

**PRODUCE FOR™  
BETTER HEALTH**  
FOUNDATION

# 2018 ANNUAL REPORT



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# OUR PURPOSE

**The Produce for Better Health (PBH) Foundation, a nonprofit 501(c)(3), is committed to helping people enjoy happier, healthier lives by eating more fruits and vegetables every day.**

We connect with millions of consumers as well as the food, nutrition and health influencers who shape their decisions, from retail registered dietitians (RDs) and bloggers, to fitness trainers and culinary experts. We are dedicated to bringing people delicious, yet simple, solutions so they can easily add fruits and vegetables to more meals and snacks each day.

Our regularly conducted research continues to show that eating fruits and vegetables may be one of the most important things people can do to lead happier, healthier lives. PBH transforms how people enhance their lifestyles with fruits and vegetables.



# A MESSAGE FROM PBH PRESIDENT & CEO



**Wendy Reinhardt Kapsak, MS, RDN**  
President and CEO  
Produce for Better Health Foundation

To further our mission to increase Americans' daily consumption of fruits and vegetables, The Produce for Better Health (PBH) Foundation embarked on a transformation unlike any other in 2018. Our goal: refresh, reinvigorate and reintroduce PBH for increased impact and sustained growth.

As part of the brand transformation, we employed four key initiatives to help refresh and reposition the Foundation and its influencer- as well as its consumer-facing platforms. In partnership with PBH members, we have already made tremendous progress in the following areas, which will continue into 2019.

**Research and Consumer Insights**  
*Implemented a diverse and innovative research pipeline, specifically designed to inform the PBH transformation and beyond.*

We analyzed social media data utilizing artificial intelligence (AI), Millennial and Gen Z food behaviors, and market research as well as conducted in-depth interviews and online surveys with hundreds of industry stakeholders and food and nutrition influencers. PBH's comprehensive research platform has been developed to truly understand Millennial and Gen Z barriers and beliefs about fruits and vegetables, beyond health benefits. People

know they should eat more fruits and vegetables. We are using research to build behavior-changing initiatives that will enable consumers to increase their fruit and vegetable intake by understanding the drivers that inhibit or drive consumption. We have doubled down on understanding the role of emotions behind their food, meal and snack choices, and you will see those learnings play out in our new forward-looking, branded movement, focused on driving behavior change.

**A New Call-to-Action and Inspired Movement**  
*Embarked on a transformation that changes how consumers, influencers, members and industry think about PBH, and more importantly, consumer behavior toward fruits and vegetables.*

Based on valuable insights from our research platform, we have revitalized the Foundation's purpose and logo, as well as re-imagined our consumer-facing call-to-action Fruits & Veggies—More Matters®, the nation's largest public-private fruits and



vegetable nutrition education initiative. While more will always matter, PBH's new call-to-action, Have A Plant™ (officially launched in April 2019), is powered by our knowledge that fruit and vegetable consumption is hugely affected by emotion, and not just recognition of health benefits. It is a non-prescriptive, less finger-wagging approach, which taps into consumers' emotional connection with fruits and vegetables. In fact, when you see the new PBH in 2019, you may not even recognize us ... but Millennials and Gen Zs soon will!

**Influencer Engagement and Amplification**  
***Built deeper connections and greater collaboration among our 35,000+ nutrition, lifestyle and social media influencers to increase positive dialogue, experience, consumption and growth.***

We have created an integrated influencer strategy, including significant social and digital content opportunities and a network of elite food, nutrition and lifestyle experts. More than ever, influencers are engaging in the conversation about how fruits and vegetables contribute to a happier, healthier lifestyle. We will continue to engage, equip and empower influencers to extend our efforts to change Americans' fruit and vegetable behaviors.

**Digital and Social Media Ecosystem**  
***Developed a revitalized digital and social media experience for our 1.5+ million digital and social followers, starting with a digital discovery process to thoroughly comprehend consumer, influencer and industry needs within our digital ecosystem.***

In 2018, we transformed the design and content within our weekly and monthly e-newsletters to all audiences building in opportunities for members to reach our followers across these distributions. Additionally, we freshened up our tone of voice and content, adding opportunities for members to better reach Gen Zs and Millennials within our social media properties. In 2019, you'll see an entirely new digital ecosystem from PBH, filled with endless opportunities for partnership.

We're incredibly excited to be bringing the transformed PBH Foundation to you in 2019 and look forward to continuing to help people enjoy happier, healthier lives by eating more fruits and vegetables every day.

*Wendy Reinhardt Kapsak, MS, RDN*

**Wendy Reinhardt Kapsak, MS, RDN**  
President and CEO  
Produce for Better Health Foundation



# PBH EXECUTIVE COMMITTEE AND BOARD OF TRUSTEES

## Executive Committee

### Officers

**Dionysios Christou**

Del Monte Fresh Produce N.A., Inc.  
*Immediate Past Chair*

**Trish Zecca**

Campbell Soup Company  
*Chair*

**Brett Libke**

The Oppenheimer Group  
*Vice Chair*

**Matt Middleton**

Ventura Foods  
*Secretary/Treasurer*

### At-Large Members

**Shannen Bornsen Nettleton**

Seneca Foods Corporation

**Andrew Burchett**

Bayer Crop Science

**Richard Dachman**

Sysco / FreshPoint

**Brittni Furrows**

Ahold USA

**Bil Goldfield**

Dole Food Company, Inc.

**Dan Johnson**

Formerly of Kroger, Co. (retired)

**Jason Osborn**

The Wonderful Company

**Scott Owens**

Castellini Company

**Joan Wickham**

Sunkist Growers, Inc.

