

The Vegemi Method: Nutrition & Health Education for Early Years & Primary Schools

Dr Laura Holland PhD - laura@vegemi.com

Selected
for the
hundrED
Global Collection
2026

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AWARDS
2026

FINALIST

Why What Children Eat Is Every Educators's Business

Most children aren't getting the nutrition they need, and it shows up in the classroom.

- Modern diets mean that in many countries 93% of children fall short on eating their recommended daily portions of vegetables
- By age 5, up to 70% of a child's diet is ultra-processed food

This leads to:

- Fatigue, low focus, behaviour issues
- Weaker academic performance
- 48-53% higher risk of ADHD and anxiety
- Obesity, diabetes and 50% higher risk of future heart disease

The Good News?

- Children with better diets perform better academically at school
- Nutrition education improves class behaviour and engagement
- Habits taught in school shape lifelong health
- Schools with nutrition programs report improved engagement, behaviour and results.



*Nutrition Situation Analysis in the UAE: A Review Study, Jan2023

**World Obesity Data

***Florence et al., 2008

****Contento, 2012

*****BMJ

The Educational Burden & Vegemi's Solution

The problem for teachers...

- ❌ Overwhelmed and under-resourced
- ❌ Little training in nutrition and health
- ❌ Limited time
- ❌ Expected to teach health without clear support or materials
- ❌ No age-appropriate nutrition and health resources for 3-11 year olds



Vegemi to the rescue — simple, fun, and teacher-friendly!

- ✅ No Planning Needed
Ready-to-use resources — no prep required.
- ✅ Whole-Child Focus
Connects food with emotions, focus, and learning.
- ✅ Flexible Delivery
Use weekly, daily, or during meals/snacks.
- ✅ Cross-Curricular
Supports literacy, numeracy, science, environmental education & more.
- ✅ Curriculum-Aligned
Fits PSHE, SEL, MSCE & more — real-world impact at school and home.

Vegemi is on a MISSION!

When children learn to care for their health, they build the resilience, confidence, and energy to succeed in all areas of life.

Vegemi empowers children with essential life skills, addressing the urgent challenges of declining childhood health & wellbeing.

Award-winning & recognised globally as a leader in innovative education solutions for schools and children.



Vegemi is a science-based nutrition education solution for schools, children and their parents:

- Award-winning and codeveloped with Finnish Education Authorities
- Collaborating with Weqaya and WHO in Saudi Arabia for nutrition education in schools
- Successfully deployed in multiple countries, and engaged with national government stakeholders
- Grounded within Nordic Nutrition Guidelines and WHO aligned nutrition frameworks
- Features leading-edge microbiome nutrition approach
- Uses characterisation, storytelling and gamification creating an edutainment solution
- Improves health literacy and drives positive eating behavioural change



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Meet Vegemi

Vegemi is a good bacteria who lives inside of children, and is part of their microbiome!

Vegemi gets superpowers when fruits, vegetables and healthy foods are eaten, getting children excited to eat the recommended daily portions of fruits and vegetables, whilst learning about nutrition, health and sustainability.

Vegemi helps children to understand the direct link between food, their wellbeing and the environment.

Vegemi was originally co-developed with Finnish Education and Public Health experts. Now adapted to suit all curricula. Vegemi is already deployed in schools in Finland, the Caribbean and the GCC, and utilised within NGO's and government schemes in the UK and Kenya.



Based on Proven Pedagogical Strategies

Play-Based Learning

Gamification

Characterisation

Sensory Food Education

Social Learning

Active Agency

Self-Efficacy

Why Kids Engage With Games & Stories -

- Children learn best through play and immersive storytelling and gamification boosts learning retention by up to 60% (Sitzmann, 2011)

The Power of Characterisation -

- Research proves characterisation influences children's perception of foods, and character-driven learning increases recall & behaviour change (Calvert, 2017)

Vegemi's Winning Formula -

- Character-driven storytelling: Kids build bonds with Vegemi characters, and have fun whilst learning
- Gamified elements: Challenges, rewards & interactive learning make healthy habits stick, whilst connecting the home environment



Support in the Classroom. Impact at Home.

Integrates directly into EYFS and Key Stages 1-2. Grounded in evidence-based child health research and supports science, health, and PSHE outcomes

At
Nursery/School



Ready-made programmes for ages 3-11, designed for easy implementation into all curriculums for delivery by school teachers.



At
Home



Gamified Vegemi app, take-home activity books & parent resources to extend learning to home & support whole family nutrition & wellbeing.

