

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

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Location of project: UK, National

Industry Representative: Jackie Harris, Valefresco

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(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

11 / 04 / 17

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British Leafy Salad Association

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GROWER SUMMARY

Headline

Teaching resources have been developed to educate Key Stage 2 children (Years 3, 4, 5 and 6) about salad leaves and their role in a healthy diet.

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 now provides enhanced opportunities to engage children in food, including 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. The British Leafy Salads Association (BLSA) wanted to use this opportunity (working alongside the National Curriculum and UK Government initiatives such as Change-4-Life) to teach children healthy eating habits that they will carry into adulthood in this project.

The BLSA applied for AHDB levy funds to educate children, teachers and, through homework, 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 current social media platforms including Twitter and Facebook.

The AHDB Horticulture Leafy Salads Education Programme, which is part of the bigger EU funded PR Campaign, is being carried out over 2 years (January 2016 to December 2017). Levy funding is being used to develop teaching resources that follow the National Curriculum (NC) for KS2 children. The resources are being used to educate pupils, their teachers, families and consumers to understand '*Salad Leaves: A Healthy Choice.*' An awareness of the leafy salads category is being raised, through creating and using original and inherited leafy salads content to inform and educate the target audiences. The combined campaign (AHDB and EU funded) will influence usage and purchase decisions in the long term. The combined Campaign is being 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

Objectives:

The objectives of the Campaign are:

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 instead of being an unthinking, disengaged 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 re-use 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 assembly packs for a launch project to 25 schools.
7. Healthy eating homework - To contact the UK's 22,000 schools teaching KS2 pupils in England and Wales in each of the two campaign years and offer them free educational homework material on leafy salads and healthy eating.
8. Healthy eating assembly 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 22,000 schools teaching KS2 pupils in England and Wales.
9. 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 Homework and Assembly pack program

Summary

Teaching professionals were consulted by the project team at the start, for them to understand National Curriculum KS 2 needs and to help shape teaching resources most likely to be used. Resources were then designed to educate pupils about food provenance and healthy eating. These were offered to schools free of charge through an email campaign, and some hard copies were posted. The developed resources are also hosted electronically on the Leafy Salads 'Make More of Salad' website: <http://www.makemoreofsalad.com/> where they continue to be downloaded.

The below lists measures undertaken by PamLloyd Food Marketing and PR (PLPR). This summary covers activity that has been funded by the AHDB. It lists some, but not all activities undertaken as part of the EU funded Campaign.

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 as set out in Action 2 (Yr1).
- 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.
- Researched and re-wrote press materials for media, education and online use on leafy salads history and etymology, growing, leaf guide, nutrients, famous recipes, tips.

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 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.

