

**Project title:** Leafy Salads: A programme educating Key Stage 2 children about salad leaves and their role in a healthy diet

**Project number:** AHDB FV442

**Project leader:** Jayne Dyas, British Leafy Salad Association

**Report:** Annual report, December 2017

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**Location of project:** UK, National

**Industry Representative:** Jackie Harris, Valefresco

**Date project commenced:** 19<sup>th</sup> January 2016

**Date project completed** 18<sup>th</sup> January 2018  
**(or expected completion date):**

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## AUTHENTICATION

We declare that this work was done under our supervision according to the procedures described herein and that the report represents a true and accurate record of the results obtained.

Dieter Lloyd

Managing Director

PamLloyd Food Marketing & PR

Signature .....  ..... Date ..31/01/18.....

### Report authorised by:

Jayne Dyas

Company Secretary

British Leafy Salad Association

Signature ..... Date .....

Jackie Harris

Technical Manager

Valefresco

Signature ..... Date .....

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## Headline

Teaching resources to promote the consumption of leafy salads were developed and offered to schools free of charge in this project. Electronic resources are available for downloading on the Leafy Salads 'Make More of Salad' <http://www.makemoreofsalad.com/> website.

## Background

In September 2014 the new National Curriculum came into force. Cooking and nutrition became a compulsory element for pupils in Key Stages (KS) 1-3 (Primary school years 1 to 6 and; secondary school years 7 to 9). The curriculum provides enhanced opportunities to engage children in food, covering provenance, cooking and health. It allows schools to explore food in different contexts; with teaching being tailored depending on the age, ability, school location and resources available. In this project the British Leafy Salads Association (BLSA) wanted to use this opportunity (working alongside the National Curriculum and UK Government initiatives such as Change4Life) to teach children healthy eating habits that they will carry into adulthood.

The BLSA applied for AHDB levy funds to educate children, teachers and their families about healthy eating. The funds obtained from the AHDB were used as leverage monies, to apply for further EU funding to run a Leafy Salads Campaign to cover running a press office (and issues management), website development and promotions through all current platforms including Twitter and Facebook.

The AHDB Horticulture Leafy Salads Education Programme, which is part of the bigger EU funded PR Campaign, was carried out over 2 years (January 2016 to January 2018). Levy funding was used to develop teaching resources that follow the National Curriculum (NC) for KS2 children. The resources continue to be used to educate pupils, their teachers, families and consumers to understand salad leaves as a healthy choice'. An awareness of the leafy salads category was raised, through creating and using original and inherited leafy salads content from a previous BLSA website, to inform and educate the target audiences. The hope was that the combined campaign (AHDB and EU funded) would influence usage and purchase decisions in the long term.

The combined Campaign was implemented as follows:

- Action 1 – Content/Information creation
- Action 2 – Media relations
- Action 3 – Social Media Marketing
- Action 4 – Email marketing to schools
- Action 5 – Web development
- Action 6 – Press Office, measurement, evaluation and reporting of the campaign results
- Action 7 – Research (Year 2 only)

## **Objectives:**

The objectives of the Campaign were:

- 1) To inform and educate consumers (adults and children), consumer and foodservice media about the origins of leafy salads, where and how they are produced and how products reach them.
- 2) To attract lapsed and new shoppers to leafy salads, across all age groups, and especially amongst younger shoppers below 45 years old.
- 3) To differentiate salad leaves from other salad ingredients and make them a considered purchase.
- 4) To create consumer and foodservice interest in the leafy salads category.
- 5) To create collateral for the campaign (including images and video of serving suggestions, grower stories and farming methods) and to reuse existing campaign material to create web, print and social content that communicates key messages.
- 6) Education objectives (for KS2 pupils): Material development - Working with growers and KS2 stage teachers, to develop Healthy Eating homework material and Healthy Eating presentations for a launch project to 25 schools.
- 7) Healthy Eating homework - To contact the UK's schools teaching KS2 pupils in England in each of the two campaign years and offer them free educational homework material on leafy salads and healthy eating.
- 8) Healthy Eating presentation pack (developed in 6 above) - To offer healthy eating and salad food chain teaching support material to PSHE (Personal, Social, Health and Economic Education) contacts at schools teaching KS2 pupils in England.
- 9) Competition – In year 2 of the campaign to run a competition targeting KS2 teachers and pupils to invite them to produce their own adverts promoting salad consumption.
- 10) Communication – To share the following with growers:
  - a) Educational materials developed for the program
  - b) The results of the launch project
  - c) Quarterly updates (unless otherwise advised) on the progress of the program

## Summary

Teaching professionals were consulted by the project team at the start of Year 1, for the project team to understand National Curriculum KS 2 needs and to guide production of teaching resources most likely to be used. The teaching resources were then created to educate pupils about food provenance and healthy eating.

The teaching professionals were again consulted at the start of year 2 and additional materials were developed with a focus on in class resources that met the needs of different learning styles.

In both Years 1 and 2 the teaching resources were offered to schools free of charge through an email marketing campaign. The teaching resources are hosted electronically on the Leafy Salads 'Make More of Salad' website: <http://www.makemoreofsalad.com/>. Teachers were encouraged to download the materials to use in the classroom. In Year 1 teachers were also encouraged to apply for printed hard copies of the full education pack. In Year 2 pupils were encouraged to enter a competition to design their own adverts to promote salads. The 4 winning adverts appeared in printed publications First News and Great British Food magazine.

**The actions listed below are those undertaken by PamLloyd Food Marketing and PR (PLPR) that were funded fully or in part by the AHDB. The full list of activities undertaken as part of the larger EU funded Campaign, some of which are not reported in this report, are listed above.**

### Year 1 Action 1 – Content Development (January – April 2016)

- Audited legacy recipe collections and selected recipes of sufficient quality and relevance to support the round-up media relations.
- Developed, tested and photographed eight new recipes prominently featuring a range of salad leaves. Three recipes were styled in two ways to cover additional occasions – Valentines, Hallowe'en and Christmas.
- All new recipes were nutritionally analysed by qualified nutritionist Fiona Hunter using Dietplan 6 from Forest Software Ltd. The DietPlan 6 database uses Dietary Reference Values (COMA, 1991), Food Portion Sizes (MAFF 2nd Edition, 1993), Food Labelling Data (EU Regulation 2011) and the Nutritional Standards and Requirements for School Food (HMSO, 2008). The software produces Food Standards Agency (2007) front of pack, nutritional traffic-light labelling for recipes, as well as the IGD, Guideline Daily Amounts. Estimated vitamin losses (McCance & Widdowson, 6th Ed) and weight changes on cooking can also be entered to produce accurate nutritional analysis.
- Prepared recipe documents featuring ingredients, method, nutritional data and high-resolution image. Recipes and images to view here <http://www.makemoreofsalad.com/things-to-make/>



- Researched and rewrote press materials for media, education and online use. History and Etymology, Growing, Leaf Guide, Nutrients, Famous Recipes, Tips. Press materials available here <http://www.makemoreofsalad.com/what-we-grow/>
- Drafted copy and briefed designer to produce and artwork printed media mailer. Printed mailer and sent to select media contacts.

#### **Year 1 Action 4 – Teaching a Love of Leaves (January '16 – January '17)**

Recruited and consulted with a panel of 4 primary education and teaching professionals (teaching key stage 2 pupils at schools in North Yorkshire, North Somerset, Gloucestershire and Bristol) to understand the needs and requirements of the sector in relation to teaching the healthy eating curriculum to Key Stage 2 pupils.

- Researched and produced content for a series of resources to promote inclusion of leafy salads as part of a balanced diet. The Super Salad resource pack includes:
  - Super Salads: The Super Way to 5 a Day PowerPoint presentation
  - 'Know Your Leaves' information sheet
  - 'Fantastic Facts' information sheet
  - 'Know Your Leaves' matching game
  - 'My Super Salad' worksheet activity
  - 'My Salad Superhero' worksheet activity
  - The Incredible Chicken and Pasta Crunch Salad step-by-step recipe sheet
  - The Amazing Pitta Pocket step-by-step recipe sheet

These resources are available on the Make More of Salad website -

<http://www.makemoreofsalad.com/things-to-learn/>

- Briefed a graphic designer to create a visual identity for the resource pack and to design the artwork for each document.
- Prepared a plan to pilot the resource pack to 3,000 primary school contacts during school term 5 using a direct marketing campaign and online survey mechanic.

## Year 1 Action 4 – Education Resources

### Email to schools



Devised by teachers for teachers, this new resource pack uses fun and engaging activities to introduce Key Stage 2 pupils to healthy eating.

The pack contains a **PowerPoint presentation**, **3 worksheet activities**, **2 information sheets** and **2 recipe sheets** – all this alongside a **teacher guide** containing **recommended lesson plans**, **extension activities** and more.

Designed to be used together or as stand-alone activities, the resources support the following curriculum assessment criteria for Key Stage 2:



#### PSHE

Make choices about how to develop healthy lifestyles (for example by knowing the importance of a healthy diet and regular exercise).



#### DESIGN & TECHNOLOGY

Understand and apply the principles of a healthy and varied diet. Prepare and cook a variety of predominantly savoury dishes using a range of cooking techniques.



#### SCIENCE (YEAR 3)

Research different food groups and how they keep us healthy and design meals based on what they find out.

CONTENT IS BASED ON THE LATEST PUBLIC HEALTH ENGLAND GUIDANCE. Quick and simple to download, the resources are available in PDF and editable Word formats.

[VIEW AND DOWNLOAD FREE](#)

Up to 1000 printed resource packs are available to order by emailing us.

[REGISTER YOUR INTEREST IN A FREE PRINTED PACK](#)

#### WHAT DO YOU THINK?

The Super Salads resource pack has been created for **Make More of Salad** – a campaign funded by leafy salad growers, with support from the European Union, to educate primary school children about the health benefits of eating leafy salads.

It is our ambition for these resources to be used widely to support Key Stage 2 teaching in primary schools around the country. We need your help to achieve this.

Tell us what you think of the Super Salads resources and how you are planning to use them and we will send the first 20 respondents a **£10 Love2Shop** gift voucher as a thank you.

[ANSWER OUR 2 MINUTE SURVEY](#)



The British Leafy Salads Association BGA House Nottingham Road Lough Lincolnshire LN11 0NB

Figure 1 - Pilot and main email to primary schools

Year 1 Action 4 - Managed pilot email campaign to promote the resource pack to 3,000 primary school contacts during school term 5 using direct email marketing campaign and online survey. School Mailing Report Figure 1 below.



Hello Laura,

We have downloaded the response statistics for your recent email campaign and are pleased to submit these for you:-



LINKS CLICKED ON	UNIQUE CLICKS	TOTAL CLICKS
<a href="http://schoolcommunications.co.uk/client/emailer/May2016/pam-lloyd/index.html">http://schoolcommunications.co.uk/client/emailer/May2016/pam-lloyd/index.html</a>	3	4
<a href="http://www.makemoreofsalad.com/">http://www.makemoreofsalad.com/</a>	5	5
<a href="http://www.makemoreofsalad.com/schools/resources">http://www.makemoreofsalad.com/schools/resources</a>	61	74
<a href="http://www.surveymonkey.co.uk/r/WG3N3R2">http://www.surveymonkey.co.uk/r/WG3N3R2</a>	11	12

Figure 2 - Pilot emailer 12<sup>th</sup> May 2016

Year 1 Action 4 - Managed follow-up main email campaign to 42,922 key stage 2 primary school contacts, teachers, department heads, PSHE coordinators, deputy and school heads at 16,7780 schools.



