

# VEG influencer Supporter Kit

*for growers*



[VEGKIT.COM.AU](http://VEGKIT.COM.AU)



# About VegKIT and VegInfluencer

*Increase children's vegetable intake with VegKIT*

**VegKIT** was a 5-year national project in partnership with CSIRO, Flinders University and Nutrition Australia to deliver an integrated approach to improving children's intake by engaging with government, industry and places where children learn and eat.

**VegInfluencer** by Veg Education and Nutrition Australia is an innovative program which has highlighted the importance of vegetable intake in children to the general population and increased access to VegKIT resources, therefore being an efficient and effective use of industry funds.



# KEY MESSAGES

## *Children are not consuming enough vegetables.*

Results from consecutive Australian Health Surveys show children are not consuming enough vegetables.

**1 in 20 (4.6%)** of children in Australia aged 2-17 years of age eat the recommended amount of vegetables.

## *Growers can help shift these stats.*

Anyone contributing to the purchase and consumption of vegetables can be a #VegInfluencer.

Growers are uniquely positioned to help increase the intake of vegetables in children by supporting this initiative and sharing this toolkit within your community and networks.



## *VegKIT resources are free and easy to access.*

[Find these at VegKIT's Industry & Growers page.](#)





# SOCIAL MEDIA

Download our social tiles with copy and join the #VegInfluencer movement!

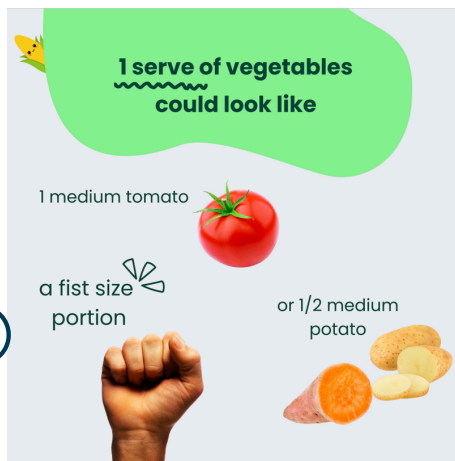
Follow and tag us at:



@vegeducationau

Use our hashtag:

#veginfluencer

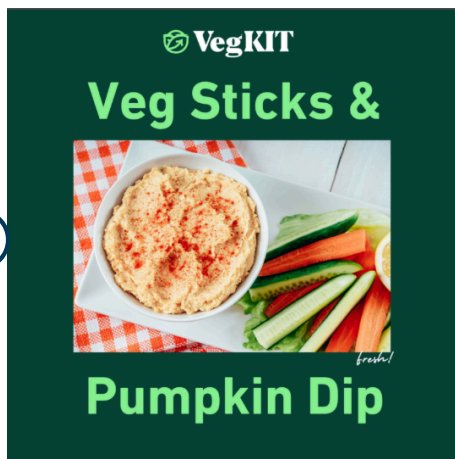


VegKIT

5 Easy Veg Based



Snack Ideas



VegKIT

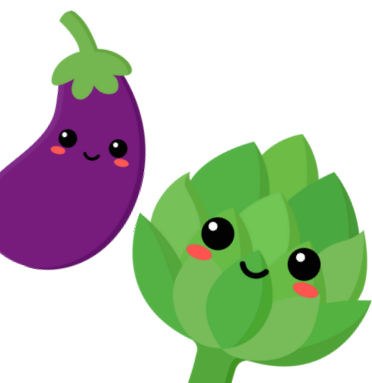
Zucchini



Give me more!

Slice

[Download here](#)



# Newsletter

*Want to keep in the loop?*

Join our mailing list to keep up to date on how you can help children to eat more vegetables.

**[Register here](#)**

## Contact Us

Please reach out if we can support you to be a  
*#VegInfluencer*

[www.vegkit.com.au](http://www.vegkit.com.au)  
[vegkit@nutritionaustralia.org\\_](mailto:vegkit@nutritionaustralia.org_)