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

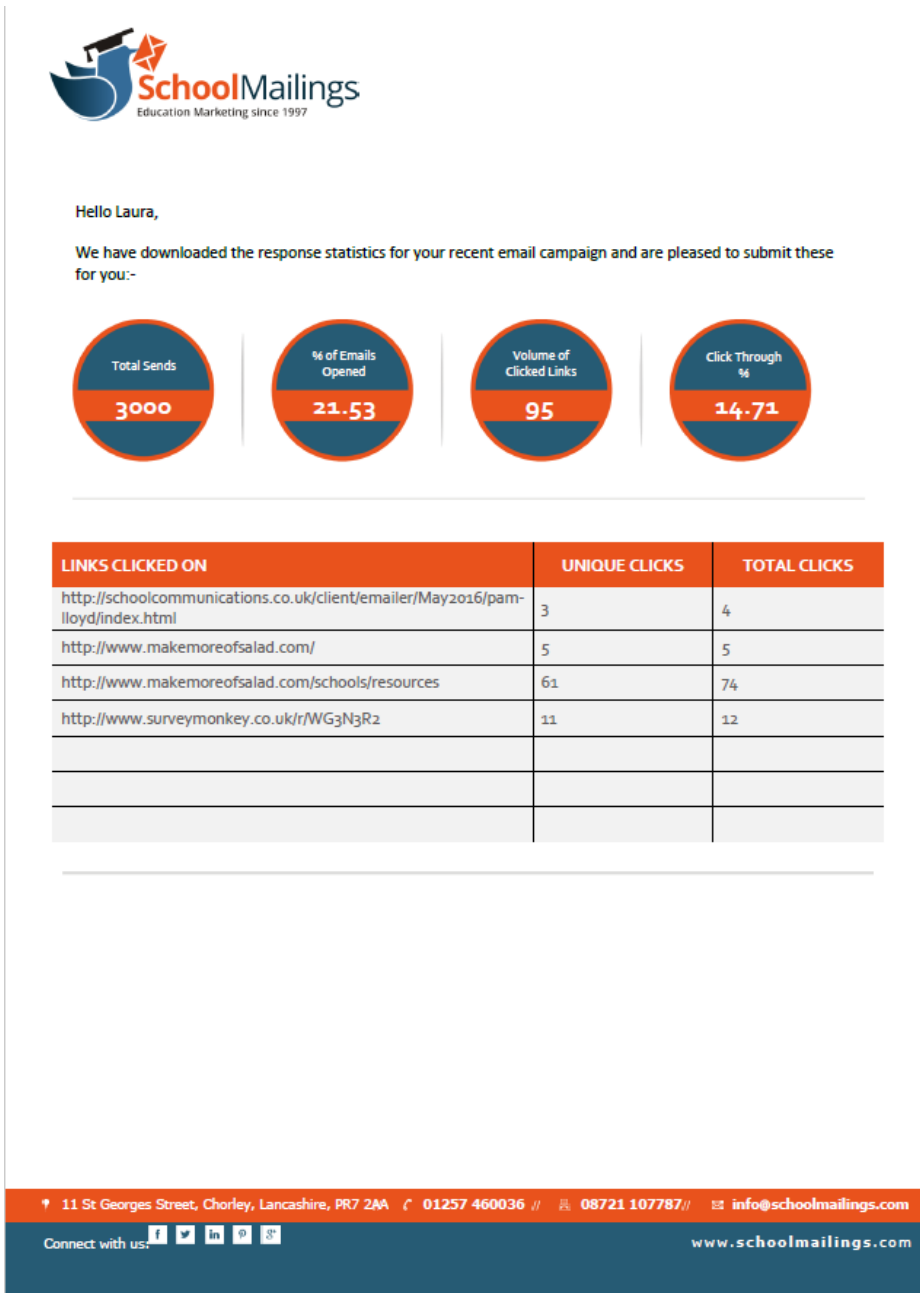


Figure 1 - Pilot emailer 12th May 2016

- 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 16,470 schools. Open rate statistics are given in Figures 2 - 4.



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
http://schoolcommunications.co.uk/client/emailer/June2016/pam-lloyd/index.html	198	297
http://www.makemoreofsalad.com/	45	77
http://www.makemoreofsalad.com/things-to-learn/	311	465
http://www.surveymonkey.co.uk/r/G8JNXTK	46	77

11 St Georges Street, Chorley, Lancashire, PR7 2AA // 01257 460036 // 08721 107787 // info@schoolmailings.com
 Connect with us: [f](#) [t](#) [in](#) [p](#) [s*](#) www.schoolmailings.com

Figure 2 - Main email Report 1 – 9th 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
http://schoolcommunications.co.uk/client/emails/June2016/pam-lloyd/index.html	86	118
http://www.makemoreofsalad.com/	28	48
http://www.makemoreofsalad.com/things-to-learn/	133	189
http://www.surveymonkey.co.uk/r/G8JNXTK	35	59

Figure 3 - Main Email resend non opens – 28th 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
http://schoolcommunications.co.uk/client/emailer/June2016/pam-lloyd/index.html	20	33
http://www.makemoreofsalad.com/	1	1
http://www.makemoreofsalad.com/things-to-learn/	41	60
http://www.surveymonkey.co.uk/r/G8JNXTK	1	1

