? Worry not! We're here to help! buff.ly/1NLzK1D
 pic.twitter.com/1ym7tXfcDB



2 6 9

View Tweet activity View all Tweet activity

Top Follower followed by 14.3K people



Alex
 @titanic_girl FOLLOWS YOU

Dancer, agency represented TV artist. Animal lover. ♥
 #EFC #COYB #VoteLeave

View profile View followers dashboard

DEC 2015 SUMMARY

Tweets	21	Tweet impressions	28.7K
Profile visits	1,508	Mentions	149
New followers	182		

To end a great year The Brassica Growers Association ‘Love Your Greens’ campaign was voted ‘Digital Campaign of the Year’ at the Fruit & Vegetable awards



ACTION 2: TUCK IN (RECIPE COMPETITION) & BRILLIANT BRASSICA BOOK



Advertised via the LYG website and across SM (see previous) the recipe competition attracted over 400 entries (of varying standards) – but with a nationwide spread



The winning entries from the tuck in recipe competition were collated and developed for use in the Love Your Greens recipe book.

This included:

- Editing the recipes for use in the book
- Organising photo shoots and development of all recipes
- Writing the copy including foreword, recipes headers, hints, grower profiles and brassica fact files
- Briefing the design of the pages
- Liaising with celebrity chefs to develop exclusive campaign recipes
- Research of current recipe book bestsellers and food trends

To further enhance the book's appeal we included recipes by the celebrity chefs Mark Sargeant and Aaron Craze (who had worked with us earlier in the campaign).

The recipe book has been developed as a digital book. This is following research that indicated e-books were the more popular option with the target audience. By publishing a digital book this allows updates to be made in the future to keep the book relevant with fresh content.

The digital book is currently going through development on the Apple Store.

It is fully available to download via the Google Android store and can be found here:

https://play.google.com/store/apps/details?id=com.algorepublic.loveyourgreens&hl=en_GB

The book to date has been sent out to 78,000 people across our LYG database with more signing up on a daily basis.

The digital book will provide an invaluable tool for schools and parents alike and is packed with information on how to get the best from your greens.

ACTION 3: EVENT ACTIVITY

In August 2015, TLBV once again took Love Your Greens to Jamie Oliver’s The Big Feastival.

We set up the Love Your Greens ‘Cake and Juice Bar’ providing visitors the opportunity to try the brassica vegetables in less traditional way. Recipe cards were also available for visitors to take home and posts on social media pages have shown that these cards had a lasting effect, with many people getting in touch to show their own creations and ask for further inspiration.

Key festival details:

Audience – Children to Adults – Family Festival Social Calls – A / B1 / B2
Festival Days – 3 (Fri, Sat, Sun) Attendees – 75,000

Samples & Love Your Greens Stand Visits – 63,000

Sep 2015 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 891 impressions

#MeatfreeMonday Easing ourselves into a new week with **@Aaroncraze1**'s broccoli frittata - perfect for lunch or tea! buff.ly/1K9JSmm

👍 2 ❤️ 1

[View Tweet activity](#) [View all Tweet activity](#)

Top Follower followed by 78.4K people



TweetCritique
@IntertwEAT FOLLOWING YOU

IF U LOVE FOOD & WINE You'll LOVE us!! - WORLDWIDE - For the LOVE of good food - Creators of **#TableofATE** - 082 399 7031 lmlelyveld1@gmail.com

[View profile](#) [View followers dashboard](#)

Top mention earned 16 engagements

AGF.nl
@agfnl - Sep 10

Today's brassica star is broccoli and it seems we already have a fan! **@jamieoliver @LoveYourGreens**
pic.twitter.com/PaKeo8V4eu



👍 2

[View Tweet](#)

Top media Tweet earned 528 impressions

We just had a very special visitor **@Palomafait** she loved her **#loveyourgreens** hoodie **#cauliflower @thebigfestival** pic.twitter.com/Y2clfiSD4T



👍 1 🗨️ 4 ❤️ 9

[View Tweet activity](#) [View all Tweet activity](#)

SEP 2015 SUMMARY

Tweets	41	Tweet impressions	19K
Profile visits	702	Mentions	23
New followers	-69		

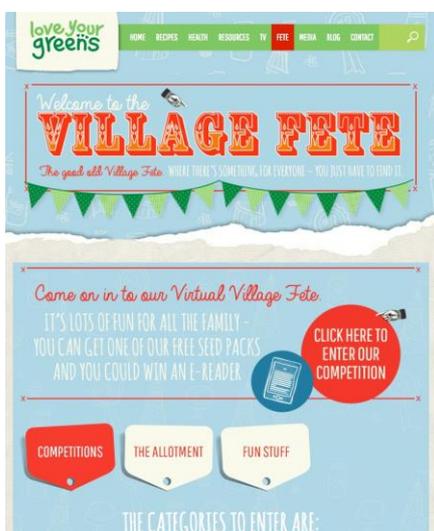
Free Wi-Fi was offered at the tent if users connected with the Love Your Greens campaign on social media which led to an increased online following. This was to create a longer lasting relationship with visitors, with social media being used to remind visitors of the campaign after the event was over. TLBV also designed hoodies that featured various brassica vegetables.



