

# VegUP



## Increase vegetable sales in primary school canteens

### THE PROBLEM

only **6%**  
of primary school aged children  
eat enough vegetables



**Canteens can play a role**  
in increasing children's vegetable intake

### STRATEGIES

1. Selling Rainbow Dippers - a vegetable dip with vegetable dippers
2. Adding default lettuce/cucumber in sandwiches and wraps
3. Adding default beetroot in burgers
4. Placing vegetable-containing items higher on the online menu
5. Increasing the vegetable content of two popular hot meals
6. Adding a tomato slice to Pizza muffins
7. Replacing fruit with vegetables in Bento Boxes

### STUDY DESIGN

**Randomised Controlled Trial (RCT)**  
n = 4,302 students



**Intervention (8 schools)**  
changed the vegetable offering and menu architecture in canteen menus during an 8-week period.



**Control (8 schools)**  
kept the regular vegetable offerings and menu architecture in canteen menus during an 8-week period.

### RESULTS



**75%**

**increase in vegetable sales**  
(+2707g/week)



**No**

**adverse effect on canteen sales revenue**



**No**

**adverse effect on vegetable waste\***

\*sales data good proxy for consumption

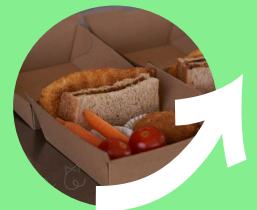
## Increased vegetable sales in 3 categories



**Burgers**



**Snacks**



**Hot food**

Canteen Managers thought strategies were easy to implement and not time consuming.



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