Just open and teach — Vegemi has done the lesson prep for you!

The Vegemi Method Modules

Recommended teaching time 4 hours/module - flexible to shortening or extension!

HEALTH MODULES

Brilliant Eyesight

Clever Brain

Happy Heart

Invincible Immunity

Peaceful Stomach

Strong Bones

Strong Muscles

NUTRITION MODULES

Vegemi's Plate

Proteins

Healthy Fats

Carbohydrates

Hydration

WELLBEING MODULES

Dental Health

Good Mood

Fantastic Focus

Vegemi & Friends

Nature & the Environment

VEGEMI ACTIVITIES

Experiential Learning

Stories & Adventures

Play & Movement

Songs & Games

Crafts & Worksheets

Comic-style Play Books



Teachers Toolkit

What's included...



Fully Scripted Lesson Plans



Printable Activity Sheets



Cross-Curricular Extension Ideas



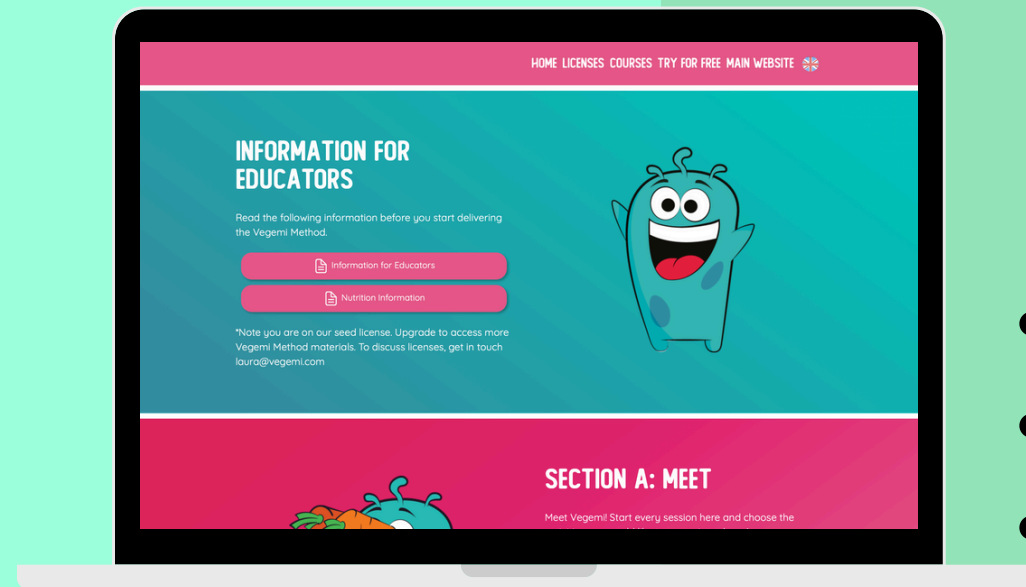
Progress Chart



Classroom Artwork



No Prep or External Resources Required



Easy Implementation

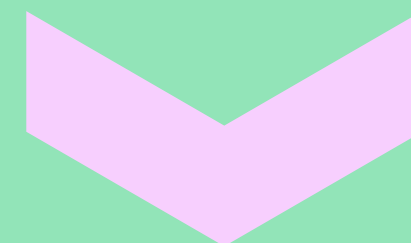
How to deliver...

Choose what to learn -
pick and play style



Choose when to learn -

- Daily Bite-Size Class; 10-20 minutes
- Weekly Class; 20-30 minutes
- Half/Termly; Longer Workshop Style
- During Snack & Meal Times



Choose how to learn - flexible and
variable methods/activities



Additional Services

We can customise our collaboration to support your teaching staff, student population, and school requirements, delivered with flexibility and a long-term partnership in mind.



Professional Teacher Development -

Delivery of professional training for teachers in child nutrition & wellbeing, including topical workshops, development sessions, & network-wide informative communications relating to nutrition & wellbeing.



Parent Training & Community Engagement -

Training sessions for parents to raise awareness of best practices in child nutrition & wellbeing, including topical workshops, webinars, & email communications for the parent community.



Event & Seasonal Activity Support -

Support for school events & seasonal activities, including content creation & co-branded materials produced in collaboration with your school, as applicable.



School Food Environment Support -

Advisory services to support the development of positive school food environments, including recommendations on nutritious catering options, vendor alignment, cafeteria optimisation, & school food policy guidance.

Real Results. Whole-School Impact.



