

# What is the Tesco Stronger Starts Food programme?

# Stronger Starts.

Tesco Stronger Starts Food is a community support programme that provides free healthier, nutritious food to primary school children and their families across Ireland.

The programme began as a pilot in November 2021, reaching 1,000 children through 40 DEIS (Delivering Equality of Opportunity in Schools) primary schools located in some of Ireland's most disadvantaged areas.

The programme provides free packs of fresh fruit and vegetables like potatoes, carrots, onions, apples, and oranges every week during the school term. These packs help families create healthier meals and snacks at home.

Now, Tesco Stronger Starts Food supports nearly 5,000 children weekly through 240 DEIS primary schools in every county across Ireland. The programme will continue growing, aiming to reach an additional 80 schools, which will cover one-third of all DEIS primary schools by the end of the year.



This programme is made possible thanks to the generous support of our main supplier partners, **Country Crest**, **Dole**, and **Keelings**, who provide free fresh fruit and vegetables each week. And with the help of our logistics provider, An Post, Tesco Stronger Starts Food packs make their way to schools from Donegal to Kerry every week, reaching the children who need them most.



# The impact of the Tesco Stronger Starts Food programme

Research is based on a sample size of 567 Parents/Guardians who are using the Tesco Stronger Starts programme.



## Nutritional Support and Healthy Eating

82%

note an increased interest from their children in eating healthier food/snacking

78%

note a positive impact on children's diet/physical health, and this sentiment is also reflected by two-thirds of educators

80%

state that their children eat more of their five-a-day because of the programme

83%

note a positive increase in the variety of foods prepared at home

78%

note an increase in the proportion of healthy food eaten by their child

74%

report a reduction in unhealthy food consumption

80%

note a positive impact in their food preparation/cooking skills



## Child Wellbeing and Educational Outcomes

79%

report a positive impact on their child's energy levels

78%

note improvements in mood and overall wellbeing of their children

73%

note a positive impact on their child's school attendance

76%

report increased motivation for going to school and learning



## Family Engagement

84%

note that it encourages stable routines for cooking and meal preparation

77%

note impact on their child taking part in cooking and food preparation

83%

note a positive impact on the family sitting down and having meals together



## Food Security

82%

note a positive impact on their food/grocery budget

57%

report that the programme helps them to provide 2-4 extra meals each week

80%

note a positive impact on their household's ability to make ends meet

84%

feel it increases their ability to always have food at home