## Board of Trustees

**Ahold USA**

Brittni Furrow

**American Beverage Association**

Patrice Webb

**American Frozen Food Institute**

Adrienne Seiling

**Ardagh Metal Packaging USA Inc.**

Nick Hammer

**Avocados from Mexico**

Maggie Bezart-Hall

**Bayer Crop Science**

Nasser Dean

**California Avocado Commission**

Angela Fraser

**California Cling Peach Board**

Karli Quinn

**California Strawberry Commission**

Chris Christian

**Campbell Soup Company**

Trish Zecca



**Can Manufacturers Institute**

Sherrie Rosenblatt

**Castellini Company**

Scott Owens

**Chelan Fresh Marketing**

Mac Riggan

**Curation Foods**

Jenny Stornetta

**Del Monte Foods, Inc.**

Jen Reiner

**Del Monte Fresh Produce N.A., Inc.**

Dionysios Christou

**Dole Food Company, Inc.**

Bil Goldfield

**Dole Packaged Foods, L.L.C.**

Marty Ordman

**Domex Superfresh Growers**

Catherine Gipe-Stewart

**Driscoll's, Inc.**

Doug Ronan

**Duda Farm Fresh Foods, Inc.**

Nichole Towell

**Florida Fruit & Vegetable Association**

Michael Aerts

**Giorgio Fresh Co.**

Greg Sagan

**Grimmway Farms**

Justine Peterson

**HZPC Americas Corp.**

Jeff Scramlin

**Juice Products Association**

Diane Welland

**Kellogg Company**

Melanie Hall

**Melissa's/World Variety Produce, Inc.**

Peter Steinbrick

**Mushroom Council**

Bart Minor

**The Morning Star Company**

Alissa Dillon

**National Watermelon Promotion Board**

Stephanie Barlow

**Naturipe Farms, L.L.C.**

CarrieAnn Arias

**Ocean Spray Cranberries, Inc.**

Christina Khoo

**Okanagan Specialty Fruits**

Jessica Brady

**The Oppenheimer Group**

Brett Libke

**Pacific Coast Producers**

Tami Iverson

**Pear Bureau Northwest**

Kevin Moffitt

**Potatoes USA**

Jill Rittenberg

**Produce Marketing Association**

Kathy Means

**Red Sun Farms**

Leona Neill

**Robinson Fresh**

Chad Johnson

**Seneca Foods Corporation**

Kimberely Challoner

**Silgan Containers**

Carolyn Takata

**Stemilt Growers, L.L.C.**

Roger Pepperl

**Sunkist Growers, Inc.**

Joan Wickham

**Sun-Maid Growers of California**

Jackie Grazier

**Syngenta Corporation**

Laura Peterson

**Sysco / FreshPoint**

Richard Dachman

**Taylor Farms**

Bruce Taylor

**United Fresh Produce Association**

Tom Stenzel

**Ventura Foods**

Matt Middleton

**Vestcom International, Inc.**

Monica Amburn

**Welch's**

Geoff Medeiros

**Western Growers**

Matt McInerney

**The Wonderful Company**

Jason Osborn





# CHALLENGING THE KNOWLEDGE-ACTION GAP



PBH embraces cutting-edge behavioral science to positively impact produce consumption.

Americans' produce consumption is about half what it should be according to mainstream nutrition science. The problem is not simply a knowledge gap, since Americans generally believe that they ought to be eating more fruits and vegetables. Rather, the problem is an intention-action gap: People are not doing what they know they should.

The new science of behavior change has much to say about how we can narrow the intention-action gap. The approach is stated succinctly by the 2017 Nobel Laureate in Economics, Richard Thaler: "If you want to get people to do something, make it easy."

PBH is championing this idea and providing thought leadership in its execution. In 2018, Jason Riis, PhD, PBH Chief Behavioral Scientist, President of *Behavioral* and Senior Research Fellow at the *Behavior Change for Good Initiative* through The Wharton School (University of Pennsylvania),

identified 5 evidence-based strategies to directly impact consumer behavior, and to make produce consumption easier: 1) Create opportunities in schools, food service and homes for unplanned produce consumption; 2) Help consumers build routines for produce consumption; 3) Encourage frequent trials of produce and new produce preparations, especially among children; 4) Showcase how a little planning can go a long way in simplifying produce consumption; and 5) Increase the frequency of produce-related conversations, especially in social media.

Making produce consumption "easy" is the back end of the new PBH platform. We aim to help supply chain and communication partners make consumption easier by showcasing evidence-based strategies and tactics, and by documenting successful case studies. Our partners can use these resources to build appropriate programs in their own contexts.

The consumer-facing, or "front end," of the platform is branding around the full set of well-being benefits of produce consumption, in addition to the health benefits, which consumers already largely understand. Emotion-based branding dominates consumer marketing. Emotion-based messages are shared more often and are enjoyed by consumers, and we have a strong emotional story to tell. Many studies have suggested that there is an association between produce consumption and emotional well-being, and PBH celebrates this. Some types of produce (e.g., berries) are strongly associated with joy. Other types of produce (e.g., vegetables) may be associated with different positive emotional experiences such as pride.

By celebrating the wide range of emotional benefits of produce consumption, PBH can engage consumers and the influencers guiding their purchase decisions.





# FRUITS, VEGGIES AND EMOTIONAL WELL-BEING

PBH is at the forefront of this important research and is leading this meaningful movement.

Throughout 2018, PBH made a strategic and deliberate effort to implement innovative approaches to connect with consumers in various ways. This included a long-term and steadfast commitment to 1) employing a 360° view of scientific, consumer and marketplace insights; and 2) using these to inform and drive action.

The produce industry knows that enjoying more fruits and vegetables is the single most important thing consumers can do to live healthier, happier lives. So, in the face of trended PBH data showing a decline in the acceptance of fruits' and vegetables' healthfulness, combined with decreased motivation to consume them, PBH knew it was time to evolve and study behavior from a dynamic vantage point. The fruit of this labor is *Novel Approaches to Measuring and Promoting Fruit and Vegetable Consumption* which PBH released in early 2018.

This research moved beyond health, exploring consumers' emotional relationship with eating. Its development was rooted in international research showing increased fruit and vegetable consumption to be predictive of improved happiness, life satisfaction and well-being.

More than 2,000 respondents were queried about life satisfaction, happiness, feelings, and fruit and vegetable consumption. Findings reinforced that consumers, on average, are falling short in fruit



and vegetable consumption daily, by approximately one cup each. From a behavioral standpoint, fruit and vegetable intake appeared to be habitual, with greater amounts per day consumed as days per week intake increased.

The most exciting headline from this research, however, was a demonstrated correlation between those who ate fruits and vegetables more frequently and higher reported levels of overall life satisfaction and happiness!

76% of those who ate fruit 6-7 days per week reported being satisfied overall compared to 66% of those who ate fruit 1-5 days per week and 33% who ate no fruit at all.