Figure 4 - Main email resend to opens – 28th June 2016

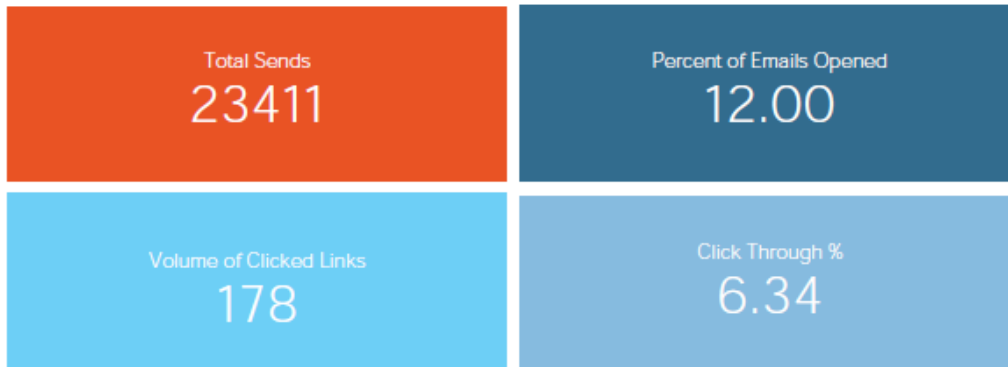
- Managed and dispatched 100 packs to email respondents from schools' email campaign. The decision was taken not to print additional packs as downloading resources from the website proved to be more popular with teachers:
- Dulwich Prep London
 - AKS Lytham
 - Bradley Barton Primary School and Nursery
 - 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
http://www.makemoreofsalad.com/things-to-learn/	171
https://www.surveymonkey.co.uk/r/GBJNXTK	7

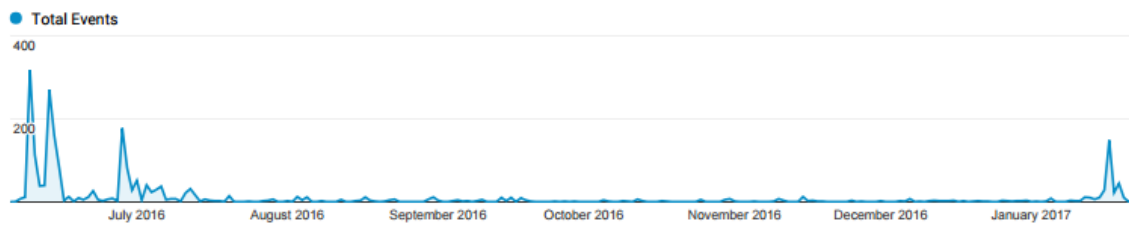
Top Prospects

110 of your email recipients clicked links in your campaign. We can supply you with a database, in spreadsheet format, with the school details (post, tel and email) and name of the contact who clicked your links. In some cases, you will even receive the direct email address (this is dependent on permissions we have). The cost of this data file is £200 and it can be supplied within 24 hours. Email sarah@schoolmailings.com to access this file today. Use this data to convert your warm leads and build your education database.

Figure 5 - Email resend 17th Jan 2017

Schools email results are as follows and have exceeded agreed KPIs: See School Mailings reports above – Figures 1 - 5

- Schools targeted – Target 16,778. Although emails were delivered to 16,778 and 42,922 contacts and total sends were 112,255 over four mailouts, *open rates were low*.
- Email open rate – Target 1,500. Delivered 13,832 (Pilot 646 + main 6,060 + resend one 4,317 + resend two 2,809)
- Click through from email to website – Target 850. Delivered 1,698 (Pilot 95 + Main 916 + resend 1 509 + resend two 178)
- Document downloads and mailouts – Target 1,000. Delivered 2,297



Event Category	Total Events	Unique Events	Event Value	Avg. Value
	2,297 % of Total: 100.00% (2,297)	2,139 % of Total: 100.00% (2,139)	0 % of Total: 0.00% (0)	0.00 Avg for View: 0.00 (0.00%)
1. download	2,153 (93.73%)	2,006 (93.78%)	0 (0.00%)	0.00
2. outbound	115 (5.01%)	110 (5.14%)	0 (0.00%)	0.00
3. email	29 (1.26%)	23 (1.08%)	0 (0.00%)	0.00

Examples of Resources



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:

<p>PSHE</p> <p>Make choices about how to develop healthy lifestyles (for example by knowing the importance of a healthy diet and regular exercise).</p>	<p>DESIGN & TECHNOLOGY</p> <p>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.</p>	<p>SCIENCE (YEAR 3)</p> <p>Research different food groups and how they keep us healthy and design meals based on what they find out.</p>

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 Louth Lincolnshire LN11 0WB

SUPER SALADS

THE AMAZING PITA POCKET

STUFFED FULL OF A RAINBOW OF HEALTHY AND TASTY INGREDIENTS, THESE PITA POCKETS HAVE TO BE TASTED TO BE BELIEVED! GREAT FOR LUNCHBOXES AND A PERFECT FINGER FOOD YOU CAN MAKE YOURSELF AT HOME!