“I have no idea how you do it, but my child asked for broccoli for breakfast, because ‘Vegemi likes it so much’” - Parent reaction



100% of teachers said they would recommend the Vegemi Method to colleagues



100% observed increased interest in vegetables after using Vegemi



100% reported children gained a better understanding of vegetable health benefits



92% saw children more willing to actually eat vegetables

Co-created with educators, public health leaders, and healthcare professionals to ensure classroom success and real-world impact.

A widescale pilot launches in Autumn 2025 across MENA, in collaboration with WHO and Weqaya — bringing trusted, teacher-friendly nutrition education to the world stage.

What People Are Saying

Teachers....

“Throughout the journey our students have showcased their commitment to healthy eating during lunch and snack times. Many have tried new vegetables and encouraged each other, all while discussing how these foods help them feel energised and ready to learn. Parents have expressed great appreciation, noting the positive change in their children.”

“The resources are easy to take and the material supports that it can be quickly implemented and can be applied according to the needs of the group of children.”

“The Vegemi character and the app make many children join in, who otherwise wouldn't get excited. Children also play with Vegemi at home, and choose Vegemi if they have the chance to play here.”



*More case studies and data available upon request!

Parents...

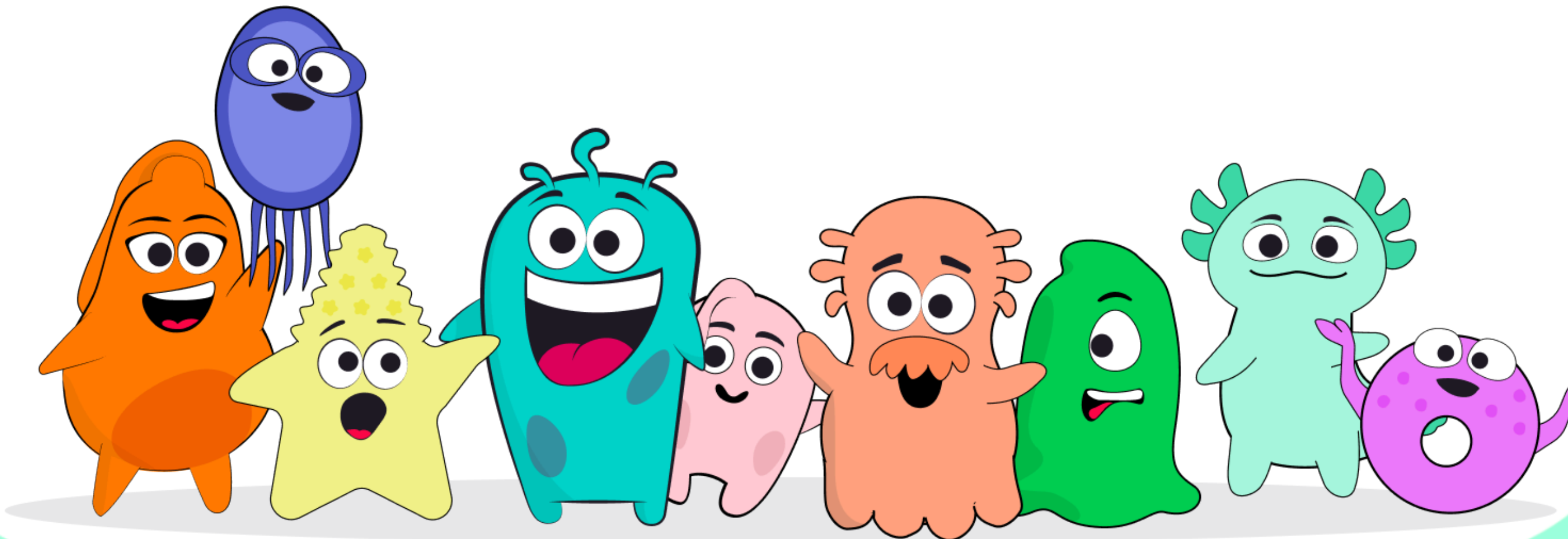
“My kids competed at home to see who could eat their apples first and get the superpowers.”

“My daughter had a mini tantrum at home as we had no kale to feed vegemi. Since when did she know what kale is?!”

“My child has started to eat carrots in soups!”

“I HAVE NO IDEA HOW you do it, but my child asked for broccoli for breakfast, because ‘Vegemi likes it so much’”

Dr Laura Holland PhD
Cofounder
laura@vegemi.com
+447490113841 / +966593752300



may the
VEGGIE FORCE
be with you