73% of those who ate vegetables 6-7 days per week said they were satisfied with their life, compared to 68% of those who ate vegetables 1-5 days per week and 47% who ate no vegetables at all.

68% of individuals who consumed fruit 6-7 days per week said they had been happy in the last four weeks, compared to 54% of those who ate fruit 1-5 days per week and 33% who ate no fruit at all.

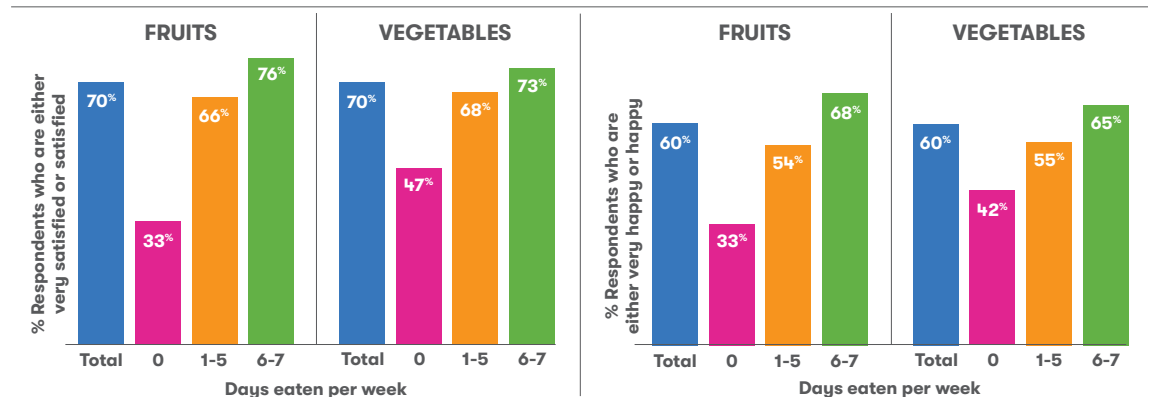
65% of individuals who ate vegetables 6-7 days per week reported being happy, compared to 55% of those who ate vegetables 1-5 days per week and 42% who ate no vegetables at all.

What is the emotional mechanism behind these findings? The physical, emotional, and social benefits that those eating produce 6-7 days per week noted included **pride** in their choices; **feeling good** in their day-to-day activities; **alleviation** of physical illness; and **confidence** in their future health.

The story behind produce consumption and well-being benefits beyond “health” provides a powerful and untapped opportunity for connection, empowerment and action! PBH is on the forefront of extending and leveraging these findings to do just that, today and into the future!



Increased Days per Week of Fruit and Vegetable Consumption Correlates with Increased Life Satisfaction and Happiness



Source: Produce for Better Health Foundation. Novel Approaches to Measuring and Promoting Consumption, 2017.



# ENGAGING TODAY'S CONSUMER INFLUENCERS

PBH is a powerful influencer, thought leader and connector.

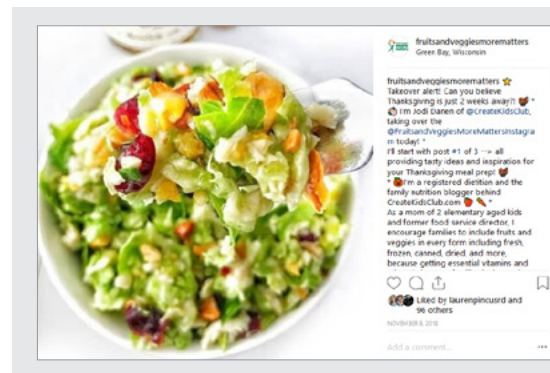


Connecting directly with consumers through compelling content is critical for increasing their desire to enjoy more fruits and vegetables every day. Influencer marketing when done well provides an authentic, honest way of connecting with consumers. In 2018, PBH remained committed to building and nourishing powerful relationships with professionals committed to increasing consumption of fruits and vegetables in all forms.

## Maximizing Digital Engagement

Every day PBH shares valuable insights, imagery and inspiration with over 1.5 million social media followers, website visitors and e-newsletter subscribers. PBH further amplifies its messages

to consumers through health and wellness influencer relationships on social media — through Instagram takeovers, influencer-hosted Tweet chats, Facebook Live segments and regular engagement — and via a monthly health and wellness influencer newsletter sent to more than 35,000 retail RDs, bloggers, RD communicators, media contributors, fitness trainers and more.







## Connecting with Food, Nutrition and Fitness Professionals

The PBH Consumer Connection conference VIP group also includes top food, nutrition and fitness influencers — professionals who share compelling, science-based content with their audiences that changes behaviors. While some are bloggers with loyal followers, others are media dietitians who promote fruit and vegetable consumption with television, radio, and/or podcast audiences. Many media dietitian VIPs also work to influence their peers in dietetics with strategies to compel their patients and clients to increase fruit and vegetable consumption at home and in restaurants.



## Enhancing Relationships with Retail RDs Through PBH Events

For many years, PBH has brought leading retail RDs from supermarkets across the country to its annual *Education2Action* event, held in coordination with PMA Fresh Summit. Sponsor booth visits give members the opportunity to present their products directly to these influential dietitians. In addition, at its *Consumer Connection* conference every April, PBH hosts corporate retail RDs, those who set strategy and develop health and wellness programs across all banners in their portfolio. 1:1 appointments at *Consumer Connection* allow sponsors to talk one-on-one with these VIP attendees, discussing opportunities to partner on programs that promote produce.



“THE BOOTH WAS GREAT!  
I RECOMMEND YOUR WEBSITE AND  
MATERIALS ON A REGULAR BASIS.  
THANK YOU FOR THE INFORMATION!”

PBH also exhibits annually at two important expos for health and wellness professionals. In July, PBH exhibited at the IDEA® World Convention reaching more than 14,000 fitness professionals, club and studio owners/managers and nutrition professionals. Health and fitness professionals are trusted among consumers and are an amazing extension of PBH messages. The positivity and excitement for sharing our collective love of produce on the show floor was inspiring.

In October, PBH exhibited at the American Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo (FNCE), the world's largest meeting of food and nutrition experts with more than 12,000 registered dietitians, nutrition science researchers, policymakers, health care providers and industry leaders who are addressing key issues affecting the health of all Americans. PBH re-connected with this vital influencer base of seasoned RDs and fostered thousands of new relationships with Millennial and Generation Z RDs.