Hello Laura,

We have downloaded the response statistics for your recent email campaign and are pleased to submit these for you:-



LINKS CLICKED ON	UNIQUE CLICKS	TOTAL CLICKS
<a href="http://schoolcommunications.co.uk/client/emailer/June2016/pam-lloyd/index.html">http://schoolcommunications.co.uk/client/emailer/June2016/pam-lloyd/index.html</a>	198	297
<a href="http://www.makemoreofsalad.com/">http://www.makemoreofsalad.com/</a>	45	77
<a href="http://www.makemoreofsalad.com/things-to-learn/">http://www.makemoreofsalad.com/things-to-learn/</a>	311	465
<a href="http://www.surveymonkey.co.uk/r/G8JNXTK">http://www.surveymonkey.co.uk/r/G8JNXTK</a>	46	77

11 St Georges Street, Chorley, Lancashire, PR7 2AA // 01257 460036 // 08721 107787 // info@schoolmailings.com

Connect with us: [www.schoolmailings.com](http://www.schoolmailings.com)

Figure 3 - Main email Report 1 – 9<sup>th</sup> June 2016

Hello Laura,

We have downloaded the response statistics for your recent email campaign and are pleased to submit these for you:-



LINKS CLICKED ON	UNIQUE CLICKS	TOTAL CLICKS
<a href="http://schoolcommunications.co.uk/client/emailer/June2016/pam-lloyd/index.html">http://schoolcommunications.co.uk/client/emailer/June2016/pam-lloyd/index.html</a>	86	118
<a href="http://www.makemoreofsalad.com/">http://www.makemoreofsalad.com/</a>	28	48
<a href="http://www.makemoreofsalad.com/things-to-learn/">http://www.makemoreofsalad.com/things-to-learn/</a>	133	189
<a href="http://www.surveymonkey.co.uk/r/G8JNXTK">http://www.surveymonkey.co.uk/r/G8JNXTK</a>	35	59

Figure 4 - Main Email resend non opens – 28<sup>th</sup> June 2016

Hello Laura,

We have downloaded the response statistics for your recent email campaign and are pleased to submit these for you:-



LINKS CLICKED ON	UNIQUE CLICKS	TOTAL CLICKS
<a href="http://schoolcommunications.co.uk/client/emailer/June2016/pam-lloyd/index.html">http://schoolcommunications.co.uk/client/emailer/June2016/pam-lloyd/index.html</a>	20	33
<a href="http://www.makemoreofsalad.com/">http://www.makemoreofsalad.com/</a>	1	1
<a href="http://www.makemoreofsalad.com/things-to-learn/">http://www.makemoreofsalad.com/things-to-learn/</a>	41	60
<a href="http://www.surveymonkey.co.uk/r/G8JNXTK">http://www.surveymonkey.co.uk/r/G8JNXTK</a>	1	1

Figure 5 - Main email resend to opens – 28th June 2016

Year 1 Action 4 - Managed and dispatched 100 packs to email respondents from schools' email campaign. The decision was taken not to print additional packs as downloading resources from the website proved to be far more popular with teachers.

- Dulwich Prep London
- AKS Lytham
- Bradley Barton Primary School and Nursery
- Cotsford Junior School
- Elm Grove Primary School
- Roose Community Primary School
- Our Ladys RC Primary School
- Parkside School
- Ewell Castle Preparatory School
- St Gerard's Junior School
- St Thomas CE Junior School
- Edmund de Moundeford Primary School
- Spalding Monkshouse Primary School
- Prior Park Prep School
- Newington Primary School
- Nields J, I & N School
- Cartmel C of E Primary School
- Caerleon Lodge Hill Primary School
- Thetford Grammar School
- St. John's Catholic Primary School
- Cleland Primary School
- Booker Avenue Junior School
- Brinscall St Johns CE/Methodist Primary School
- Stronsay Junior High School
- Ash Grove J & I School
- Khalsa Primary School
- Edward Feild Primary School
- Hardwick Primary School
- Vigo Junior School
- Whitehill Junior School
- St Gerard's School
- Marsden Junior School
- Westfield Arts College
- Milton School
- Ashton Gate Primary School
- Hayton C of E Primary School
- Notley Green Primary School
- Castle School
- Bootham Junior School
- Spratton Hall
- Shirley Manor Primary Academy
- Saint Johns Catholic Primary School
- St James Junior School
- St Edwards Church of England Academy
- The King's School
- Mossley CE Primary School
- Markington CE Primary School
- South Somerset Partnership School
- King's Hall School
- Llanmiloe C P School
- Lee on the Solent Junior School
- Dale House School Limited
- Acorn Park School
- Penarth group school
- WESC Foundation
- Rawcliffe Primary School
- Bredgar CEP School
- Hardy Mill Primary School
- Field View Primary School
- Loreto Prep School
- Welton St Mary's Church Of England Primary Academy
- King's Hall School
- The Richard Crosse Church of England School
- Ysgol Golwg Y Cwm
- The Prebendal School
- Kettering Buccleuch Academy
- Glynne Primary School
- The LInnet school
- Allerton CE Primary School

Liaised with PSHE Association to determine how to develop materials to secure PSHE accreditation. PSHE opted not to provide accreditation to BLSA as a group of businesses with

commercial interests. The campaign team liaised successfully with Times Education Supplement (TES) website to secure listing for education materials.

Following successful delivery of full year target in phase one of the schools' email campaign, the campaign team have liaised with teaching panel to assess best opportunity to follow up.

Stage two follow up email to 23,411 KS2 contacts delivered – See School Mailings report Figure 5 below.



## EMAIL CAMPAIGN ANALYTICS

Date : 17/01/2017  
 Client's Name : Pam Lloyd  
 Subject : Free downloadable HEALTHY EATING resources for Key Stage 2



Link clicked	Total Clicks
<a href="http://www.makemoreofsalad.com/things-to-learn/">http://www.makemoreofsalad.com/things-to-learn/</a>	171
<a href="https://www.surveymonkey.co.uk/r/GBJNXTK">https://www.surveymonkey.co.uk/r/GBJNXTK</a>	7

Figure 6 - Email resend start of new term 17th Jan 2017



Year 1 Action 4 - Schools email results are as follows and have exceeded agreed targets

See Table 1 below that summarizes School Mailings reports above in Figures 1 – 5

Year 1 Action 4	Target	Delivered	Contacts	Total emails sent over 4 mailouts
Schools targeted (School Mailings data)	16,778	16,778	42,922	112,255
	Target	Delivered	Notes	
Email open rate (School Mailings data) as shown in the Email Campaign Analytics reports	1,500	13,832	Pilot 646 + main 6,060 + resend one 4,317 + resend two 2,809	
Click through – email to website (School Mailings data) as above	850	1,698	Pilot 95 + Main 916 + resend 1,509 + resend two 178	
Document downloads and mailouts	1,000	2,297	Data from Google Analytics	

Table 1 - Year 1 Action 4 - 2016/7 Email campaign results summary

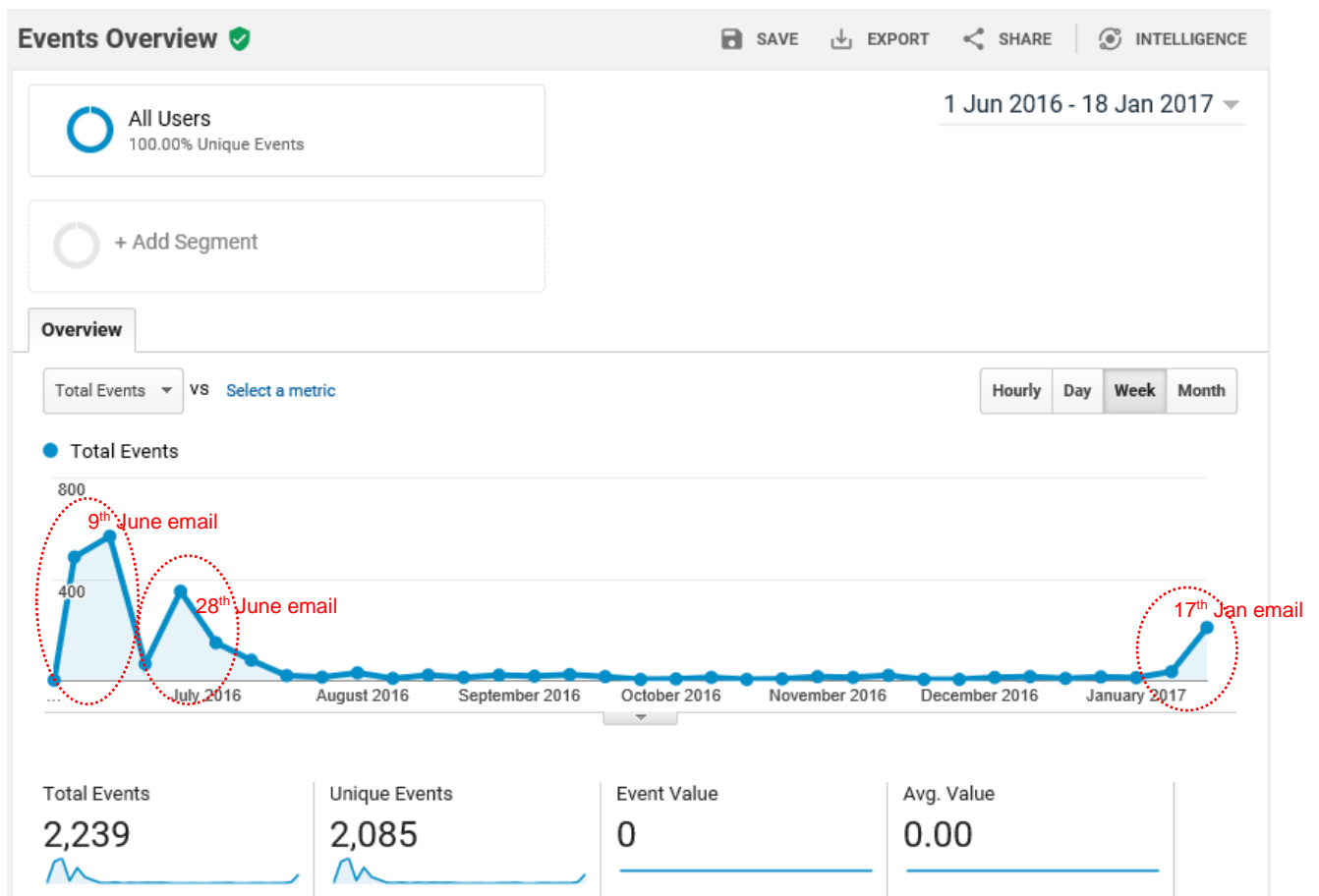


Figure 7- Google Analytics 2016/17. Peaks are resource downloads generated by email marketing

Year 1 Action 4 - Teacher's Presentation – A Super Way to 5 A Day



Figure 8 - Teacher's classroom PowerPoint presentation to download





Figure 9 - Kids recipe resource - Pita Pocket recipe



Figure 10 - Kids recipe resource - Crunch salad recipe

Chicken and Pasta Crunch Salad & Pita Pocket step-by-step recipe sheet downloads

## MY SUPER SALAD!

**SUPER SALADS**

Your Name: \_\_\_\_\_  
Date: \_\_\_\_\_

Salad leaves are tasty and healthy and can be used in many different ways. Follow the steps below to design your very own super salad.

### STEP 1 - CHOOSE YOUR LEAF

Choose a salad leaf from the list and copy the information provided. Write why you've chosen it for your salad and how you'll use it in your salad.

**YOUR CHOSEN LEAF**  **WHY DID YOU CHOOSE IT?**

\_\_\_\_\_

\_\_\_\_\_

### HERE'S AN EXAMPLE SUPER SALAD...

### STEP 2 - MAKE IT PERSONAL

Choose from the different ingredients in the list below to put with your chosen salad leaf. For each ingredient, describe why you've chosen it for your salad and how you'll use it in your salad.

**CARBOHYDRATES AND FIBRE** For 1, for 10, for 100.

Parsnips  Rice  Sweet potatoes  Potatoes  Couscous

\_\_\_\_\_

\_\_\_\_\_

**PROTEIN AND ENERGY** Dairy and non-dairy milk, TAC, or egg.

Chicken breast  Tofu  Eggs  Fish  Beans  Chickpeas  Lentils

\_\_\_\_\_

\_\_\_\_\_

**FRUIT AND VEGETABLES** Pick as many as you like! Pick the colour.

Cherry tomatoes  Red pepper  Green capsicum  Broccoli  Cooked beetroot

\_\_\_\_\_

\_\_\_\_\_

### THINK ABOUT...

Which ingredients you think will go well together, cooking in many different colours as possible.

