

Please Note: the National Awareness days and Theme Day dates may fall on a weekend. If this is the case, you could do your theme menu the week before or after. Ensure you double check all dates before sending out information.

## SEPTEMBER

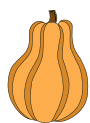


### Suggested Theme Days:

- Harvest Festival (6<sup>th</sup> Sept)
- Roald Dahl Day (13<sup>th</sup> Sept)
- Hispanic Heritage Month

### Seasonal Food Hero

- Broccoli
- Butternut Squash



## OCTOBER



### Suggested Theme Days:

- World Vegetarian Day (1<sup>st</sup> October)
- National Heroes Day (Jamaica) (21<sup>st</sup> Oct)
- Halloween (31<sup>st</sup> Oct)

### Seasonal Food Hero

- Pumpkin
- Beetroot
- Courgette



## NOVEMBER



### Suggested Theme Days:

- Diwali (1<sup>st</sup> Nov)
- Bonfire Night (5<sup>th</sup> Nov)
- National School Meals Week (11<sup>th</sup> - 15<sup>th</sup> Nov)

### Seasonal Food Hero

- Apple
- Leek



## DECEMBER



### Suggested Theme Days:

- Christmas (25<sup>th</sup> Dec)
- Hannukah (25<sup>th</sup> Dec- 2<sup>nd</sup> Jan)
- Winter Alpine Menu

### Seasonal Food Hero

- Sprouts
- Cranberries



## JANUARY



### Suggested Theme Days:

- Burns Night (25<sup>th</sup> Jan)
- National Pie Day (Jan 23<sup>rd</sup>)
- Chinese New Year (29<sup>th</sup> Jan)

### Seasonal Food Hero

- Pears
- Swede



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## FEBRUARY



### Suggested Theme Days:

- National Pizza Day (9<sup>th</sup> Feb)
- Children's Mental Health Week (3<sup>rd</sup> - 9<sup>th</sup> Feb)
- Valentine's Day (14<sup>th</sup> Feb)

### Seasonal Food Hero

- Cauliflower
- Parsnips



## MARCH



### Suggested Theme Days:

- Pancake Day (4<sup>th</sup> March)
- Mardi Gras (4<sup>th</sup> March)
- World Book Day (6<sup>th</sup> March)

### Seasonal Food Hero

- Orange
- Rhubarb



## APRIL



### Suggested Theme Days:

- Earth Day (22<sup>nd</sup> April)
- Easter (20<sup>th</sup> April)
- St Georges Day (23<sup>rd</sup> April)

### Seasonal Food Hero

- Cabbage
- New Potatoes



## MAY



### Suggested Theme Days:

- International Harry Potter Day (May 2<sup>nd</sup>)
- British Tomato Fortnight (From May 26<sup>th</sup>)
- World Baking Day (17<sup>th</sup> May)

### Seasonal Food Hero

- Tomatoes
- Peas



## JUNE



### Suggested Theme Days:

- Summer BBQ Menu
- National Picnic Week (TBC)
- National Fish & Chip Day (6<sup>th</sup> June)

### Seasonal Food Hero

- Carrots
- Cucumber



## JULY



### Suggested Theme Days:

- Wimbledon (June 30<sup>th</sup> - July 13<sup>th</sup>)
- Women's Euros (July)
- American Independence Day (4<sup>th</sup> July)