### Elevating Produce in Foodservice

PBH works with leading foodservice professionals committed to increasing fruits and vegetables on their menus. PBH invited a group of foodservice VIPs to attend the PBH *Consumer Connection* conference to help sponsors understand some of the unique



needs and demands of national and regional foodservice brands. PBH also hosted a group of foodservice leaders at its *Fresh Concepts* program held in conjunction with the PMA Foodservice Conference in Monterey in July. This event provided opportunities for sponsors to discuss, debate and discover the best ways to bring exciting new plant-forward menu concepts with appealing flavors to menus.

### Leveraging Virtual Education

PBH is a leading influencer when it comes to sharing its research and insights on the



many health and well-being benefits of fruits and vegetables with the health and wellness community. Marketed to more than 35,000 food, nutrition and health professionals, PBH's popular webinars feature new research, trends, product innovations and culinary inspirations from a diverse group of expert speakers. They also motivate other influencers to use these insights to craft

## Influencer Education

# 2018 WEBINARS

*Peeling Back the Onion on Emotional Well-being May Help Americans Eat More Fruit and Vegetables*

*The (Re)Purpose of Food: Reducing Wasted Food at Home*

*California Prunes: Good for Tummies and Tibias, Too*

*Getting Better with Age (Hint: Start by Eating Fruits and Vegetables!)*

*Canned Food Nutrition: A Deep Dive*

*The Impact of Diet on Maternal Health and Pregnancy Outcomes*

For on-demand access, all webinars are recorded and archived on [fruitsandveggies.org](https://fruitsandveggies.org).

compelling messages, marketing programs, and menu items that increase fruit and vegetable intake.

There are endless ways to engage with influencers and PBH will continue to nourish and grow these important relationships and programs into 2019.



# ENHANCING PRODUCE'S PATH-TO-PURCHASE



PBH doubles down on retail partnerships.

## 2018 Powerful Produce Pairings

It is often reported that consumers spend nearly equal amounts of food dollars on food eaten away from home and food at home. This data can be difficult to decipher as restaurant food is often more expensive than meals prepared at home. In fact, NPD data tells a dramatically different story as 82% of meals are prepared and eaten in the home. This consistent habit elevates the role retailers play in encouraging consumption of fruits and vegetables, and for this reason, PBH is committed to expanding partnerships with the retail industry.

In 2018, PBH piloted its *Powerful Produce Pairings Program* at Coborn's, Inc., Jewel Osco and Schnucks Markets. Program partners included the California Walnut Commission, Duda Farm Fresh Foods, Inc. Dandy Celery, Starkist Tuna, Stemilt Growers, L.L.C. and blueberries. The program leverages shopper marketing tactics in combination with retail dietitian in-store programming and social media amplification to encourage increased consumption of fruits

## 2018 Powerful Produce Pairings Program Pilot

### THE SUCCESS

up to  
**160%**    **250k+**

sales increase seen  
by pilot program  
participants.

consumers reached  
through traditional  
and social media.

and vegetables paired with other nutrient-dense foods. Based on the pilot's success, full roll out begins in 2019.

With their positioning near the end of the produce supply chain, retailers have significant impact along the consumer path-to-purchase. Working together, PBH and retail partners can influence shoppers to increase purchase and consumption of fruits and vegetables, and live happier, healthier lives.



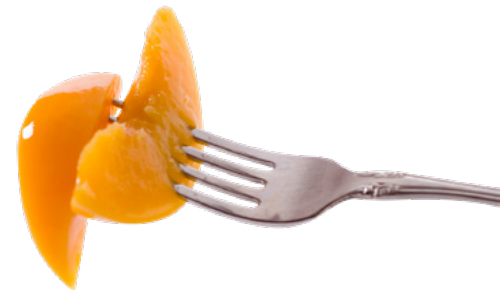
## An Award-Winning Retail Partnership: Fruits & Veggies—More Matters® Month and National Family Meals Month™

In 2018, PBH and the Food Marketing Institute (FMI) Foundation partnered to reach more families about the value of shared, produce-packed family meals. The partnership took place throughout September, which was both Fruits & Veggies—More Matters® Month and National Family Meals Month™. The campaign inspired families through resources and in-store programs that the retail industry could use with shoppers and consumers, along with social and digital experiences. PBH was honored to be awarded an FMI Gold Plate Award in the Community Collaborators category for its work in 2018.





# MEANINGFUL AND MEMORABLE EVENTS



PBH's events and education platform provides unique, customized experiences with exceptional service.

Even in busy times, it remains business critical to stay competitive and motivated to find creative ways to stay trend-forward. PBH is in a unique position to supply omnichannel educational experiences that address the needs of industry members, influencers and consumers. We have reimagined our events and education platform to offer all-encompassing experiences and multipronged messaging extensions.

PBH's three signature 2018 events provided real life connections and offered an opportunity to create long-lasting relationships that the digital world cannot satisfy. Of the thousands available, on average, industry leaders hand pick 10-20 conferences and expos to attend each year, because there is nothing like the moment you look into someone's eyes, smile and share a genuine connection. It is memorable, and can influence how you engage with that person for years to come.





“THE [PBH CONSUMER CONNECTION] NETWORKING IS INCREDIBLE... IT'S THROUGH BUILDING THESE NETWORKS WE CAN ALL WORK TOGETHER TO REACH A COMMON GOAL.”

### The Consumer Connection

PBH's Consumer Connection is the only conference that convenes 250+ thought leaders and consumer influencers around the shared goal of increasing Americans' collective consumption. Attendees engage in purposeful networking; receive future-focused, action-inspiring education; and enjoy delicious plant-forward cuisine — all in a breathtaking location. “The [PBH Consumer Connection] networking is incredible... It's through building these networks we can all work together to reach a common goal,”

said Kathy Means, Vice President of Demand Creation and Consumer Affairs at Produce Marketing Association (PMA). During the event, 1:1 appointments match industry leaders with strategically selected consumer-facing influencers and decision makers from retail, foodservice, culinary, fitness and healthy living communication roles.