Have a bowl of each of the 3 times a week and use some knowledge to identify colours.

**ENJOY IT'S FROM EUROPE**

## MY SALAD SUPERHERO

**SUPER SALADS**

Your Name: \_\_\_\_\_  
Date: \_\_\_\_\_

Superheroes come in all shapes and sizes and each have a different power. But they have one thing in common - they are all super strong, super smart and super healthy.

Salad leaves contain a variety of different nutrients which all do something in our bodies. Team up on the different nutrients to make then design your own salad superhero.

### FANTASTIC FACTS

**SALAD LEAVES ARE PACKED WITH VITAMINS, MINERALS AND FIBRE WHICH ARE NUTRIENTS WHICH TOGETHER PLAY AN IMPORTANT ROLE IN KEEPING OUR BODIES FIT AND HEALTHY.**

#### VITAMINS:

**VITAMIN A** helps your body to fight infections. Helps your body to heal when it's wounded, looks after your eyes and helps to build strong bones.

**VITAMIN C** helps to protect your body from the environment e.g. pollution. Helps your body to heal when it's wounded, looks after your eyes and helps to build strong bones.

**VITAMIN K** helps your body to heal when it's wounded, helps to build strong bones.

#### MINERALS:

**FOLATE** helps your body to heal when it's wounded, looks after your eyes and helps to build strong bones.

**IRON** helps to make oxygen, looks after your eyes and helps to build strong bones.

**CALCIUM** helps to make strong bones and teeth. Keeps your heart healthy, helps your body to heal when it's wounded.

**POTASSIUM** helps to make strong bones and teeth. Keeps your heart healthy, helps your body to heal when it's wounded.

**AND YOU KNOW? FIBRE IS ONLY FOUND IN FOODS THAT COME FROM PLANTS**

**ENJOY IT'S FROM EUROPE**

## KNOW YOUR LEAVES!

**SUPER SALADS**

Think you know all there is to know about salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads. Find out how to use them in your salads.

**POCKET** Think you know all there is to know about pocket salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**FRISSE** Think you know all there is to know about frisse salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**ICE SALAD** Think you know all there is to know about ice salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**LIQUID/INTERMED** Think you know all there is to know about liquid/intermediate salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**AVOCADO** Think you know all there is to know about avocado salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**SPINACH** Think you know all there is to know about spinach salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**SPINACH** Think you know all there is to know about spinach salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

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**SPINACH** Think you know all there is to know about spinach salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

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**SPINACH** Think you know all there is to know about spinach salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**ENJOY IT'S FROM EUROPE**

## THE MATCHING GAME

**SUPER SALADS**

Think you know all there is to know about salad leaves? Match the words to the name and description.

**POCKET** Think you know all there is to know about pocket salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**FRISSE** Think you know all there is to know about frisse salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**ICE SALAD** Think you know all there is to know about ice salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**LIQUID/INTERMED** Think you know all there is to know about liquid/intermediate salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**AVOCADO** Think you know all there is to know about avocado salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**SPINACH** Think you know all there is to know about spinach salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**SPINACH** Think you know all there is to know about spinach salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

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**SPINACH** Think you know all there is to know about spinach salad leaves? Find out more about the different shapes, sizes and textures you can use in your salads.

**ENJOY IT'S FROM EUROPE**

Figure 11 - 4 Worksheets for in class or homework use

### Year One Action 4 worksheets downloads

## Action 5 – Website Updates (February '16 – June '16)

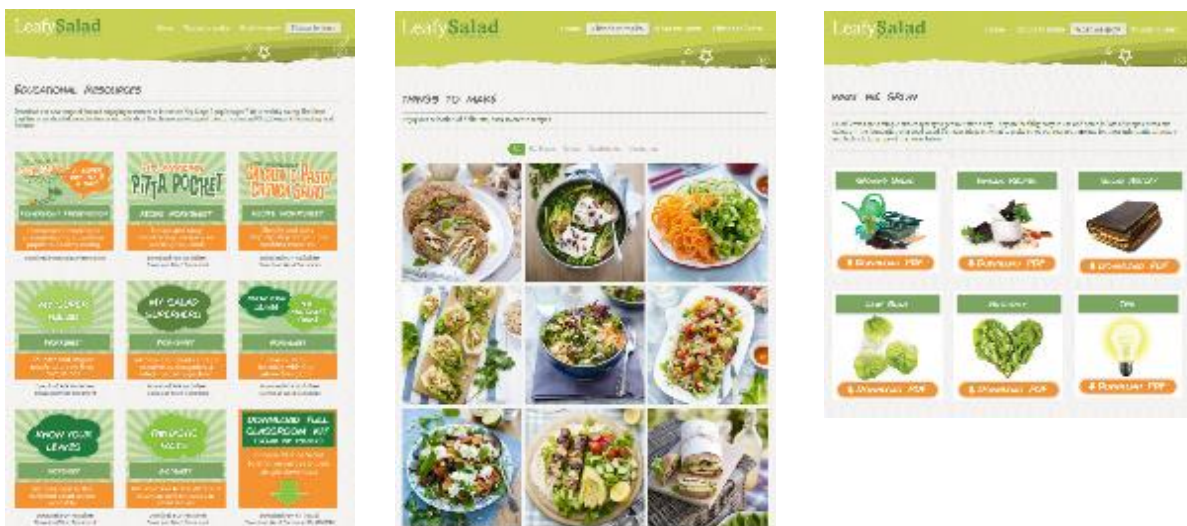
Reviewed existing website, web provider and website analytics

Working with the agreed budget the website was redesigned and rebuilt on a Wordpress platform. The look and feel of the website was made simpler, more fun and engaging for a children and launched in June 2016 with 3 areas:

- Things to Make
- What We Grow
- Things to Learn – including downloadable education resources.



Figure 12 - Website home page (above) and sections (below)



## **YEAR 2 AHDB funded education activity**

### **Year 2 Action 4 – Teaching a Love of Leaves (January '17 – January '18)**

Consulted with the Year 1 teacher panel to identify additional opportunities for new education resources.

Researched and produced in class prompt cards with different activities based on the Multiple Intelligence Based Learning approach (listed page 36 – 41 below).

- Getting to know you – People Smart
- Field of dreams – Nature Smart
- Lettuce, Encium, Salat – Word Smart
- Dressed for Success – Number Smart
- Lovely Leaves - Art Smart
- Food Show Episode – People Smart
- Pass it on – Art Smart
- Gentle Reminder – Art Smart
- Talk the Talk – Word Smart
- Where in the World – People Smart
- How Big Is – Body/Number Smart
- Comic strip template
- Super Seeds to Super Salads Presentation

All legacy (pre 2015) material was reviewed and redesigned to complete the seed to shelf education resources.

- What makes your salad? worksheet
- What can I do with salad worksheet
- Tasty salads worksheet
- Salad Spy! worksheet
- Grow your own lettuce factsheet
- My leafy growth chart worksheet
- From seed to shelf fact and worksheet
- Favourite leaves worksheet
- Let's Try worksheet
- Meet the grower worksheets video

These resources are available on the Make More of Salad website -

<http://www.makemoreofsalad.com/things-to-learn/>

Briefed a graphic designer to design the artwork for each document.

Managed email campaign to promote the resources and the leafy salads competition to primary schools.

Managed promotion on Facebook to promote the competition to parents

Negotiated and managed First News and Great British Food to secure advertising space and promotional support for the competition.

## Year 2 Action 4 – Salad email marketing results (Jan '17 – Jan '18)

Year 2 Action 4	Target	Delivered	Contacts	Total emails sent over 4 mailouts
Schools targeted (School Mailings data)	16,778	16,778	31,263	93,789
	Target	Delivered	Notes	
Email open rate (School Mailings data)	1,500	10,607	Mailing 1 - 3,223, mailing 2 – 1,039, mailing 3 – 2,244, mailing 4 – 4,101	
Click through – from email to website (School Mailings data)	850	552	Mailing 1 - 165, mailing 2 – 110, mailing 3 – 107, mailing 4 – 170	
Click through from Facebook to website	Incl in 850 above	314	The advertising activity reached 74,224 people	
Document downloads	300	1,124	Data from Google Analytics	
Competition entries	500	270	Hard copies received	

Table 2 - Year 2 Action 4 - 2017/8 Email and social campaign results summary

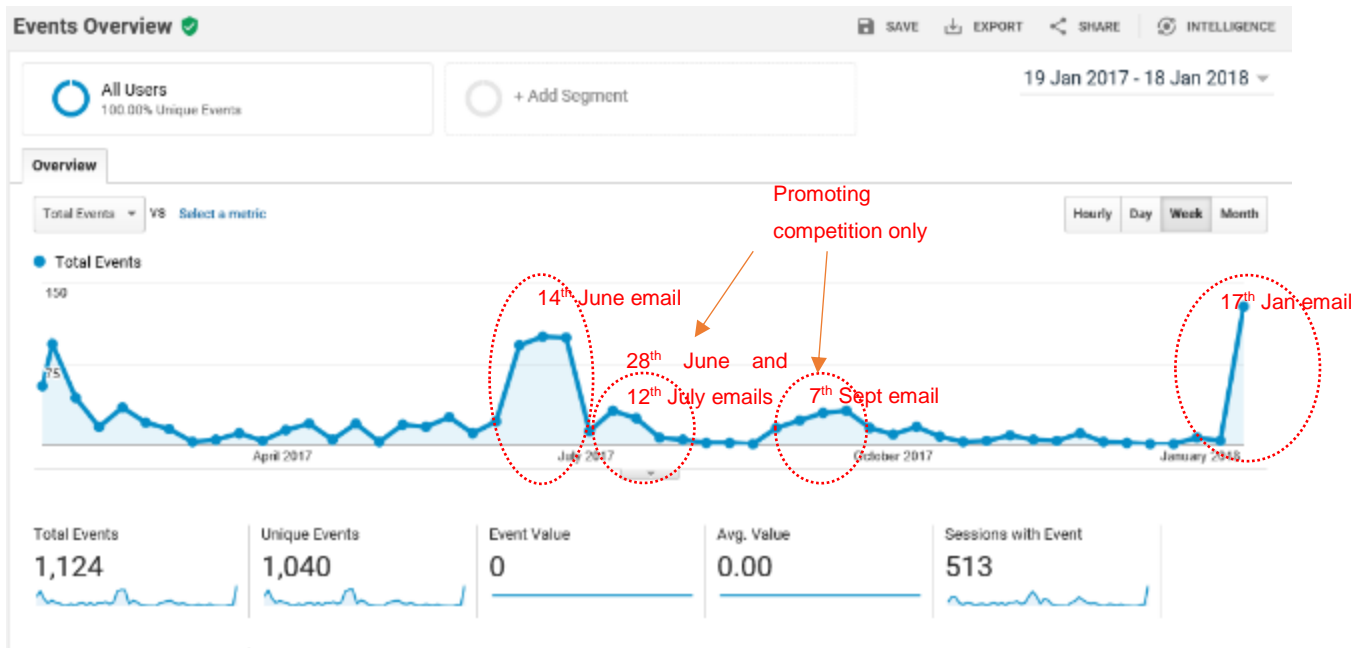


Figure 13 - Google Analytics. Education document download peaks as a result of email marketing