I'M PACKED WITH NUTRIENTS TO LOOK AFTER AND FUEL YOUR BODY. READY, STEADY, GO!

INGREDIENTS CHECK LIST... TICK THE BOX ONCE YOU HAVE PREPARED EACH INGREDIENT

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ONE PITA BREAD, CUT IN HALF	A HANDFUL OF ICEBERG LETTUCE, CUT INTO STRIPS	HALF A CAN OF TUNA IN SPRING WATER	A QUARTER OF A RED PEPPER, CUT INTO STRIPS	A HANDFUL OF CHERRY TOMATOES, QUARTERED
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ONE SPRING ONION, CHOPPED INTO SMALL PIECES	A HANDFUL OF KIDNEY BEANS	A TABLESPOON OF MAYONNAISE	HALF A TABLESPOON OF TOMATO KETCHUP	

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STEP 1 SWEEP AWAY THE WATER!
Cut the pita in half and open each half to form pockets.

STEP 2
Drain the tinned tuna in a sieve or colander and mix in a mixing bowl with the mayonnaise and tomato ketchup.

STEP 3
Add the kidney beans to the mixture and mix again so that the ingredients are evenly distributed.

STEP 4 ZESTING
Using a vegetable knife, slice the lettuce into thin strips and set aside.

STEP 5
Cut the pepper into thin strips and set aside along with the lettuce.

STEP 6
Cut the spring onion into small pieces and set aside with the other vegetables.

STEP 7
Cut the tomatoes into quarters.

STEP 8
Spoon the tuna mixture into each pita pocket so that they are half-full. Remember to leave enough room for the other ingredients.

STEP 9
Fill the remaining space in each pocket with the lettuce, pepper, spring onion and tomatoes.

STEP 10 ENJOY!
Arrange your two filled pockets on a plate ready to enjoy!

SUPER SALADS

THE INCREDIBLE CHICKEN & PASTA CRUNCH SALAD

THIS RECIPE USES SHEET AND CRUNCHY LEAVES FOR A SALAD WITH BITE! PACKED WITH LOTS OF GREAT-TASTING AND HEALTHY INGREDIENTS, INCLUDING PESTO FLAVOURED CHICKEN AND PASTA, THIS IS A SUPER SALAD TO MAKE AT HOME FOR A FAMILY LUNCH OR DINNER.



I CONTAIN A GREAT MIX OF NUTRIENTS, PROTEIN AND CARBOHYDRATES TO KEEP YOUR BODY SUPER-FIT AND SUPER-HEALTHY

INGREDIENTS CHECK LIST... TICK THE BOX ONCE YOU HAVE PREPARED EACH INGREDIENT

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1 SMALL BAG OF SHEET AND CRUNCHY SALAD LEAVES (APPROXIMATELY 150g)	100g COOKED CHICKEN BREAST	2TBSP PESTO SAUCE	2 COOKED CHICKEN BREASTS	100g CUCUMBER
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
100g CHERRY TOMATOES	2TBSP OLIVE OIL	2TBSP FRESH LEMON JUICE		

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STEP 1 SWEEP AWAY THE WATER!
Dice the cucumber and set to one side.

STEP 2
Cut the tomatoes in half and set to one side with the diced cucumber.

STEP 3
Using a different chopping board and a clean knife, cut the chicken breasts into strips.

STEP 4 SWEET AND CRUNCHY!
Cook the pasta in boiling salted water for 8-10 minutes. Drain and rinse in a colander in cold water until cold.

STEP 5
Pour pasta into a mixing bowl and mix in the pesto sauce until the pasta is completely covered.

STEP 6
Sift the lemon juice and the olive oil together in a small bowl and add to the pasta.

STEP 7
Add the chicken strips to the pasta and lightly mix together using a fork.

STEP 8
Add the bagged lettuce leaves to the pasta and mix again.

STEP 9
Add the cucumber and tomatoes to the bowl and give the ingredients a final mix so that everything is evenly distributed.

STEP 10 DELICIOUS!
Using a serving spoon, dish out a portion into a salad bowl or lunch box and arrange ready to enjoy!

SUPER SALADS

MY SUPER SALAD!