## Consumer Connection THE SUCCESS

91%

of attendees confirmed the Consumer Connection exceeded their expectations.

85%

of attendees believe it is important to attend the Consumer Connection.

65%

of attendees have attended every year for the past 3+ years.

88%

of sponsors stated they are likely to sponsor again or recommend sponsorship to industry colleagues or affiliates.

### Education2Action

The retail landscape continues to evolve as consumers seek to learn more about their food, and embrace trusted sources and social spaces to guide their purchase decisions. PBH's Education2Action Retail Dietitian Summit provides an intimate and collaborative networking opportunity to explore and create omni-channel retail

“[THE EDUCATION2ACTION] CONFERENCE PROVIDES UNMATCHED MOTIVATION AND INSPIRATION IN SUCH A CHALLENGING INDUSTRY FOR RDS.”

partnerships — in-store, socially and virtually — with influential retail dietitians from across North America. Retail dietitians gain actionable education throughout the event, and participate in experiential education such as farm and agriculture immersion tours. Exclusive networking events and informative small group mini-sessions on the PMA expo floor generate meaningful partnerships for future collaboration.

Dietitians are natural promoters of fruits and vegetables, and according to the International Food Information Council Foundation, more than two-thirds of consumers put high trust in advice from dietitians. This event is so impactful that 100% of RDs indicated they would attend it over all other events to which they are invited.





## Education2Action

# THE SUCCESS

10k+

stores represented  
by 18 first-time retail  
dietitian attendees.

60k+

impressions  
across Facebook,  
Instagram and  
Twitter in 3 days.

91%

of attendees found  
the educational  
programming very or  
extremely beneficial  
to their work.

100%

of attendees  
indicate they  
would choose  
this event over all  
other events.

“As consumers are more interested in where their food comes from and how it’s grown and produced, we’ve expanded the program to include a farm immersion experience for the attending dietitians,” comments Sharese Roper, Events and Education Manager at PBH. The 2018 event included a citrus grove and juice production tour.

### Fresh Concepts

As foodservice operators confront the demands and desires of health-conscious diners, fruits and vegetables are taking center plate more often on menus across the nation. PBH piloted its *Fresh Concepts* Foodservice Program in 2018 to unite industry and foodservice leaders, while providing a venue for solution-driven conversations that address the unique needs and challenges of foodservice companies.

“ DEVELOPING MORE PERSONAL RELATIONSHIPS WITH SUPPLIERS, OTHER FOODSERVICE LEADERS, PBH, ETC. IS INCREDIBLY VALUABLE! ”

Volume foodservice leaders and influencers attended the pilot program in 2018. Throughout the event, PBH gathered insights, information, and recommendations from these leaders. The success of the program has made it a cornerstone of PBH’s enhanced foodservice strategy.

“ WE’RE ALL FACING SIMILAR CHALLENGES. AN OPPORTUNITY LIKE THIS LETS US DISCUSS WAYS WE CAN COLLABORATE TO CREATE SOLUTIONS TO CHALLENGES LIKE LABOR, MANAGING/REPORTING ON SUSTAINABILITY METRICS, ETC. ”



PBH’s events and education platform is designed to unify the entire supply chain, and rally industry leaders and influencers around the common goal of increasing fruit and vegetable consumption in a meaningful and memorable way. PBH will continue to expand and improve this important platform into 2019.





# REVITALIZED DIGITAL EXPERIENCES

PBH connects with thousands of consumers as well as food, nutrition and health influencers daily.

Given its vast digital and social media reach, PBH is an influencer in its own right. PBH is using that influence to share its supporters' stories as well as delicious, yet simple, solutions for easily adding more fruits and vegetables to meals and snacks each day.

## Refreshed Social Media

In 2018, PBH developed a revitalized digital and social media experience for our 1.5+ million digital and social followers, starting



with a digital discovery process to thoroughly comprehend consumer, influencer and industry needs within our digital ecosystem. PBH freshened up its tone of voice and content and added sponsorship opportunities within its social media properties to better reach Gen Zs and Millennials.

## Content optimization across social media channels included:

- Key messaging around new monthly themes;
- Tailored content by social channel;



## Refreshed Social Media THE SUCCESS

*Impressions, January - December 2018*

**11.9M+** **1M+**  
Facebook Instagram

**2.3M+**  
Twitter

*Growth, August - December 2018*

**500+** **500+**  
new Twitter new Instagram  
followers followers

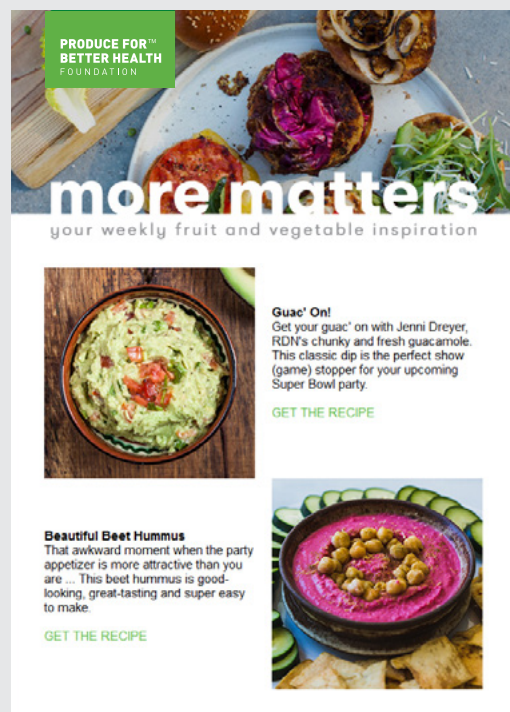
**30k+** **30k+**  
new Facebook consumer  
followers engagements



- More quality, video content which social channels optimize for heavily; and
- Refreshed social graphics to create a more contemporary look and feel.

#### Cross-promotion with members and influencers included:

- Influencer content and Instagram takeovers;
- Instagram Stories and IGTV;
- Optimized Tweet chats and Facebook Lives; and
- A targeted paid strategy on Facebook and Instagram.



## Revitalized E-newsletters

# THE SUCCESS

as of December 2018

## 9.5%

open rate for PBH's consumer newsletter, up from 6%.

## 10k+

subscribers to PBH's industry newsletter, up from 1k.