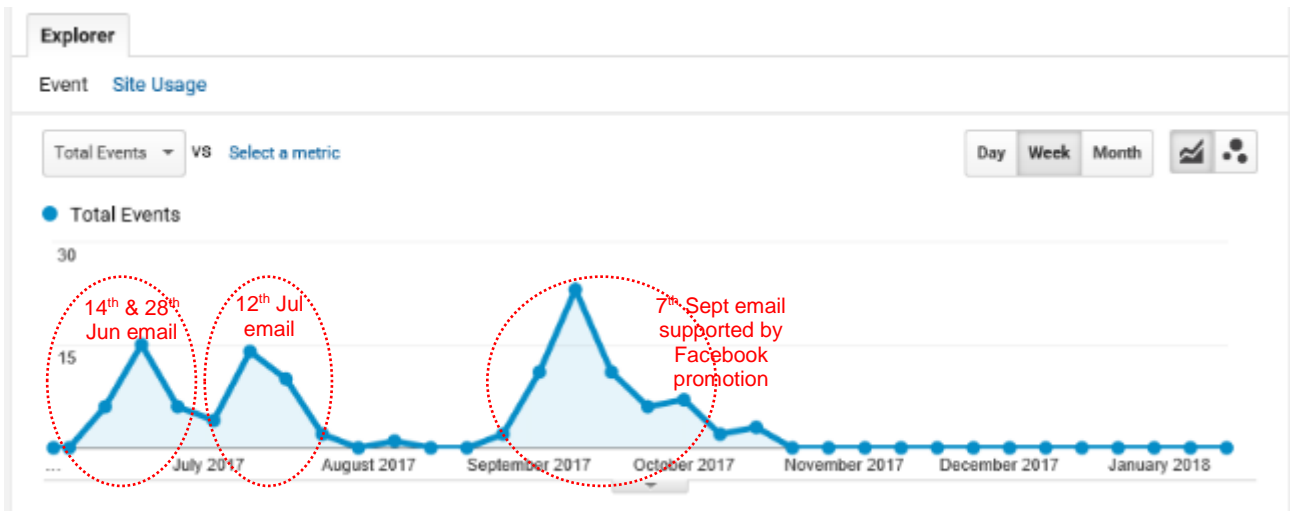


Figure 14 - Google Analytics. Competition downloads from email marketing and Facebook promotion

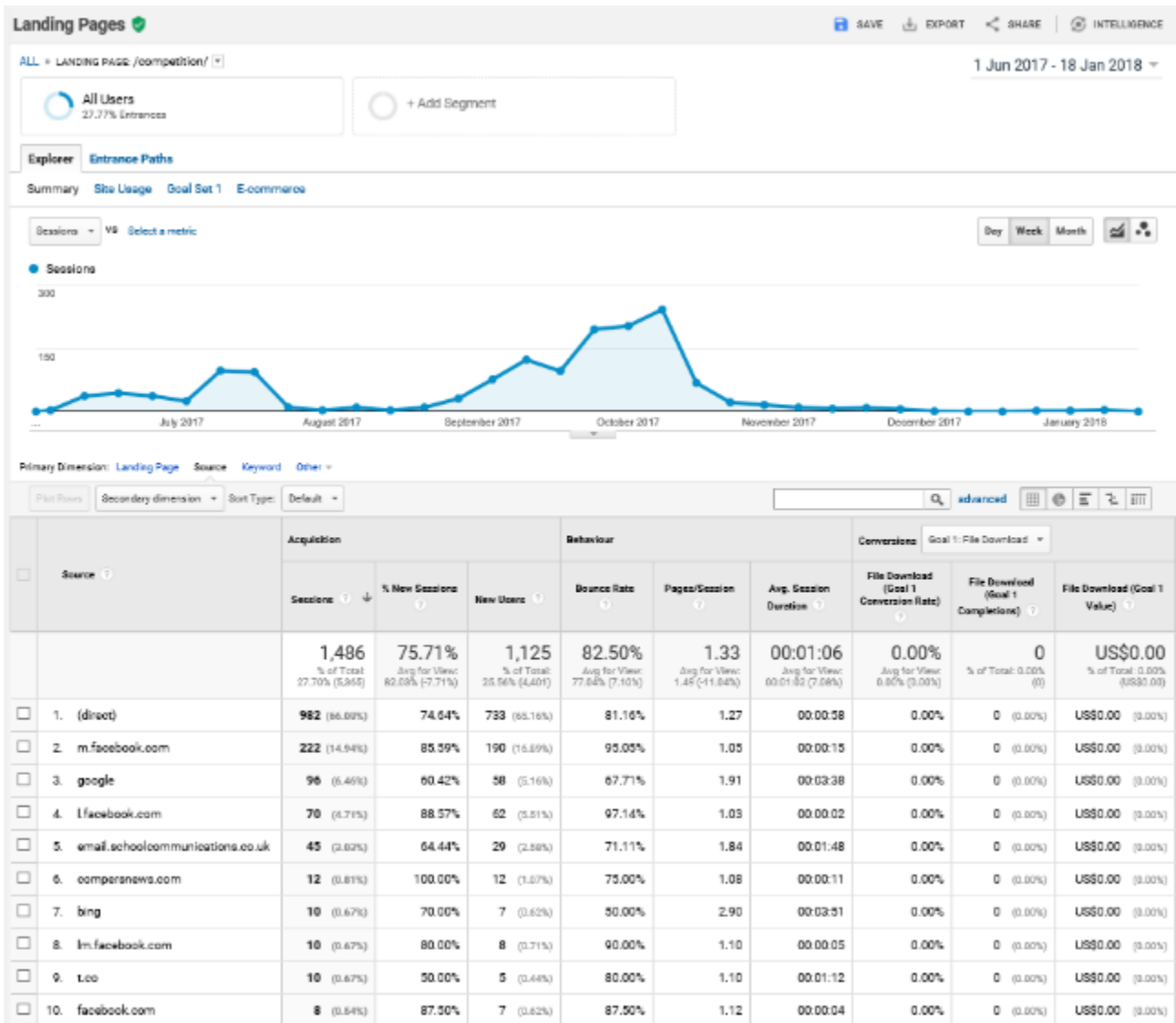


Figure 15 - Google analytics. Top 10 sources of visits to the competition page on makemoreofsalad.com



Year 2 Action 4 – Salad Advert schools’ competition email (Jan ’17 – Jan ‘18)



**DESIGN A SALAD AD FOR FIRST NEWS AND GREAT BRITISH FOOD**

**SUPER SALADS**

How would Key stage 2 children advertise salad if they had the chance? – Now They Do!!

We're running a competition for Key Stage 2 pupils to design advertisements for Leafy Salads: The Healthy Choice. There will be a winner in each year group. The winners will have their ads published in **First News** and **Great British Food magazine**. It's easy and free to enter. To find out how to enter, click below

**Enter Competition**  
Lets Gets Creative

**Free Resources**  
To Download

Designed by teachers, for teachers, you can also download a new free Classroom ActivityPack and 8 other activities that follow the journey from seed to shelf. The Classroom Activity Pack uses fun and engaging multiple intelligence based activities designed for all types of learners. The pack contains 11 different activities to help kids who learn in different ways like Word Smart, Number Smart or Art Smart.

Designed to be used together or as standalone activities, the resources support the following curriculum assessment criteria for **Key Stage 2:**

- PSHE**  
Make choices about what constitutes, and how to maintain, a healthy lifestyle including the benefits of healthy eating.
- DESIGN & TECHNOLOGY**  
Understand and apply the principles of a healthy and varied diet, where and how a variety of ingredients are grown and processed.
- SCIENCE**  
Working scientifically, reporting on findings from enquiries, including oral and written explanations of results and conclusions using drawings, labelled diagrams, bar charts, and tables

**Free to download**

The Super Salads resources have been created for Make More of Salad to educate primary school children about the health benefits of eating leafy salads. The campaign is funded by the British Leafy Salad Growers Association with support from the European Union and the Agriculture and Horticulture Development Board.

**FirstNews** **Great British FOOD**

CAMPAGN FINANCED WITH AID FROM THE EUROPEAN UNION **LeafySalad** **AHDB** THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE **ENJOY IT'S FROM EUROPE**

Figure 16 - 2017 Salad advert competition email campaign



## EMAIL CAMPAIGN ANALYTICS

Date : 14<sup>th</sup> June 2017  
 Client's Name : Pam Lloyd  
 Subject : Super Salads competition for Key Stage 2



Link clicked	Total Clicks
<a href="http://www.makemoreofsalad.com/things-to-learn/">http://www.makemoreofsalad.com/things-to-learn/</a>	85
<a href="http://www.makemoreofsalad.com/competition/">http://www.makemoreofsalad.com/competition/</a>	80



## EMAIL CAMPAIGN ANALYTICS

Date : 28<sup>th</sup> June 2017  
 Client's Name : Pam Lloyd  
 Subject : Super Salads competition for Key Stage 2



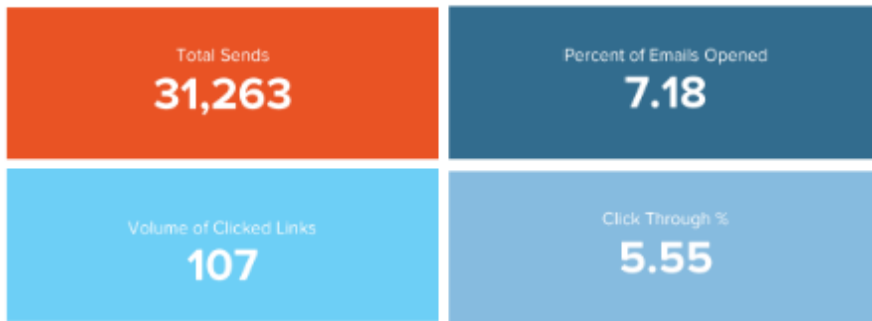
Link clicked	Total Clicks
<a href="http://www.makemoreofsalad.com/competition/">http://www.makemoreofsalad.com/competition/</a>	62
<a href="http://www.makemoreofsalad.com/things-to-learn/">http://www.makemoreofsalad.com/things-to-learn/</a>	48

Figure 17 - School Mailings reports for first and second email sends promoting the competition



## EMAIL CAMPAIGN ANALYTICS

Date : 12<sup>th</sup> July 2017  
 Client's Name : Pam Lloyd  
 Subject : Get creative with healthy eating

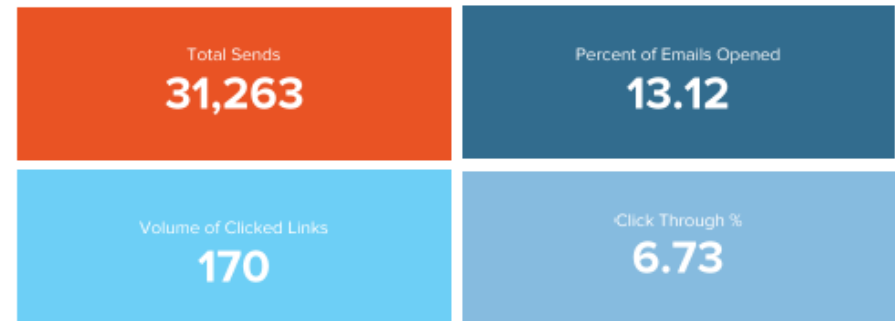


Link clicked	Total Clicks
<a href="http://www.makemoreofsalad.com/competition/">http://www.makemoreofsalad.com/competition/</a>	107



## EMAIL CAMPAIGN ANALYTICS

Date : 07<sup>th</sup> September 2017  
 Client's Name : Pam Lloyd - Make More of Salad  
 Subject : Design an advert for First News



Link clicked	Total Clicks
<a href="http://www.makemoreofsalad.com/competition/">http://www.makemoreofsalad.com/competition/</a>	170

Figure 18 - School Mailings reports for 3rd and 4th email sends promoting the competition

## Year 2 Action 4 – Salad advert schools’ competition Facebook promotion (Sept ’17)

To promote education competition Super Salads in schools, the campaign advertised on Facebook using campaign materials to encourage parents to get their children to enter either privately or through their school. The advert targeted parents with preteens 8 -12 and with school aged children 6-8, whose stated interests included family, parenting and kids’ activities. The advertising activity reached 74,224 people and resulted in 2,493 clicks on the Facebook ad of which 314 clicked through to the competition page on the makemoreofsalad website.