YOUR NAME: _____

DATE: _____

Salad leaves are tasty and healthy and can be used in so 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, using the information provided, explain why you've chosen it for your salad e.g. because it has a fantastic crunch and is sweet.

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 lists below to pair with your chosen salad leaf. For each ingredient, explain why you've chosen it for your salad e.g. because it is bright and colourful.

THINK ABOUT... Which ingredients you think will go well together adding as many different colours as possible.

The different textures of the different ingredients - from juicy tomatoes to crunchy courgettes.

CARBOHYDRATES AND FIBRE Pick 1. Tick the box.

Pasta spirals Rice Sweet potatoes Pita bread Courgettes



PROTEIN AND IRON (Non-meat and Dairy) Pick 1. Tick the box.

Grilled chicken breast Boiled egg Tuna from a can Chick peas Grated cheese



FRUIT AND VEGETABLES Pick as many as you like Tick the boxes.

Cherry tomatoes Red pepper Grated carrot Broccoli Cooked beetroot



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LeafySalad The Leafy Family Club



THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE



SUPER SALADS

MY SALAD SUPERHERO

YOUR NAME: _____

DATE: _____

Superheroes come in all shapes and sizes and each have different super powers. 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 useful things in our bodies. Read up on the different nutrients in salad 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 eyes to better in dim light, keeps your hair, nails and skin healthy.

VITAMIN C helps to protect your body from the environment e.g. pollution, helps your body to heal when it is wounded, looks after tissues and organs in your body.

VITAMIN K helps your body to heal when it is wounded, helps to build strong bones.

MINERALS:

FOLATE looks after your brain and nervous system.

IRON helps to move oxygen around your body.

CALCIUM helps to build strong bones and teeth, keeps your heartbeat regular, helps your body to heal when it is wounded.

POTASSIUM controls the balance of fluids in your body and looks after the functioning of your heart.

FIBRE helps to keep your gut healthy!

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



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SUPER SALADS

KNOW YOUR LEAVES!

THINK YOU KNOW ALL THERE IS TO KNOW ABOUT SALAD LEAVES? Salad leaves come in all sorts of shapes, sizes and textures and can taste quite different from one other. From crisp and curly to soft and buttery, read on to find out more.

<p>ZUCCHINI Large, dark green leaves. Juicy with a mild, sweet and earthy flavour. To bring the leaves with spicy chicken or vegetables.</p>	<p>ROCKET Small, dark green leaves. Bitter and peppery. To bring an extra kick to a salad with cheese and tomatoes.</p>	<p>RED CHARD Large, dark green leaves with red stems. To bring a pop of colour to a salad with chicken.</p>	<p>ROUND/BUTTERHEAD Soft, light green leaves. Very mild, buttery taste. To bring a soft texture to a salad with chicken, like for a chicken.</p>
<p>LITTLE GEM Small, light green leaves. Peppery with a slight crunch. To bring the leaves with spicy chicken or vegetables.</p>	<p>RAKEDINO Thin, light green leaves with white stem and veins. Bitter. To bring a bitter element to a salad with chicken, tomato and a splash of balsamic.</p>	<p>MINICRESS Small, dark green leaves. Lots of flavour and a peppery taste. To bring a pop of colour to a salad.</p>	<p>BABY LEAF SPINACH Soft green, light green leaves. To bring a soft texture to a salad.</p>
<p>ENIVE Dark to dark green curly leaves. Crisp texture and a slightly bitter taste. To bring a crunch to a salad with chicken and tomatoes.</p>	<p>LOLLO ROSSO Heart shaped green leaves. Soft texture and a slightly bitter taste. To bring a pop of colour to a salad.</p>	<p>ROMANE COS Large, light green leaves. Crisp texture and a slightly bitter taste. To bring a crunch to a salad with chicken and tomatoes.</p>	<p>CRISP/CURLY Dark green curly leaves. Sweet texture and a slightly bitter taste. To bring a crunch to a salad with chicken and tomatoes.</p>



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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE



SUPER SALADS

THE MATCHING GAME

THINK YOU KNOW ALL THERE IS TO KNOW ABOUT SALAD LEAVES? Match the leaves to their name and description.