## 35k+

subscribers to PBH's health and wellness professional newsletter, up from 13k.

## 9%

open rate for PBH's health and wellness professional newsletter, up from 7.5%.

#### Revitalized E-newsletters

Also in 2018, PBH revitalized the design and content of its e-newsletters based on consumer, influencer and industry member surveys. PBH also added space for advertising and for supporters to be featured as part of regular sponsored content, highlighting new trends, culinary tips, recipes and more.



In Q3, PBH made the transition from Donorview to MailChimp for email communications and newsletters. This created an immediate uptick in open rates due to it's sophisticated software allowing greater delivery rates and actionable performance metrics. In Q4, PBH streamlined email communications with the creation of three regular newsletters, allowing for consolidation of content and strategic integration with our social media and education platforms.



# CONGRATULATIONS 2018 PBH AWARD WINNERS

Thank you for your support in furthering PBH's mission of helping people live happier, healthier lives by eating more fruits and vegetables every day.

## About PBH Award Winners

The following industry members, public health professionals, retailers and retail RDs have demonstrated their dedication to helping people live happier, healthier lives by eating more fruits and vegetables every day. They do this in part by leveraging PBH resources in their collective communications platforms, as well as by supporting PBH through their own channels.

Excellence Award Honorees have demonstrated the greatest amount of support in terms of breadth and depth for PBH throughout 2018 and played an integral role in PBH's new brand transformation.

PBH is also pleased to announce the finalists for the 2018 *Formula 5* Student Marketing Competition, a competition that offers marketing majors the opportunity to

influence fruit and vegetable marketing, sales and consumption within America. Three finalists were chosen to present their proposals during the 2019 *Consumer Connection* conference to industry leaders who voted for the proposal they felt would be most successful in increasing fruit and vegetable consumption.

## 2018 Industry Role Models

American Frozen Food Institute<sup>8</sup>  
Barsotti Family Juice Company<sup>7</sup>  
Bayer Crop Science<sup>7</sup>  
Black Gold Farms<sup>7</sup>  
Blue Book Services, Inc.<sup>8</sup>  
California Avocado Commission<sup>7</sup>  
California Strawberry Commission<sup>7</sup>  
Campbell Soup Company<sup>6</sup>

Can Manufacturers Institute<sup>6</sup>  
Canned Food Alliance<sup>7</sup>  
Chelan Fresh Marketing<sup>10</sup>  
Del Monte Foods, Inc.<sup>8</sup>  
Dole Food Company<sup>7</sup>  
Dole Packaged Foods, L.L.C.<sup>5</sup>  
Domex Superfresh Growers<sup>9</sup>  
Duda Farm Fresh Foods<sup>9</sup>  
Juice Products Association<sup>7</sup>  
Mariani Packing Company, Inc.<sup>7</sup>  
McEntire Produce, Inc.<sup>4</sup>  
Monterey Mushrooms, Inc.<sup>5</sup>  
Naturipe Farms, L.L.C.<sup>6</sup>  
Okanagan Specialty Fruits<sup>5</sup>  
Pacific Coast Producers<sup>8</sup>  
Potatoes USA<sup>6</sup>





Produce Business Magazine<sup>4</sup>  
 Produce Marketing Association<sup>8</sup>  
 Robinson Fresh<sup>®10</sup>  
 Ruiz Sales, Inc.<sup>8</sup>  
 Sage Fruit Company<sup>6</sup>  
 Seneca Foods Corporation<sup>9</sup>  
 Southern Specialties<sup>5</sup>  
 Stemilt Growers, L.L.C.<sup>11</sup>  
 Subway<sup>8</sup>  
 Sun-Maid Growers of California<sup>9</sup>  
 Sysco / FreshPoint<sup>5</sup>  
 The Oppenheimer Group<sup>7</sup>  
*The Packer*<sup>7</sup>  
*The Produce News*<sup>3</sup>  
 USA Pears from Pear Bureau Northwest<sup>8</sup>  
 Ventura Foods<sup>6</sup>  
 Wawona Frozen Foods<sup>4</sup>  
 Wonderful Citrus<sup>6</sup>

## 2018 Excellence Award Honorees

**Chris Christian**, *California Strawberry Commission*<sup>1</sup>  
**Rich Dachman**, *Sysco / FreshPoint*<sup>1</sup>  
**Charlie Eagle**, *Southern Specialties*<sup>3</sup>  
**Matt Middleton**, *Ventura Foods*<sup>3</sup>  
**Jason Osborn**, *Wonderful Citrus*<sup>1</sup>

**Roger Pepperl**, *Stemilt Growers, L.L.C.*<sup>2</sup>  
**Garland Perkins**, *The Oppenheimer Group*<sup>1</sup>  
**Richard Ruiz**, *Ruiz Sales, Inc.*<sup>3</sup>  
**Carolyn Takata**, *Silgan Containers*<sup>1</sup>  
**Trish Zecca**, *Campbell Soup Company*<sup>2</sup>

## 2018 Public Health Role Models

Arizona Department of Health Services<sup>2</sup>  
 City of Albuquerque<sup>3</sup>  
 Elaine Gordon, *Eating by Elaine, L.L.C.*<sup>2</sup>  
 Marion County Public Health Department<sup>2</sup>  
 Meramec Elementary School Garden Club<sup>2</sup>  
 Presbyterian Healthcare Services<sup>1</sup>  
 Second Harvest Food Bank of the Lehigh Valley and Northeast Pennsylvania<sup>1</sup>

## 2018 Retail Role Models

Coborn's<sup>2</sup>  
 K-VA-T Food Stores, Inc.<sup>4</sup>  
 Redner's Markets<sup>9</sup>  
 Schnuck Markets, Inc.<sup>11</sup>  
 Skogen's Festival Foods<sup>6</sup>  
 SpartanNash<sup>4</sup>  
 Wakefern Food Corporation<sup>6</sup>  
 Weis Markets, Inc.<sup>9</sup>

## 2018 Retail RDs of the Year

**Julianne Gallo**, *Inserra Supermarkets*<sup>1</sup>  
**Mary Lavanway**, *Hannaford Supermarkets*<sup>1</sup>  
**Emily Parent**, *Coborn's*<sup>1</sup>  
**Bridget Wojciak**, *The Kroger Co.*<sup>1</sup>

## Formula 5 Student Marketing Competition

### First Place

Concordia University St. Paul, *Aunt Abby's Zucchini Flour*

### Second Place

Arizona State University, *Jack of All Tastes*

### Third Place

University of Wisconsin – Whitewater, *PrepTatoes*

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*The superscripted number after awardee names notes the number of years this award has been earned.*



# 2018 PBH MEMBERS

Includes organizations that make annual contributions and provide support with sponsorships.  
Does not include gifts in-kind.