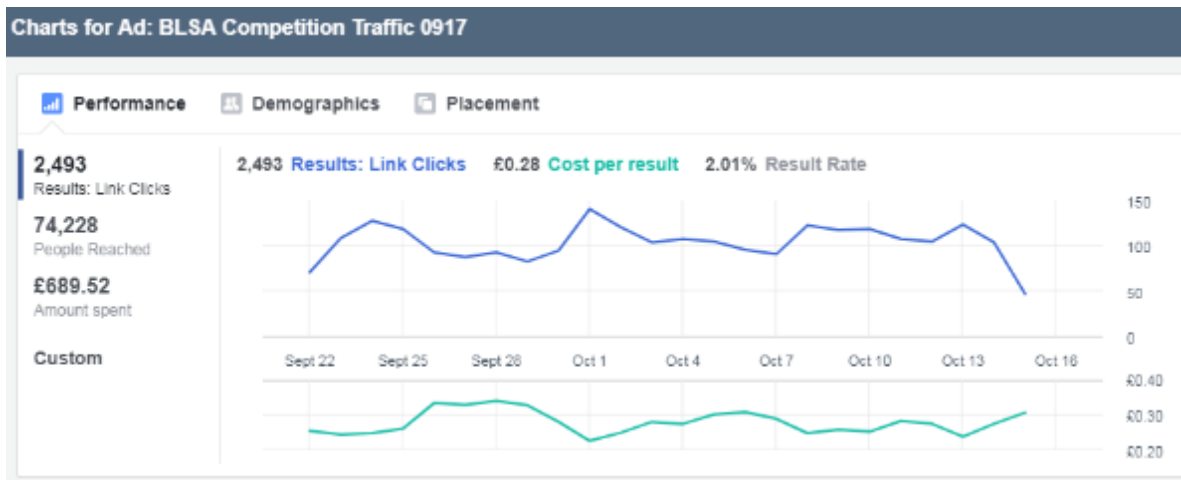


Figure 19 - Facebook Analytics. Competition advertising and link clicks to the makemoreofsalad.com

See figure 15 on page 24 above for total visits

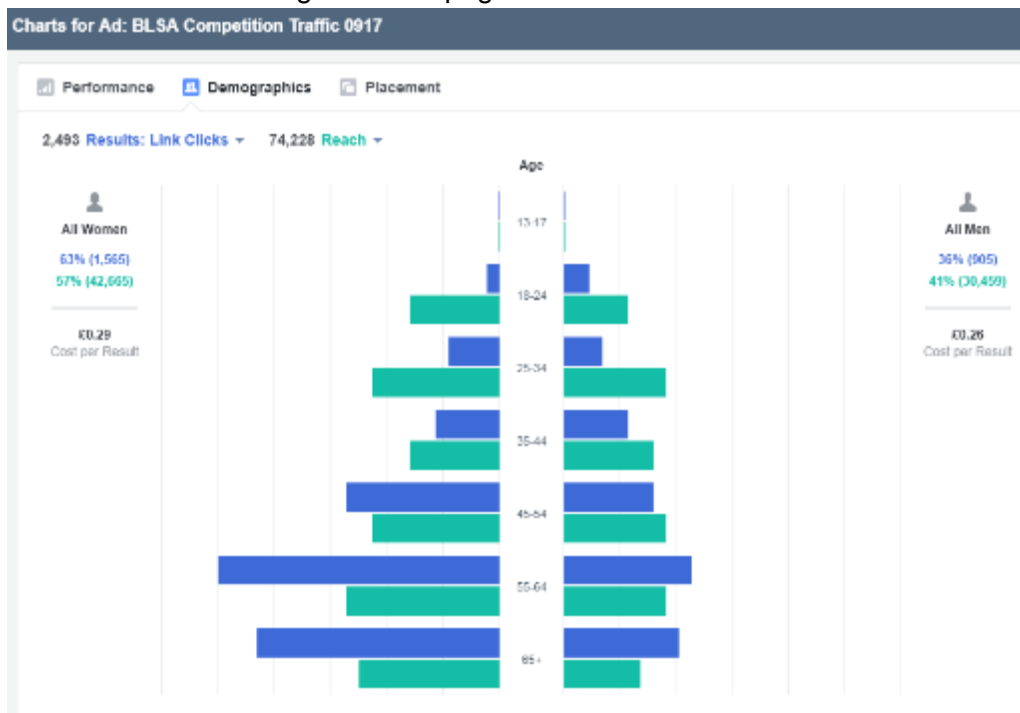


Figure 20 - Facebook Analytics. Gender/age split of people reached by ad and who clicked on it

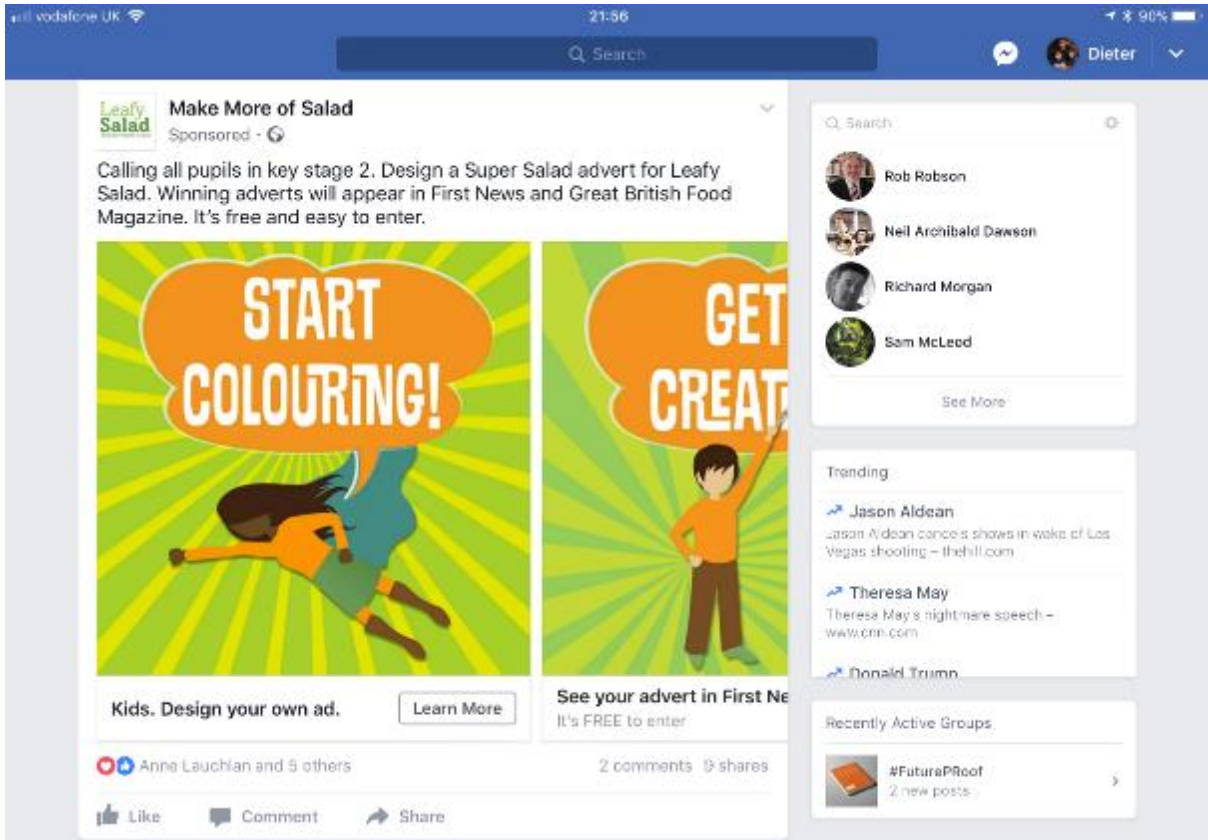


Figure 21- Facebook ad 1 - Start Colouring!



Figure 22 - Facebook ad 2 - Get Creative!



Figure 23 - Facebook ad 3 - Design Your Ad!

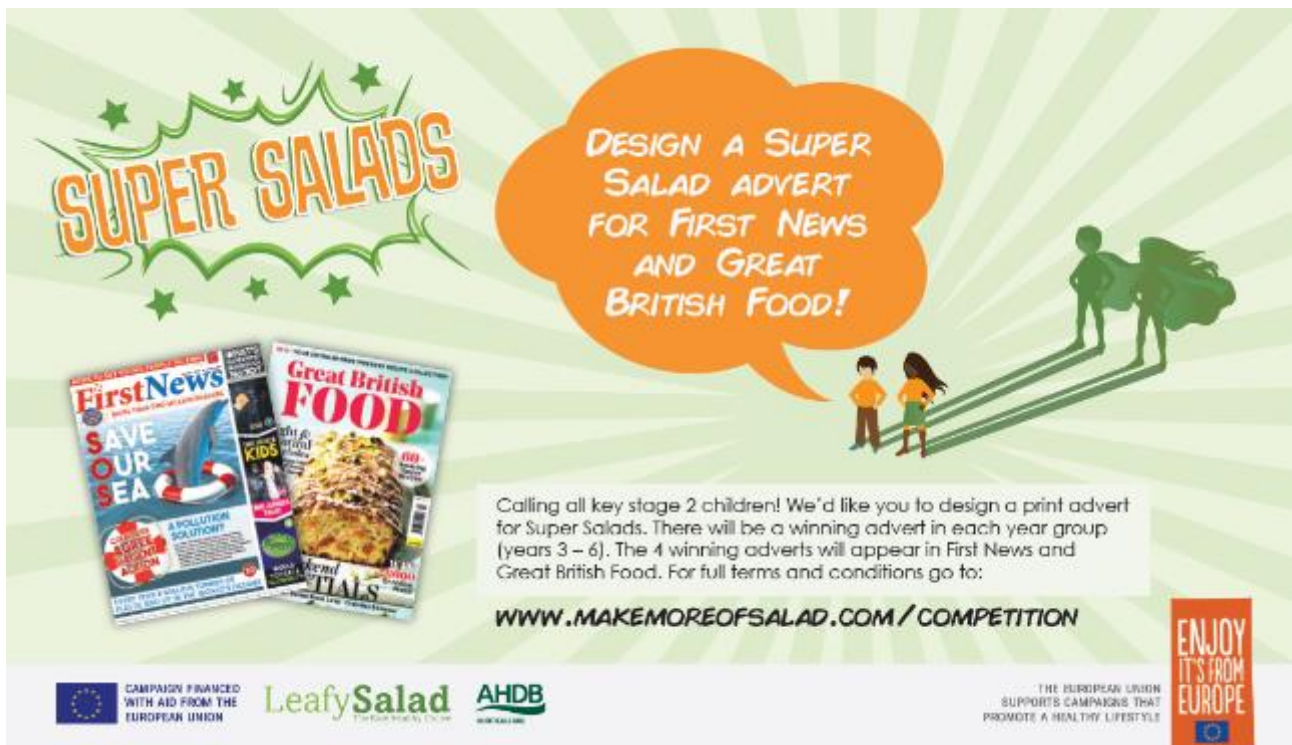


Figure 24 - Half page advert that appeared twice in First News to promote the competition



Figure 25 - First News promoting the campaign to parents and educators on Twitter




Figure 26 - Example tweet promoting the competition

**FirstNews LIVE!** [Subscribe for home](#) [Schools](#) [About](#) [Contact](#) [Q](#) [Register](#) [Login](#)

**HOME** | [News](#) [Polls](#) [Brexit](#) [Fun Stuff](#) [Join In](#) [Find Out](#) [Win](#)


**Calling all key stage 2 pupils!**  
Design an advert to appear in First News & Great British Food  
[Click here to enter IT'S FREE!](#)

## Competitions



**Closes: 14th September 2017**  
**Family Tickets to Child Of The Divide**  
The Summer 1947 and 16 million people are on the move between India and the...

[View Competition](#)



**Closes: 14th September 2017**  
**An Oxford Back To School Bundle**  
To celebrate the end of the school term, and to get you ready for back...

[View Competition](#)

Figure 27 – Above and below First News website banner ad promoting the competition

**FirstNews LIVE!** [Subscribe for home](#) [Schools](#) [About](#) [Contact](#) [Q](#) [Register](#) [Login](#)

**HOME** | [News](#) [Polls](#) [Brexit](#) [Fun Stuff](#) [Join In](#) [Find Out](#) [Win](#)

**Calling all key stage 2 pupils!**  
Design an advert to appear in First News & Great British Food  
[Click here to enter IT'S FREE!](#)

## Get Cooking

P&O Cruises is joining with First News Live! featuring their food heroes, Marco Pierre White and Eric Lanlard, to get you cooking!