### Seasonal Food Hero

- Peach
- Peppers



# Primary School Food & Nutrition Marketing Plan 2024/2025

Month	Date	Theme Day
<b>2024</b>		
<b>September 2024</b>	2 <sup>nd</sup> – 6 <sup>th</sup>	Zero Waste Week
	15 <sup>th</sup> Sept – 15 <sup>th</sup> Oct	Hispanic Heritage Month
	20 <sup>th</sup> Sept – 6 <sup>th</sup> Oct	British Food Fortnight
	21 <sup>st</sup>	International Day of Peace
	25 <sup>th</sup>	National Cooking Day
<b>October 2024</b>	Whole of October	Black History Month
	5 <sup>th</sup>	World Teacher's Day
	10 <sup>th</sup>	World Mental Health Day
	14 <sup>th</sup> – 20 <sup>th</sup>	National Baking Week
<b>November 2024</b>	10 <sup>th</sup>	Remembrance Sunday
	13 <sup>th</sup>	World Kindness Day
	28 <sup>th</sup>	Thanksgiving
	30 <sup>th</sup>	St Andrew's Day
<b>December 2024</b>	8 <sup>th</sup>	National Brownie Day (brownie cookies)
<b>2025</b>		
<b>January 2025</b>	Whole of January	Veganuary
	20 <sup>th</sup>	National Cheese Lovers Day
<b>February 2025</b>	First Week Feb	World Interfaith Harmony Week (first week February every year)
	2 <sup>nd</sup>	National Yorkshire Pudding Day
	9 <sup>th</sup>	National Pizza Day
	15 <sup>th</sup>	Parinirvana (Nirvana) Day (Buddhist)
	27 <sup>th</sup> – March 4 <sup>th</sup>	National Cornish Pasty Week
<b>March 2025</b>	28 <sup>th</sup>	Ramadan Begins
	1 <sup>st</sup>	St David's Day
	8 <sup>th</sup>	International Women's Day
	14 <sup>th</sup>	Holi - Festival of Colours (Hindu)
	17 <sup>th</sup>	St Patrick's Day
	22 <sup>nd</sup>	World Water Day
	30 <sup>th</sup>	Eid al-Fitr
<b>April 2025</b>	March – April	Spring Picnic Menu
	23 <sup>rd</sup>	Shakespeare Day
<b>May 2025</b>	Whole of May	National Walking Month <b>NEW</b>
	5 <sup>th</sup>	Cinco de Mayo (Mexican celebration)
	12 <sup>th</sup>	Wesak Day (Buddhist)
<b>June 2025</b>	18 <sup>th</sup> – 24 <sup>th</sup>	British Sandwich Week
	5 <sup>th</sup>	World Environment Day
	12 <sup>th</sup>	International Falafel Day
	(TBC)	Healthy Eating Week (British Nutrition Foundation)
	(TBC)	National Thank a Teacher Day
	26 <sup>th</sup>	Islamic New Year
<b>July 2025</b>	27 <sup>th</sup>	National Cream Tea Day
	Whole of July	Plastic Free July <b>NEW</b>

To the left is a calendar of alternative theme & awareness days. **Please note these may not be available on Sharepoint unless we are specifically asked for them** as many schools do not do these theme days. You are welcome to make your own or request a menu template from the Nutrition Team.

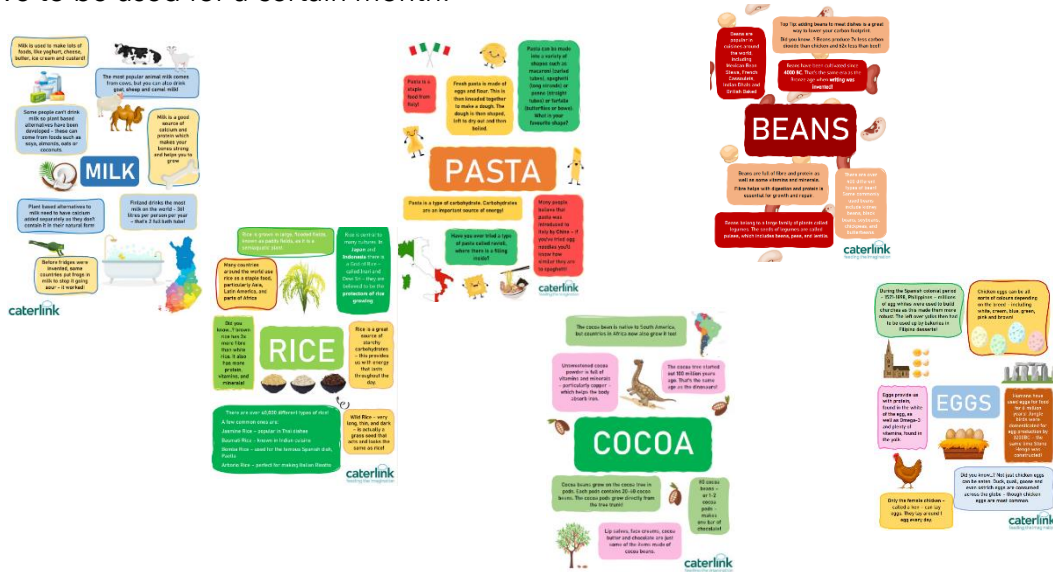


Other educational resources: these can be sent out to schools at any time of the year. They can be found on SharePoint in Food & Nutrition, or click [here](#).

## Food Fact Posters:

The **food fact posters can be used throughout the year** in line with what is on your menu – these do not have to be used for a certain month.

Food Fact Posters
Lentils
Rice
Chicken
Eggs
Bread
Fish & Oily Fish
Milk
Potatoes
Pasta
Beans
Cocoa



Nutrition Factsheets
Balanced Diets
Wholemeal Foods
Sustainability
Global Foods
Fruit and Vegetables
Food Waste
Where Food Comes From
Carbohydrates, Fat and Protein

## Worksheets and Factsheets:

These can be sent out to schools to be printed, and either sent home with pupils, used as classroom activities, or sent out via email to parents.

Each pack will come with a factsheet on one of the topics to the left and at least one worksheet.