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## PBH Members

### Advocate, \$50,000+

Bayer Crop Science  
Del Monte Fresh Produce N.A., Inc.  
Produce Marketing Association  
Seneca Foods Corporation  
Stemilt Growers, L.L.C.  
Taylor Farms  
The Wonderful Company

### Partner, \$25,000+

Campbell Soup Company  
Chelan Fresh Marketing  
Dole Food Company, Inc.  
Potatoes USA  
Sun-Maid Growers of California

### Delegate, \$10,000+

Ahold USA  
American Beverage Association  
American Frozen Food Institute  
Ardagh Metal Packaging USA Inc.  
Avocados from Mexico  
California Avocado Commission  
California Cling Peach Board  
California Strawberry Commission  
Can Manufacturers Institute  
Castellini Company  
Curation Foods  
Del Monte Foods, Inc.  
Domex Superfresh Growers  
Driscoll's  
Duda Farm Fresh Foods, Inc.  
Florida Fruit & Vegetable Association  
Giorgio Fresh Co.  
Green Giant™ Fresh

Grimmway Farms  
HZPC Americas Corp.  
Juice Products Association  
Melissa's/World Variety Produce, Inc.  
Michigan Apple Committee  
The Morning Star Company  
Mushroom Council  
National Watermelon Promotion Board  
Ocean Spray Cranberries, Inc.  
Okanagan Specialty Fruits  
The Oppenheimer Group  
Pacific Coast Producers  
Pear Bureau Northwest  
Red Sun Farms  
Robinson Fresh  
Silgan Containers  
Sunkist Growers, Inc.  
Syngenta Corporation  
Sysco / FreshPoint



United Fresh Produce Association  
Ventura Foods  
Vestcom International, Inc.  
Welch's  
Western Growers

**Supporter, \$1,500+**

Affiliated Foods, Inc., Texas  
A.J. Trucco, Inc.  
Agrow Fresh Produce Company, Inc.  
Alliance for Food & Farming  
Alsum Farms & Produce, Inc.  
Amigo Farms, Inc.  
Amvac Chemical Corporation  
Andrews Brothers, Inc.  
Associated Wholesale Grocers, Inc.  
B & B Produce, Inc.  
Bard Valley Medjool Date Growers  
Association  
Barsotti Juice Company, Inc.  
Basciani Foods  
Bejo Seeds, Inc.  
BelleHarvest Sales, Inc.  
Big Y Foods, Inc.  
Black Gold Farms, Inc.  
Boggiatto Produce, Inc.  
Bozzuto's, Inc.

Calavo Growers, Inc.  
California Canning Peach Association  
California Date Administrative Committee  
California Dried Plum Board  
California Fresh Carrot Advisory Board  
California Table Grape Commission  
Cal-Ore Produce, Inc.  
Canned Food Alliance  
Chestnut Hill Farms  
Chilean Fresh Fruit Association  
Coastline Family Farms  
Coast to Coast Produce, L.L.C.  
Country Fresh Mushrooms  
Crispy Green  
Crosset Company  
Crunch Pak, L.L.C.  
Dave's Specialty Imports, Inc.  
Deardorff Family Farms  
DiMare Fresh, Inc.  
Dole Packaged Foods, L.L.C.  
Donelan's Supermarkets  
Eagle Eye Produce  
F.C. Bloxom Company  
Family Tree Farms Marketing, L.L.C.  
Faribault Foods, Inc.  
Festival Foods  
Four Seasons Produce, Inc.

Fresh Produce & Floral Council  
Georgia Fruit & Vegetable Growers Association  
Gold Coast Packing, Inc.  
Great Lakes International Trading, Inc.  
GreenGate Fresh, LLLP  
Grupo Vegetables el Rey, L.L.C.  
Hannaford Supermarkets  
Heartland Produce  
Hess Brothers Fruit Company  
Hilex Poly Company, L.L.C.  
The Horton Fruit Company, Inc.  
Houweling's Tomatoes  
HPC Foods, Ltd.  
Hudson River Fruit Distributors  
Hungenberg Produce, Inc.  
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Idaho-Eastern Oregon Onion Committee  
Idaho Potato Commission  
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Jasmine Vineyards, Inc.  
John B. Martin & Sons Farms, Inc.  
John Vena, Inc.  
Josie's Organics, Braga Fresh Family Farms  
Kellogg Company  
Kingdom Fresh Produce, Inc.





The Kroger Company  
K-VA-T Food Stores, Inc.  
Lakeshore Foods Corporation  
LGS Specialty Sales, Ltd.  
Lindsay Corporation  
Little Farm Frozen Foods, Inc.  
Manfredi Cold Storage  
Mann Packing Company, Inc.  
Mariani Packing Company, Inc.  
Market Fresh Produce, L.L.C.  
Markon Cooperative, Inc.  
Martinez & Sons Produce, Inc.  
Martori Farms  
Matthews Ridgeview Farms  
McEntire Produce, Inc.  
Michigan Celery Promotion Cooperative, Inc.  
Miner's Inc.  
Mission Produce, Inc.  
Monterey Mushrooms, Inc.  
Morita Produce Company & Nuthouse  
Mucci International Marketing, Inc.  
National Produce Consultants, Inc.  
National Raisin Company  
NatureSweet, Ltd.  
Naturipe Farms, L.L.C.  
New England Produce Council

New York Apple Sales, Inc.  
North Bay Produce, Inc.  
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Oneonta Starr Ranch Growers  
organicgirl, L.L.C.  
Peter Condakes Company, Inc.  
Phillips Mushroom Farms  
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Price Chopper Supermarkets  
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Publix Super Markets, Inc.  
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Red Gold, Inc.  
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Richard Bagdasarian, Inc.  
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Rijk Zwaan  
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Rocky Produce, Inc.  
Rousseau Farming Company  
Ruiz Sales, Inc.  
Sage Fruit Co, L.L.C.  
Sakata Seed America, Inc.  
San Joaquin Tomato Growers, Inc.