There will be 12 short yummastic recipes filmed with the celebrity chefs, with new ones added each month. Each film focuses on one easy-to-make but delicious dish – so dig in!



[Get Cooking](#)

**Macaroni Cheese recipe by Marco Pierre White**



[Get Cooking](#)

**Chocolate And Cream Cheese Brownies recipe by Eric Lanlard**  
Brought to you by P&O Cruises Food Heroes. Celebrity chef Eric Lanlard – also known...

[Watch](#)



Year 2 Action 4 – Competition winners

WELL DONE TO ALL THE KEY STAGE 2 PUPILS WHO ENTERED THE SUPER SALAD ADVERT COMPETITION. THE JUDGES HAD A TOUGH TIME CHOOSING WINNERS FROM EACH YEAR GROUP. CONGRATULATIONS TO ISABELLE, MAYA, BROOKE & POLINA.

**SUPER SALAD**

You should eat salad because it is good for you. It makes you strong and gives you protein for the day.

EAT YOUR Super Salad

What is good about salad? It is good because you can add what you want to it.

In your salad you can eat lots of different things like lettuce, tomatoes, cucumbers, carrots, dressing, olives, sweetcorn and nuts or things.

It is good to have some fat on your salad but it can be FAT.

**ENJOY IT'S FROM EUROPE**

CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

**LeafySalad** The Easy Healthy Choice

**AHDB** Horticulture

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE

SUPER SALAD YEAR 3 WINNER  
ISABELLE, BERKSHIRE



CONVERSION OF SUPER SALADS

I'm a super good with tons of nutrients in a low calorie package. I'm good for their skin, hair and more.

I'm the best, children love me, I can go on sandwiches, burgers, paps and as a salad. I'm the healthiest salad of all.

Which one is your favourite?

SPINACH

ICE BERG

**ENJOY IT'S FROM EUROPE**

CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

**LeafySalad** The Easy Healthy Choice

**AHDB** Horticulture

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE

[WWW.MAKEMOREOFSALAD.COM](http://WWW.MAKEMOREOFSALAD.COM)

SUPER SALAD YEAR 4 WINNER  
MAYA, LONDON



Figure 28 - Year 3 and Year 4 competition winners

**SUPER SALAD FACTS: LETTUCE APPEARED IN EGYPTIAN TOMB CARVINGS IN 4,500BC. IT WAS FIRST EATEN BY PERSIAN KINGS 2,500 YEARS AGO. THE ANCIENT GREEKS AND ROMANS THOUGHT IT HELPED YOU HAVE A GOOD NIGHT'S SLEEP.**

**SUPER SALAD YEAR 5 WINNER**  
**BROOKE, ESSEX**

Leafy Salad!  
Iceberg  
Baby Gem  
Romaine  
Butterhead  
Roundhead  
Lollo Rosso  
And more!

Encourage your family and friends to eat Leafy Salad!

Make our country Healthy

Leafy Salad

LEAFY SALAD  
Leaves  
BRUSSEL SPROUTS  
Spinach  
SALAD  
SAY  
to fast  
food and  
Hella  
Spinach Salad

CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

**LeafySalad**  
The Easy Healthy Choice

**AHDB**  
HORTICULTURE

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE

**ENJOY IT'S FROM EUROPE**

**WANNA BE A LETTUCE LORD?**  
**Perhaps... YES???**

**LOOK NO FURTHER THAN... LEAFY SALAD!**

**JUST ZOOM ON YOUR ROCKET TO BUY THE GEMS OF YOUR LIFE!!!**

**SUPER SALAD YEAR 6 WINNER**  
**POLINA, HERTFORDSHIRE**

CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

**LeafySalad**  
The Easy Healthy Choice

**AHDB**  
HORTICULTURE

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**ENJOY IT'S FROM EUROPE**

[WWW.MAKEMOREOFSALAD.COM](http://WWW.MAKEMOREOFSALAD.COM)

Figure 29 - Year 5 and Year 6 competition winners

**Year 2 Action 4 Competition winners in print.**



Figure 30 - Competition winners in Great British Food magazine January issue



Figure 31 - Competition winners in First News December issue

Year 2 Action 4 – Education resources – In class prompt cards sheets 1 - 6



[WWW.MAKEMOREOFSALAD.COM](http://WWW.MAKEMOREOFSALAD.COM)

Our website is packed with information to provide children with facts about eating healthily. These open ended activities can be used for class or home based learning. They are activity prompts to use across the curriculum designed with Multiple Intelligence Based Learning in mind.

These Activities are designed for all types of learners. Are you...

- **WORD SMART**
- **ART SMART**
- **NUMBER SMART**
- **BODY SMART**
- **PEOPLE SMART**
- **NATURE SMART**

Learn about salad in YOUR smartest way!

WE DON'T ALL LEARN THE SAME WAY. SOME OF US LEARN BY PLAYING, CREATING, USING OUR BODY, SOME BY READING AND SOME BY WATCHING.



ENJOY IT'S FROM EUROPE

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**GETTING TO KNOW YOU**

visit: [Makemoreofsalad.com/whatwegrow](http://Makemoreofsalad.com/whatwegrow)

People Smart

WHICH ANIMALS AND MINIBEASTS SHOULD BE ENCOURAGED TO STAY?

HOW CAN FARMERS KEEP THEIR FIELDS NATURALLY PEST FREE?

WHICH ARE PESTS?

WHAT DO YOU THINK ABOUT USING CHEMICALS TO CONTROL WEEDS AND INSECTS THAT COULD HARM THE CROP?

Create a leaflet that will educate future gardeners about wildlife in the garden.

ENJOY IT'S FROM EUROPE

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# SUPER SALADS

## FIELD OF DREAMS

READ: Growing Salad WATCH: Caring for the Environment video

Nature Smart

IMAGINE YOU ARE FLYING OVER A FIELD WHICH HAS BEEN DESIGNED ESPECIALLY TO GROW LETTUCE SUCCESSFULLY. WHAT WOULD THIS FIELD LOOK LIKE?

THINKING POINT: WHAT WOULD BE THE CHALLENGES OF GROWING LETTUCE IN THE UK?



Draw an aerial view of the field. Use labels and text boxes to explain the features of your field.



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**AHDB**  
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# SUPER SALADS

## LETTUCE! ENCILUM! SALAT!

VISIT: [www.indifferentlanguages.com](http://www.indifferentlanguages.com)

Word Smart

HOW DO YOU SAY LETTUCE IN OTHER LANGUAGES? SEARCH THE INTERNET.



Make a list of your favourite salad ingredients and translate them into another language. Is it similar to the English word? Practise using these new words and teach them to a friend!



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# SUPER SALADS

## DRESSED FOR SUCCESS

Number Smart

A SALAD DRESSING IS LIKE A SAUCE FOR LEAVES! IT CAN MAKE AN AVERAGE SALAD GREAT (THINK KETCHUP ON A BURGER!) THE RATIO OF INGREDIENTS IS KEY - NOT ENOUGH IS BORING, TOO MUCH IS DISGUSTING.

EXPERIMENTING WITH RATIO AND PROPORTION



Experiment to create the perfect dressing. When you get the perfect ratio, write it down and make it for your family and friends.



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The Easy Healthy Choice

**AHDB**  
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# SUPER SALADS

## LOVELY LEAVES!

Art Smart

A LETTUCE LEAF IS A WORK OF BEAUTY. THE VEIN STRUCTURE AND SHAPE OF THE LEAF CAN BE DELICATE AND COMPLEX.



Grab a leaf of lettuce or two and your sharpest pencil. Take some time to study the bends and curves of the leaf and have a go at sketching it. (Make sure you don't nibble it away before your work of art is complete!)



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The Easy Healthy Choice

**AHDB**  
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# SUPER SALADS

## FOOD SHOW EPISODE...TAKE ONE!

VISIT: [Makemoreofsalad.com/whatwegrow](http://Makemoreofsalad.com/whatwegrow) READ: Famous Recipes  
WATCH: Caring for the Environment video

People Smart

WORK IN A GROUP TO PRESENT AN EPISODE OF A FOOD SHOW. THE SPECIAL GUEST IS CAESAR CARDINI, PREPARING HIS FAMOUS CAESAR SALAD. CHAT ABOUT INGREDIENTS, FLAVOURS AND PRESENTATION AS HE "MAKES" THE SALAD. WATCH A CLIP OF A FOOD SHOW FOR INSPIRATION.



CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

**LeafySalad**  
The Easy Healthy Choice

**AHDB**  
HORTICULTURE

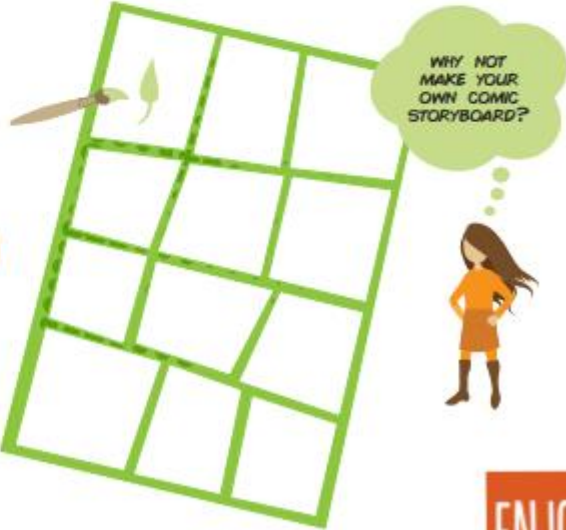
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# SUPER SALADS

## PASS IT ON!

Art Smart

WRITE A STORY WITH PICTURES FOR SOMEONE SMALLER THAN YOU! TELL THE STORY OF HOW A LITTLE SEED IS PLANTED AND HOW IT GROWS INTO THE LETTUCE WE BUY IN THE SUPERMARKET AND EAT TO STAY HEALTHY!



CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

**LeafySalad**  
The Easy Healthy Choice

**AHDB**  
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# SUPER SALADS

## A GENTLE REMINDER

VISIT: [Makemoreofsalad.com/whatwegrow](http://Makemoreofsalad.com/whatwegrow) READ: Salad Tips

Art Smart



Teach everyone in your house how to keep leaves fresh and tasty in the chillbox by designing a poster to keep on the fridge.



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The Easy Healthy Choice

**AHDB**  
HORTICULTURE

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# SUPER SALADS

## TALK THE TALK

VISIT: [Makemoreofsalad.com/whatwegrow](http://Makemoreofsalad.com/whatwegrow) READ: Growing Salads

Word Smart



CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

**LeafySalad**  
The Easy Healthy Choice

**AHDB**  
HORTICULTURE

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE





# SUPER SALADS

## WHERE IN THE WORLD?

VISIT: [Makemoreofsalad.com/whatwegrow](http://Makemoreofsalad.com/whatwegrow) READ: Famous Recipes

People Smart

SALADS ARE AN IMPORTANT PART OF FOOD TRADITIONS AROUND THE WORLD. WE HAVE LEARNED ABOUT THE CAESAR, WALDORF AND NIÇOISE SALADS THAT ARE WELL KNOWN WORLD WIDE... BUT THERE ARE MANY MORE!



THINK ABOUT... WHY DO YOU THINK THIS RECIPE IS SPECIAL TO THE REGION? WOULD IT BE EASY TO MAKE THIS RECIPE IN OUR COUNTRY?

Choose a country or region of the world and research what types of salad are eaten. Find a recipe and write it down (ingredients and method) Compose an introduction for the salad.



CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

**LeafySalad**  
The Easy Healthy Choice

**AHDB**  
HORTICULTURE

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE



# SUPER SALADS

## HOW BIG IS?

Body/Number Smart

HOW BIG IS AN ACRE?  
IF YOU HAVE SPACE, PACE OUT 63M<sup>2</sup> AND STAND AT EACH CORNER. SEE HOW LONG IT TAKES TO RUN AROUND IT. IMAGINE TAKING CARE OF THE LETTUCE IN THIS SPACE. IF A FARMER CAN GROW 16 HEADS OF LETTUCE IN ONE SQUARE METRE ESTIMATE HOW MANY PLANTS THERE WOULD BE IN ONE ACRE?