<p>LITTLE GEM Large, dark green leaves. Juicy with a mild, sweet and earthy flavour. To bring the leaves with spicy chicken or vegetables.</p>	<p>CRISP/CURLY Dark green curly leaves. Sweet texture and a slightly bitter taste. To bring a crunch to a salad with chicken and tomatoes.</p>	<p>RED CHARD Large, dark green leaves with red stems. To bring a pop of colour to a salad with chicken.</p>	<p>ROUND/BUTTERHEAD Soft, light green leaves. Very mild, buttery taste. To bring a soft texture to a salad with chicken, like for a chicken.</p>
<p>MINICRESS Small, dark green leaves. Lots of flavour and a peppery taste. To bring a pop of colour to a salad.</p>	<p>ZUCCHINI Large, dark green leaves. Juicy with a mild, sweet and earthy flavour. To bring the leaves with spicy chicken or vegetables.</p>	<p>RAKEDINO Thin, light green leaves with white stem and veins. Bitter. To bring a bitter element to a salad with chicken, tomato and a splash of balsamic.</p>	<p>ROMANE COS Large, light green leaves. Crisp texture and a slightly bitter taste. To bring a crunch to a salad with chicken and tomatoes.</p>
<p>LOLLO ROSSO Heart shaped green leaves. Soft texture and a slightly bitter taste. To bring a pop of colour to a salad.</p>	<p>ENIVE Dark to dark green curly leaves. Crisp texture and a slightly bitter taste. To bring a crunch to a salad with chicken and tomatoes.</p>	<p>BABY LEAF SPINACH Soft green, light green leaves. To bring a soft texture to a salad.</p>	<p>ROCKET Small, dark green leaves. Bitter and peppery. To bring an extra kick to a salad with cheese and tomatoes.</p>



CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

LeafySalad The Leafy Family Club

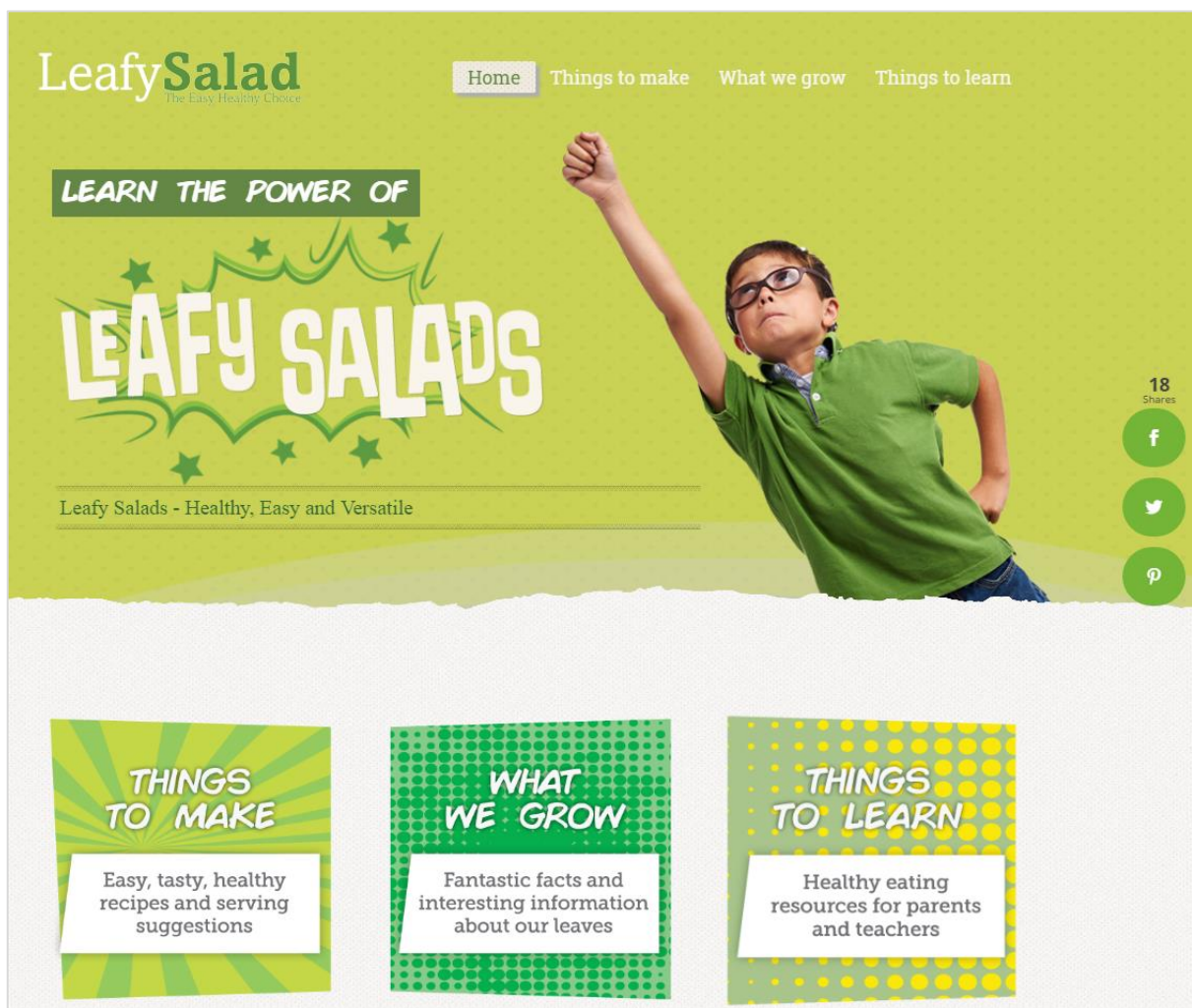


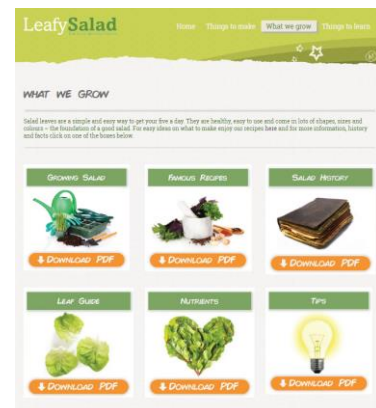
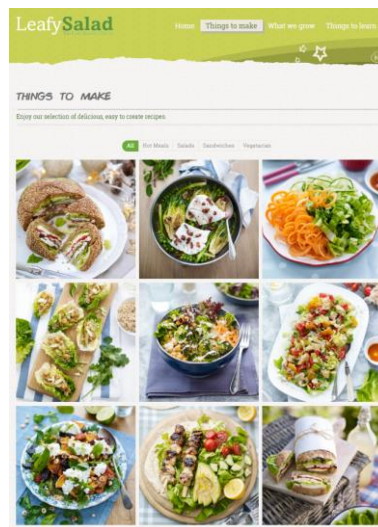
THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE



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, rebuilt on a Wordpress platform and launched in June 2016 with 3 areas:
 - Things to Make
 - What We Grow
 - Things to Learn – including downloadable education resources.
- The look and feel of the website was made simpler, more fun and engaging.





Discussion

The education materials have been developed in consultation with teaching professionals. Following a successful pilot to 3,000 schools, although email open rates were low, the teacher feedback was that the materials were well designed and no changes were necessary.

The main email out reached 16,778 state primary schools and all campaign education KPIs were exceeded. The education materials have been downloaded 2,398 times and an additional 100 printed packs have been sent to schools. It is not possible to identify whether a school has downloaded the material more than once. The number of downloads is 14% of all schools and 5.7% of all contacts.

The year one campaign has been successful in delivering its objective of communicating with all state funded primary schools in England.

- The email design used in all mailouts was identical. The phase 1 email campaign clickthroughs to download the free materials were higher at 13.6% (click throughs) and 7.4% (downloads) but phase 2 email campaign downloads were lower at 6.3%. This decline may have been due to recipients recognising that they had received the marketing email before. In 2017 the emails will be redesigned to promote the campaign and variant testing will be used to assess whether different email messages and designs can deliver higher engagement.
- While traffic to the education section of the makemoreofsalad website is modest (unless the site is being marketed during an email campaign) there is a constant trickle of downloads from the site. In 2017 additional education materials will be added to the site to generate additional interest and downloads.

Financial Benefits

The campaign is at its half way point with a year to go until completion. Financial benefits will be assessed at the end of the campaign. The 2016 half of the campaign has had three crisis issues to deal with in the second half of 2016. It is unclear what the impact of these crises has been, and how the current shortages may impact the benefits of the campaign:

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

Action Points

The second campaign year will continue to share the key campaign messages and educate the target audiences set out on page 1.

- For the BLSA: 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.