Sbrocco International, Inc.  
Sinclair Systems International, L.L.C.  
Southeast Produce Council  
Southern Specialties  
SpartanNash  
Spokane Produce, Inc.  
Steinbeck Country Produce, Inc.  
StickyLickits  
Subway  
Sun Belle, Inc.  
Sun Orchard Juicery  
Sun World International, L.L.C.  
Sunsweet Growers, Inc.  
Sunview Marketing International  
Tanimura & Antle  
Tastyfrutti International, Inc.  
Times Super Markets  
Tops Markets, L.L.C.  
Tree Top, Inc.  
Trigs Supermarkets  
Trinity Fruit Sales  
U.S. Highbush Blueberry Council  
Vacaville Fruit Company, Inc.  
Valley Fig Growers  
Wakefern Food Corporation  
Washington State Potato Commission



Wawona Frozen Foods, Inc.  
Wayne E. Bailey Produce Company  
Western Precooling Systems  
Wholesale Produce Supply Company, Inc.  
Wholly Guacamole  
Wish Farms  
World Pack Enterprises  
Yakima Fresh, L.L.C.  
Yucatan Foods  
Zespri Kiwifruit

**Donor, up to \$1,499**

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Sarabian Farms

Schnuck Markets, Inc.  
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Wegmans Food Markets  
Weis Markets, Inc.



# 2018 GIFTS IN-KIND

Includes organizations that provided gifts in-kind.

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## Gifts In-Kind

### **\$150,000 and above**

Google Ads

*The Packer*

### **\$50,000 and above**

Blue Book Services, Inc.

*Produce Business Magazine*

Produce Marketing Association

### **Up to \$5,000**

Florida Fruit & Vegetable Association

New England Produce Council

Okanagan Specialty Fruits

Southeast Produce Council

Stemilt Growers, L.L.C.

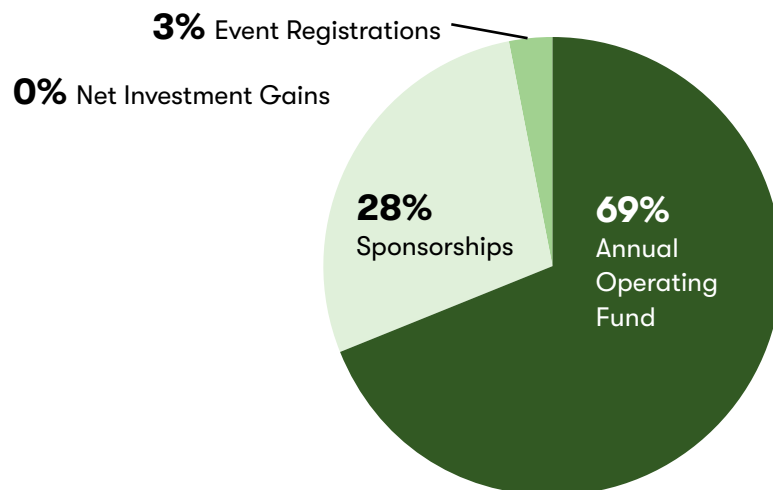
United Fresh Produce Association





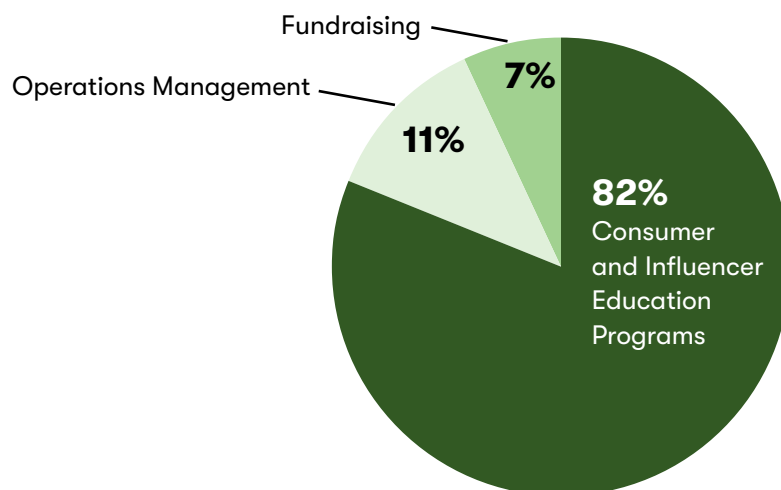
# FINANCIAL REPORT

## 2018 Income



Produce for Better Health Foundation ended 2018 in a solid financial position. The Foundation's balance sheet reflects total assets of more than \$4.6 million and total liabilities of less than \$970,000. Total net assets of \$3.6 million will help ensure the stability of the Foundation for the future. PBH spent \$836,000 in capital expenses associated with transforming the organization, including investments in research and consumer insights, comprehensive digital ecosystem, influencer engagement programs, re-branding and new consumer call-to-action. These expenses are part of a three-year transformation initiative to sustain the Foundation's impact and growth.

## 2018 Expenses



**Total 2018 Budget: \$2.3 million (audited)**



# THE PBH TEAM

We thank you for your continued support and engagement.



**Wendy Reinhardt Kapsak, MS, RDN**  
President and CEO



**Carrie Casey**  
Strategy and Operations  
Senior Director



**Candice Gordon**  
Brand Development Manager



**Allison Kissel**  
Development and Operations  
Administrator



**Annette Maggi, MS, RDN, LD, FAND**  
Retail Account Manager



**Shelly Maniscalco, MPH, RD**  
Food and Nutrition  
Communications Specialist



**Amy Myrdal Miller, MS, RDN, FAND**  
Culinary and Foodservice Specialist



**Jason Riis, PhD**  
Chief Behavioral Scientist



**Sharese Roper**  
Events and Education Manager



**Sylvia Rowe, MA**  
PBH Leadership Advisory  
Council Facilitator



**Donald M. Schuler, Sr.**  
Development Manager



**Katie Toulouse**  
Communications Director



**Taylor Wallace, PhD, CFS, FACN**  
Chief Food and Nutrition Scientist



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