THERE ARE 2.5 ACRES IN A HECTARE. HOW MANY HEADS OF LETTUCE WOULD THERE BE IN ONE HECTARE?



CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

**LeafySalad**  
The Easy Healthy Choice

**AHDB**  
HORTICULTURE

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE



Year 2 Action 4 – Education resources Super Seeds to Super Salads presentation



Promoting the education resources



Promoting the competition

HOW WOULD YOU ADVERTISE SALAD IF YOU HAD THE CHANCE?

DESIGN AN ADVERT COMPETITION!

1 WINNER PER YEAR GROUP WILL SEE THEIR AD APPEAR IN FIRST NEWS AND IN GREAT BRITISH FOOD

FIND OUT MORE AT [MAKEMOREOFSALAD.COM/COMPETITION](http://MAKEMOREOFSALAD.COM/COMPETITION)

The advertisement features a green background with a white border. At the top, the text 'HOW WOULD YOU ADVERTISE SALAD IF YOU HAD THE CHANCE?' is written in a green, hand-drawn font. Below this, on the left, a green speech bubble contains the text 'DESIGN AN ADVERT COMPETITION!'. Next to it is a cartoon illustration of a boy in an orange shirt and brown pants, pointing upwards. In the center, there are two magazine covers: 'First News' (a weekly newspaper for young people) and 'Great British Food' (a magazine with a recipe for 'Bright & Beautiful Spring bakes'). On the right, an orange speech bubble contains the text '1 WINNER PER YEAR GROUP WILL SEE THEIR AD APPEAR IN FIRST NEWS AND IN GREAT BRITISH FOOD'. Below this is a cartoon illustration of a girl in an orange top and brown skirt, running. At the bottom, the text 'FIND OUT MORE AT MAKEMOREOFSALAD.COM/COMPETITION' is written in green. The bottom of the page features logos for the European Union, LeafySalad, AHDB, and 'ENJOY IT'S FROM EUROPE'.

Introduction to Super Salads

HOW LONG DOES IT TAKE A LETTUCE TO GROW? DO LETTUCES REALLY HAVE A BLANKET TO SLEEP UNDER?

HOW BIG IS A LETTUCE FIELD? IS IT TRUE LETTUCES ARE HARVESTED BY HAND?

FIND OUT BELOW

SUPER SALADS

The advertisement features a green background with a white border. At the top right, the text 'SUPER SALADS' is written in a green, hand-drawn font. Below this, on the left, a green speech bubble contains the text 'HOW LONG DOES IT TAKE A LETTUCE TO GROW? DO LETTUCES REALLY HAVE A BLANKET TO SLEEP UNDER?'. Next to it is a cartoon illustration of a girl in an orange top and green skirt. In the center, an orange speech bubble contains the text 'HOW BIG IS A LETTUCE FIELD? IS IT TRUE LETTUCES ARE HARVESTED BY HAND?'. Next to it is a cartoon illustration of a boy in an orange shirt and brown pants. On the right, a green starburst graphic contains the text 'FIND OUT BELOW'. The bottom of the page features logos for the European Union, LeafySalad, AHDB, and 'ENJOY IT'S FROM EUROPE'.

# Salad resources uploaded to Times Educational Supplement website

tes Resources Jobs Community News Courses Store  Login Register for free

Topical and themed Early years Primary Secondary Special needs

Get 90% off your first resource worth up to £10 with code 90NOVEMBER. New buyers only

salad

Refine by 22-42 of 525 Resources Sort by Relevance

**Discounted resources**

- Sale (1)

**Pricing**

- Under £3 (525)
- Under £10 (588)
- Under £20 (597)
- £20 and over (5)

**Ages**

- 3-5 (118)
- 5-7 (254)
- 7-11 (523)
- 11-14 (770)
- 14-16 (585)
- 16+ (167)

**Subjects**

- Art and design (7)
- Biology (0)
- Chemistry (0)
- Citizenship (25)
- Computing (0)
- Cross-curricular topics (48)
- Design, engineering and technology (104)
- Drama (4)
- English (97)
- Expressive arts and design (4)

Show 21 more

**School system**

- American (43)
- Australian (7)

**Curriculum**

- Common Core (5)

**Awarding body**

**Featured**

- Resource Bundles (0)
- Created this Week (0)
- Recommended by TES (34)

**Resource types**

**Cultures of the World: Central Europe**  
Activities to improve reading comprehension & help build an appreciation for Cultural Diversity. Projects + Poems + Recipes + Comprehension Activities

Remedia books feature:  
✓ Sequential, easy-to-do steps  
✓ Short story exercises  
✓ SKL-based activities

Cultures of the World: Central Europe  
Appreciating other lands and cultures. The history, language, customs, and RemediaPub

★★★★★ (0) £2.29

**Worksheet 6 - Salad Spy**

Become a salad spy and find out what your friends and families favourite britishleafysalad

★★★★★ (0) FREE

**Worksheet 2 - Tasty Salad**

A worksheet to complete on designing a tasty salad

britishleafysalad

★★★★★ (0) FREE

**Spanish Thanksgiving Foods Matching Assignment or Quiz**  
By Sue Summers

Spanish Thanksgiving Matching and Image IDs Worksheet or Quiz

Spanish Thanksgiving Matching and Image IDs Worksheet or Quiz - sue summers shop

★★★★★ (0) £2.25

**PIZZA DELIVERY SHOP ROLE PLAY FOOD HEALTHY EATING**

Pizza shop sign, signs for around the pizza shop - such as salad bar, drinks

hayleyhill

★★★★★ (0) £2.50

**Food - Making a fruit salad (5 of 6)**

A fully planned and resourced D.T lesson that looks at planning on making a fruit

krisqreg30

★★★★★ (0) FREE

**Spanish Thanksgiving Matching and Image IDs Worksheet or Quiz**

Spanish Thanksgiving Matching and Image IDs Worksheet or Quiz - sue summers shop

★★★★★ (0) £2.25

**Food - Making a fruit salad (6 of 6)**

A fully planned and resourced D.T lesson that looks at making a fruit salad/s

krisqreg30

★★★★★ (0) FREE

**Le Jour de L'Action de Grâce La Nourriture**

French Thanksgiving Food Word Wall - Jour de L'Action de Grâce

The French Thanksgiving Food Word Wall includes 2 versions, each with 18

sue summers shop

★★★★★ (0) £2.50

**Meet the Grower Video Worksheet**

The first activity worksheet on the leafy salads grower video, accessible on the

britishleafysalad

★★★★★ (0) FREE

**Spanish Food and Meals Word Search and Image IDs**  
By Sue Summers

Spanish Food and Meals Word Search Puzzle, Vocabulary, and

This activity contains 30 clues for common foods and meals vocabulary.

sue summers shop

★★★★★ (0) £2.29

**Spanish Food and Meals Crossword and Image IDs**  
By Sue Summers

Spanish Food and Meals Crossword Puzzle, Vocabulary, and

This activity contains 24 clues for common foods and meals vocabulary.

sue summers shop

★★★★★ (0) £2.29

**Worksheet 1 - What makes your salad**

A worksheet to complete on different salad leaves

britishleafysalad

★★★★★ (0) FREE

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## Discussion

Campaign objectives detailed in the funding agreement

- 1) To inform and educate consumers (adults and children), consumer and foodservice media about the origins of leafy salads, where and how they are produced and how products reach them.

All campaign materials were designed to create a definitive online resource for this information for adults, children of school age and the media. The research conducted by England Marketing did not examine these target markets understanding of origins, production or supply chain as these were secondary to the health messages of the campaign.

- 2) To attract lapsed and new shoppers to leafy salads, across all age groups, and especially amongst younger shoppers below 45 years old.

The campaign retained England Marketing to continue its consumer research based on its benchmark research conducted in 2012 and repeated in 2013 and 2014. Lettuce and salad leaves are consumed by all age groups. Penetration among the respondents 25 – 65+ was in the mid 90% range (Table 3 and Figure 32 below). While consumption remains lowest in the 3 -17 age range, consumption within this group has increased from 2014 figures (Table 3 below).

Question	Percentage positive					
	Apr-12	Sep-12	Oct-13	Oct-14	Oct-17	Change Oct 14-Oct17
<b>Ages within the household that eat lettuce</b>						
3 - 17	80%	77%	80%	74%	84%	10%
18 - 24	92%	95%	94%	94%	93%	-1%
25 - 34	95%	98%	97%	99%	96%	-3%
35 - 44	99%	97%	95%	94%	95%	1%
45 - 54	98%	97%	99%	97%	96%	-1%
55 - 64	97%	96%	97%	99%	97%	-2%
65+	96%	100%	97%	99%	97%	-2%

*Table 3 - Ages in household that eat lettuce. England Marketing 2017*

The research showed an increase of 5% to 39% for consumer buying more salad over the past 12 months than in the previous 12-month period. 58% bought the same and only 3% bought less (Table 4 below). The reasons given by respondents for salad consumption are related to health, variety of salad options and recipe ideas (Table 4). These are all messages central to the leafy salad campaign. The campaign has also benefitted from the wider health and obesity agenda which has been extensively covered by the media in print, broadcast and online.

## Who eats lettuce?

Respondents were first asked to indicate the age groups their household comprises

Q - Please tell us whether any of the people in your household within the age groups (including yourself) eat lettuce/salad leaves

Fig 10. Ages within household that eat lettuce/salad leaves 2017

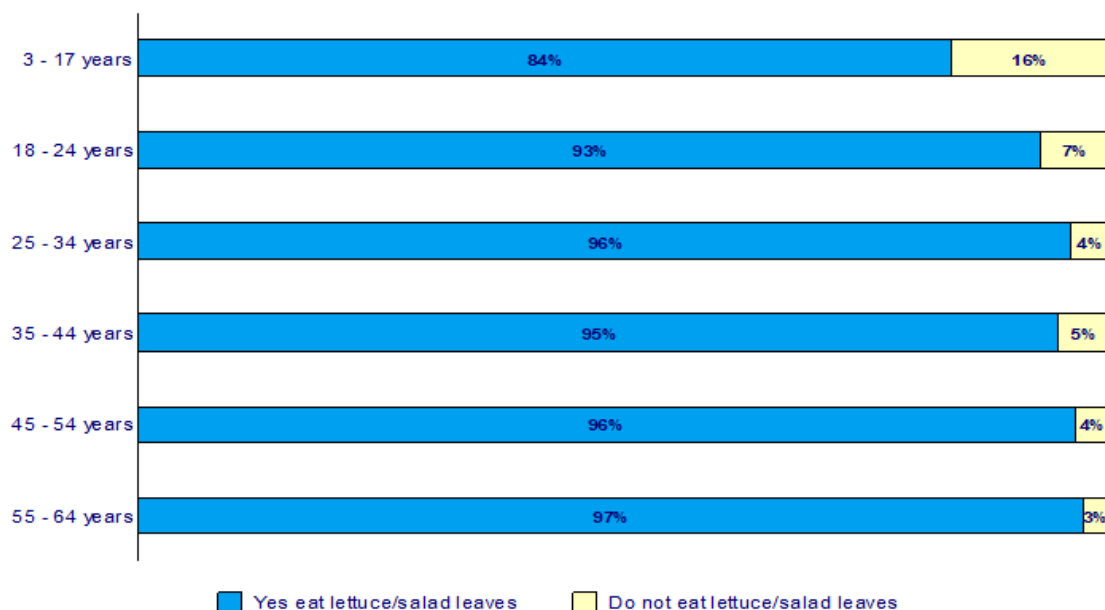


Figure 32 - Who eats lettuce? England Marketing Research 2017

Question	Percentage positive					
	Apr-12	Sep-12	Oct-13	Oct-14	Oct-17	Change Oct 14-Oct17
<b>Amount bought compared with 12 months ago</b>						
More	32%	31%	32%	34%	39%	5%
The same	64%	63%	63%	62%	58%	-4%
Less	4%	6%	5%	4%	3%	-1%
<b>Reasons for increase in the amount of lettuce bought</b>						
Just wanting to eat more healthily	71%	71%	72%	72%	63%	-9%
I/my household like the taste	39%	45%	50%	44%	46%	2%
More varieties available	32%	40%	37%	38%	38%	0%
Increased promotion of the health benefits of eating lettuce	33%	31%	39%	39%	45%	6%
More people in the household eating it	27%	31%	29%	30%	27%	-3%
More salad recipes/ideas	27%	26%	34%	32%	35%	3%
Promotional activities i.e. adverts, special offers	11%	10%	12%	9%	7%	-2%
Weather	-	-	23%	26%	8%	-18%

Table 4 - Reasons for changes in salad consumption. England Marketing Research 2017

- 3) To differentiate salad leaves from other salad ingredients and make them a considered purchase instead of being an unthinking, disengaged purchase.
- 4) To create consumer interest in the leafy salads category.