A particular highlight of the event was Jamie Oliver being pictured wearing a Love Your Greens hoodies on numerous occasions and singer Paloma Faith posing with one of the hoodies. This celebrity endorsement is invaluable to the campaign, exposing it to a wider audience through fans of the two celebrities as well as demonstrating support from Jamie Oliver who is a key influencer for the target audience.

ACTION 4: VILLAGE FETE

The free seed giveaway proved to be popular again this year, with many schools and educational organisations approaching us after hearing about last year's activity. This has led to further distribution of seeds and our audience connecting with us on social media to give updates on their growing brassica vegetables.



In total we have had a further 17,158 requests for add to the 78,266 that we have received over the past 2 years. These contacts are all verified and retained on our database.

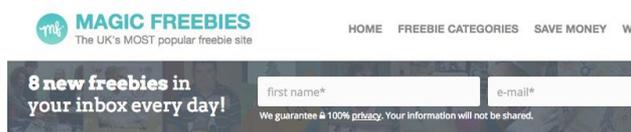
We have distributed around 5k packs via the post (we are restricted by budget and the expense of using the postal system). A further 10,000 have been distributed via organizations such as FACE and the RHS with bulk packs also going to school leads who distribute within the local area.

To complement this activity TLBV update the grower tutorials videos to make them more engaging for younger viewers. This involved recording a voiceover for the tutorials and updating the music so it was more focused on a younger audience.

These tutorials are available on the LYG TV section of the website with links being posted on social media platforms as part of the full digital campaign. They can be found here:

<https://youtu.be/WTb1bz0ixpM>

To help promote the campaign – sites like Martin Lewis Money Expert, Hot Freebies, Twitaculous etc exposed the offer. These sites offer exposure to in excess of 8 million readers.....



MAGIC FREEBIES
The UK's MOST popular freebie site

HOME FREEBIE CATEGORIES SAVE MONEY WI

8 new freebies in your inbox every day!

first name* e-mail*

We guarantee 100% privacy. Your information will not be shared.

Home > Freebies > Free Love Your Greens Mystery...

Free Love Your Greens Mystery Seeds



You can get a free packet of mystery seeds thanks to Love Your Greens. They're first come, first serve and there are limited numbers, but if you're under 18 you can also enter the Tuck In competition and you'll get one.



Official MoneySavingExpert insert: Courtesy of Love Your Greens, 1500 packets of seeds have been made available exclusively for MSE Forumites!

For the chance to receive yours, you'll need to follow the Love Your Greens twitter account (@LoveYourGreens), and tweet them saying the following: "Send me my secret seeds #LoveYourGreens". It's first come, first served (first 1500 users to tweet) but they hope to have more seeds available later in the year.

For further information on all Brassica crops (including broccoli, kale and cauliflower), seasons, health benefits, and cooking methods including lots of delicious recipes please visit: www.loveyourgreens.co.uk.

Important: Thanks to sarah1972 for sharing the original offer. You need to tweet @LoveYourGreens to get your seeds, the original offer she posted has now expired.

ACTION 5: PRESS OFFICE

Consumer

The Love Your Greens campaign was recognised in consumer press as being a modern and exciting campaign.

A lot of coverage came during the festive season with pieces on sprouts appearing in titles such as The Sunday Times. These recipes proved to be very popular with consumers and, in turn, website and social media traffic increased dramatically.

The Love Your Greens campaign was also featured on national television, with grower Matt Rawson featuring on BBC One’s “James Martin: Home Comforts”

An example of our national press coverage can be seen below with this Guardian piece....