Despite the anecdotal belief amongst growers that salad ingredients are a disengaged purchase, the research suggests that consumers are much more conscious about buying from the category. Nutrition, waste, preparation and cost are all cited as considerations when buying (Table 5). Given the financial constraints on many shoppers, the pressure to reduce food and packaging waste and

the encouragement from government, the NHS and media to eat healthily, the research suggests consumers are taking an active interest in shopping the leafy salad category.

Question	Percentage positive					
	Apr-12	Sep-12	Oct-13	Oct-14	Oct-17	Change Oct 14-Oct17
<b>Views on lettuce/salad leaves</b>						
Salad leaves are healthy	94%	93%	91%	92%	88%	-4%
There is a wide variety of lettuce and salad leaves available to buy	91%	91%	89%	89%	84%	-5%
It is easy to make leafy salads part of my 5 a day portion of vegetables	86%	85%	82%	84%	83%	-1%
Whole head lettuce should always be washed before eating	85%	85%	82%	82%	83%	1%
Salad leaves/lettuce offer a variety of different flavours	83%	84%	82%	81%	78%	-3%
It is easy to make a meal with leafy salads	83%	80%	80%	81%	80%	-1%
Bagged salad leaves need to be washed before eating if they have not been pre-washed	77%	77%	76%	75%	73%	-2%
Salad leaves and lettuce are versatile	78%	73%	73%	75%	74%	-1%
Leafy salads are grown to high standards and with care by farmers	65%	64%	64%	68%	71%	3%

Table 5 - Shopper views on salad leaves. England Marketing research 2017

- 5) To create collateral for the campaign (including images and video of serving suggestions, grower stories and farming methods) and to reuse existing campaign material to create web, print and social content that communicates key messages.

35 recipes have been developed and photographed during the 2 year campaign. 12 serving videos have been filmed; 4 of these have been made available on the campaign website

(<http://www.makemoreofsalad.com/things-to-make/>) and 8 have been used to promote key campaign messages (convenience, nutrition, flavour) on social channels (Facebook, Instagram & Twitter). All grower and farming materials have been updated and made available online (<http://www.makemoreofsalad.com/what-we-grow/>). The recipe and serving materials have been used to create print and online collateral for media to educate them about leafy salads.

- 6) Education objectives - Material development – Working with growers and KS2 stage teachers, to develop Healthy Eating homework material and Healthy Eating Assembly Pack for a launch project to 25 schools.

The education materials included above (pages 18 - 20, figures 8 – 11) were developed with a teacher panel of 4. The launch project to 25 schools was upgraded to 3,000 schools as the provider was able to offer this in the budget. Teacher feedback from the pilot was that the materials were suitable and that no changes were needed.

- 7) Healthy Eating homework - To contact 16,778 schools teaching KS2 pupils in England in each of the 2 campaign years and offer them free educational homework material on leafy salads

and healthy eating. (16,778 is number of primary available on School Mailings Ltd. database. UK Government website figures for 2012 shows 16,818 primary schools in England)

- 8) Healthy Eating Assembly pack - To offer healthy eating and salad food chain teaching support material to PSHE (Personal, Social, Health and Economic Education) contacts at 16,778 schools teaching KS2 pupils in England. **NB this pack was included with all other education material in the mail out therefore the results have been counted together in tables 6 and 7 above.**

The 2016 email campaign results are detailed in Table 6 below. All agreed targets were exceeded as a result of significant economies achieved by using a lower cost email provider. This resulted in more email sends and these delivered higher email opens, click throughs and downloads.

Year 1 Action 4	Target	Delivered	Contacts	Total emails sent over 4 mailouts
Schools targeted (School Mailings data)	16,778	16,778	42,922	112,255
	Target	Delivered	Notes	
Email open rate (School Mailings data) as shown in the Email Campaign Analytics reports above	1,500	13,832	Pilot 646 + main 6,060 + resend one 4,317 + resend two 2,809	
Click through – email to website (School Mailings data) as above	850	1,698	Pilot 95 + Main 916 + resend 1,509 + resend two 178	
Document downloads and mailouts	1,000	2,297	Data from Google Analytics	

*Table 6 - 2016 email campaign results*

The offer of printed/hard copy material as an alternative to downloads did not produce the demand anticipated. 100 packs were sent out in year 1 (see list on page 15) and additional packs have been sent to schools in response to ad hoc requests. The saving made on printing and dispatch of printed copies was used to review and revise all the legacy education material inherited by the campaign and to design this to fit the new curriculum and the campaign. All the revised material was then uploaded to the website. The 2017 email campaign results are detailed in Table 7 below.

Year 2 Action 4	Target	Delivered	Contacts	Total emails sent over 4 mailouts
Schools targeted (School Mailings data)	16,778	16,778	31,263	93,789
	Target	Delivered	Notes	
Email open rate (School Mailings data) as shown in the Email Campaign Analytics reports above	1,500	10,607	Mailing 1 - 3,223, mailing 2 – 1,039, mailing 3 – 2,244, mailing 4 – 4,101	
Click through – from email to website (School Mailings data)	850	552	Mailing 1 - 165, mailing 2 – 110, mailing 3 – 107, mailing 4 – 170	
Click through from Facebook advert to makemoreofsalad.com (Facebook analytics)	Incl in 850 above	314	The advertising activity reached 74,224 people	
Document downloads	300	1,124	Data from Google Analytics	
Competition entries	500	270	Hard copies received	

*Table 7 - 2017 email and social promotion results.*



The results for Year 2 email campaign exceeded the target for downloads but were less successful than Year 1 in the number of downloads of education resources. The competition entries achieved were less than targeted.

The possible reason for the reduced number of downloads was that the email campaign promoted the competition as the primary message and downloads as a secondary message (see Figure 16, page 25).

To boost competition entries, the download message was dropped completely (see figure 33 right) in the 3rd and 4<sup>th</sup> email send (Google Analytics chart is figure 13, page 23).

When 'download' was the primary message in the final email of the campaign, downloads increased (Google Analytics chart is figure 13).

The competition was promoted extensively across several channels and was seen by schools' contacts (10,607 opened the email), on Facebook (74,228 reach and 2,493 ad clicks), on the campaign website (1,125 unique views), in news print, online and on Twitter from First News. Only 270 entries were received from 8 schools.

Channels promoting the competition:

- Email marketing campaign
- Campaign Facebook promotion
- Campaign social channels. Facebook, Twitter, Instagram
- Campaign website
- First News website
- First News newspaper 2 ads
- First News Twitter

Three learnings from the competition design were:

- 1) The prize was not sufficiently valued or valuable to encourage entries. The prize was to have the winners' adverts appear in First News and Great British Food magazine.
- 2) The value of the exercise to design adverts using persuasive language, images and design may have been too complex a concept for an in-class activity, even though achieving an understanding of these elements is part of the national curriculum.
- 3) The copy used by the campaign to communicate the benefits of using the adverts for the purpose above was either missing or assumed too much understanding on behalf of the recipients.



Figure 33 - Competition email 2017

- 9) Communication – To share the following with growers:
- Educational materials developed for the program
  - The results of the launch project
  - Quarterly updates (unless otherwise advised) on the progress of the program
  - Final report on the program

Quarterly reports were produced and updates included in the BLSA newsletter. Campaign results were also presented at 2 Grower Association AGMs (2016 and 2017) and at the BLSA / Brassicas industry conference in January 2017.

- 10) Measurement – To use market sales data (Kantar Worldpanel or Nielsen) to show leafy salads sales progress (to be supplied by the BLSA contributors).

The sales data for leafy salads is as follows using Kantar Worldpanel 52 week data ending 8<sup>th</sup> December 2017. 2016 sales were affected by 3 issues.

- Claimed *E. coli* 0157 in imported bagged rocket. June 2016
- Salmonella risk in bagged salad. University of Leicester. November 2016
- Spanish crop destroyed by winter flooding. December 2016

2017 sales were affected by the collapse of the Spanish crop between January and March and damage to crops across southern Europe. In addition to shortages putting upward pressure on prices, the weak pound as a result of the Brexit vote meant imports were more expensive and this increased the price of imported salad outside the UK season (Imported season October – April). This has affected leafy salads sales overall. Gem and Romaine wholehead sales have been stronger due to shorter growing cycles, an early start to the 2017 UK growing season as a result of a warm March/April and shoppers buying smaller products to reduce waste.

The 2017 salad market data for 52 weeks was as follows:

	Spend '000's	Packs (units)	Price per pack	Avg weight of purchase	Penetration	Frequency	Packs per occasion
Leafy Salads	£216,018 +6.1%	321,638 -3.4%	0.67 +9.8%	15 -3.5%	78.4% -0.7%	13.4 -0.4%	1.1 -0.6%
Iceberg	£80,278 +5.9%	145,878 -11.3%	0.55 19.4%	9.5 -7.1%	56.1 -3.3%	9 -0.6%	1.1 -0.9%
Gem	£54,796 +4.4%	74,360 +4.5%	0.73 -	6.5% 0.4%	42.7% +1.3%	5.8 -	1.1 +0.4%
Romaine	£38,380 +15.2%	38,074 +16.8%	£1.01 -1.4%	5.2 +4.3%	26.7 +2.6%	4.9 +0.2%	1.1 +0.1%
Round	+£13,149 +6.5%	29,200 +4.4%	0.45 +2.0%	7 -8.7%	15.2 +1.8%	6.1 -0.4%	1.2 -2.7%
Other	£29,415 -0.9%	33,126 -7.1%	0.89 +6.6%	4.8 -3.9%	25.1 -1.1%	4.3 -	1.1 -3.9%

Figure 34 - Kantar Worldpanel data 52 w/e 8th Dec 2017

## **Financial Benefits**

The salad crises in 2016 and 2017 and the ongoing impact of Brexit on sterling and import prices have had an impact on shopper buying behaviour. An increase of +9.8% in the price of leafy salads overall has increased value sales for the category and decreased the overall volume sold.

The England Marketing research suggests that the *E. coli* 157 and Salmonella scares of recent years mean shopper concerns remain high about product safety with 85% believing wholehead lettuce 'should always be washed before eating' and 73% believing that bagged salad leaves should also be washed if not pre-washed. The full effect of these concerns is not yet understood, however, as shown in Table 4 nutrition appears to outweigh safety concerns as shoppers say they are buying more salad overall.

## **Conclusions**

UK government has recognised the importance of teaching diet and nutrition in schools by including it in the national curriculum. Many food and interest groups are using the curriculum to promote messages to schools. Because government finances remain constrained, providing free resources to schools is an effective way to get key crop messages across to teachers, pupils and parents is limited. Influencing behaviour takes time. The opportunity exists, for leafy salad growers to influence leafy salad consumer behaviour over successive generations.

Consumer interest in nutrition is being driven by a variety of campaigns led by government and the NHS. Anti-obesity campaigns, notably the so called 'war on sugar' are also prominent in the media. These factors make the climate suitable for work to promote leafy salads as a helpful component of a nutritious diet. Consistent, coherent and regular marketing is necessary for salads as an unbranded, commoditised category.

To educate children and teachers about salads, new education materials needs to be produced to maintain interest in the salad crops and messages.