The screenshot shows a Guardian article page. At the top, there's a navigation bar with 'the guardian' logo and 'website of the year' tagline. Below it, a secondary navigation bar lists various sections like 'UK', 'world', 'politics', etc. The main article title is 'Cauliflower steaks, anyone? How the humble cauli got hip' under the 'Vegetables' category. A sub-headline reads: 'Long scorned as a sulphurous, soggy disappointment, the brassica is being rediscovered, with leading chefs finding exciting ways to bring out its meaty glory'. The author is 'Tony Naylor' and the date is 'Wednesday 13 April 2016 16:42 BST'. There are social media share buttons and counts for shares (867) and comments (261). A 'Save for later' button is also present. The main image shows a roasted cauliflower steak on a wooden board with a knife. Below the image is a caption: 'Meaty on the outside, creamy in the middle: roasted cauliflower from the Lake Road Kitchen in Ambleside. Photograph: Lap-fai Lee/Lake Road Kitchen'. The article text begins with 'Historically, when eating out, it was rare that anything involving cauliflower would stick in your memory. But there is no forgetting the remarkable whole fried cauliflower that is currently being served at Ambleside's Lake Road Kitchen.' It describes the dish as a 'blackened asteroid' and mentions it's served with 'pressed Scandinavian viili yoghurt and citrusy threads of pine'. An advertisement for EY is visible on the right side of the page, with the text 'The better the world works.' and '#BetterQuestions'. At the bottom, there's a 'Most popular' section with a link to 'Whittingdale gives details of white paper on future of BBC - Politics live'.

Trade

The Love Your Greens campaign has been recognised as a figure of authority in the industry by trade press. This has led to many media requests for comments on features over the year.

The sprout season was a particularly busy time for trade press, with many turning to Love Your Greens for further information and insights into the harvest.

Overall Love Your Greens / The Brassica Growers Association are actively sought by the main titles to deliver comment and views on the agricultural industry as a whole. The campaign (as is proved with the award success below) is seen as industry leading with a number of crop groups now seeking our advice on the way forward with a number of projects.

A full appendix with coverage for both trade and consumer coverage will be enclosed as a separate appendix – this charts mentions that have been generated by the campaign by key word.....

Awards

During this period the Love Your Greens award received the 'Digital Initiative Award' at the UK Fruit and Vegetable Awards, beating competition from the likes of Pink Lady and AC Goatham & Son.

Receiving such a prestigious industry award was not only a great publicity opportunity for the campaign, but also adds another level of credibility to the campaign within the trade.

We were also honored to have been named runner up in the same awards but the 'Marketing Campaign of the Year' category:



THE CATEGORIES & WINNERS

Click on each category name to read the entries

1/ **Unsung Hero**, sponsored by *Lea Valley Growers Association*

WINNER Moira Henderson – Greenvale
2nd Dobri Kraev – AC Goatham & Son
3rd Dave Morrison – Comerways

2/ **Product or Packaging Innovation**, sponsored by *It's Fresh!*

WINNER= British Red Sweet Onions – Bedfordshire Growers
WINNER= Sweet Sprouting Cauliflower – Produce World
3rd Pink Lady – Coregeo

3/ **Initiative in Growing or R&D**, sponsored by *Farmacare*

WINNER Bakkavor & Hammond Produce
2nd Alan Bartlett & Sons
3rd Produce World

4/ **Digital Initiative**

WINNER Love Your Greens – The Little Big Voice
2nd AC Goatham & Son
3rd Pink Lady

5/ **New Face Award**

WINNER Briony Dunmore – BanaBay
2nd Laura Drew – Greenvale
3rd Jack Ward – BGA

6/ **Charitable Initiative**

WINNER Growers United FC
2nd Alan Bartlett & Sons
3rd Greenvale – Bees

7/ **The Green Award**, sponsored by *Barfoots*

WINNER Vitacress
2nd The Watercress Company
3rd Asda

8/ **Wholesale Innovation**

WINNER Reynolds
2nd P&I Side Salads
3rd Sunnyfield

9/ **Marketing Campaign**, sponsored by *BanaBay*

WINNER Super 6 – Aldi
2nd Love Your Greens – The Little Big Voice
3rd Tenderstem – Coregeo

MATTHEW RAWSON – BGA CHAIRMAN

“We have continued with the good work throughout 2015/16 which has been recognised not only with our award success but also from contacts within the industry.

We continue to strike a fine balance between what the consumer wants whilst also lending support to trade campaigns.

We have innovated in our approach and have invested significantly in the digital areas of the campaign to ensure we continue to leave a legacy once all of the funding has come to an end.

I would like to thank the AHDB for their contribution into this campaign and hope that in the coming years we can again work together to continue raising awareness of this important crop group.”

MR

SUMMARY

Overall the Love Your Greens campaign went from strength to strength over the course of the year. With a particular focus on digital and keeping the campaign as modern as possible and provide a legacy for the future.

The campaign has continued to resonate with the target audience and inspire and educate consumers about brassica vegetables.

We have been applauded for our work across the industry and continue to trail blaze in both our approach to marketing and ability to communicate on a wider level with consumers, children and the trade

We have provided a mix of activities from both experiential to practical with the grow your own seeds. We have mixed the celebrity chef world with that of the consumer world as is evident in our recipe book – whilst providing headlines across a number of publications.

The Love Your Greens campaign has created a firm foundation and a variety of assets that can be used for years to come – the real shame is that the funding has ended and the hard work of the last three years could slowly erode.