Produce for Better Health Foundation
Joint Letter from Chairman & President

Terry Murphy
Produce Procurement Manager
Wakefern Food Corporation
Produce for Better Health Foundation
Chairman of the Board

Elizabeth Pivonka, Ph.D., R.D.
President and CEO,
Produce for Better Health Foundation

Did you know? For every $10,000 contribution, Produce for Better Health Foundation (PBH) leverages $50 million in Fruits & Veggies—More Matters® marketing efforts. This 2014 annual report outlines several ways in which PBH continued to be fiduciarily responsible with these monetary contributions, while continuing to expand and broaden the reach of the Fruits & Veggies—More Matters national health campaign, brand, and logo. Notable highlights in 2014 include record-breaking consumer website traffic, stellar media and social media impressions, strong industry support and involvement, and expanded outreach efforts with health professionals.

In 2013, PBH invested in a significant upgrade to the FruitsAndVeggiesMoreMatters.org consumer website, and reaped the rewards in 2014 by achieving 297,000 average monthly visits to the site, more than double those of 2013. Total media impressions for 2014 equaled 32 billion, nearly triple all of 2013. The social media outlets for Fruits & Veggies—More Matters generated significant impressions in 2014, 137 million, as well as expanding total consumer reach.

Members of the fruit and vegetable industry, the public health community, and other organizations within the private sector continued to support the Foundation’s mission through broad and varied support. In 2014, PBH hosted more than 40 Supermarket Registered Dietitians at our Annual Conference and the Supermarket RD program at Fresh Summit. PBH and the National Grocers Association (NGA) announced a partnership at the end of 2014, allowing PBH to expand its work with retailers and dietitians within the small chain and independent retail sectors. PBH also broadened its ROI back to the industry through the introduction of two grant programs focused on store tours and fruit and vegetable marketing research grants. You can read more about these highlights and the other accomplishments PBH earned in 2014 throughout this annual report.

We extend our sincerest appreciation to our donors, Ambassadors, and supporters for their individual and collective efforts and support of PBH’s work and the Fruits & Veggies—More Matters national health campaign. These efforts matter and are helping to make strides in increasing fruit and vegetable consumption for a healthier America! If you are already a friend of PBH, why not tell a friend, and help our community grow!

Produce for Better Health Foundation (PBH) is a non-profit 501(c)(3) consumer education foundation whose purpose is to motivate people to eat more fruits and vegetables to improve public health.
Reaching Moms & Families Through PBH’s Annual Conference

More than 200 marketing, research, and health professionals convened in Scottsdale, Arizona for PBH’s Annual Conference: The Consumer Connection. The conference, held March 17-19, delivered notable speakers, business exchange appointments between supermarket and foodservice dietitians and industry members, various networking opportunities, and more.

A field tour to Rousseau Farms, and a delivery of 11 fruit and vegetable nutrition education bundles to the Maricopa County Head Start program opened the conference. The nutrition education bundles were donated as a way to help young children living in the Scottsdale area learn about the importance of eating fruit and vegetables during meals and snacks.

With the help of conference sponsors, PBH was able to bring 40 dietitians to the conference, many of whom were first-time attendees. The keynote speaker, Jonah Berger, engaged the conference attendees during his session focused on Crafting Contagious Ideas; a set of specific, actionable techniques for helping information to spread and ideas to catch on. PBH also recognized over 60 Fruits & Veggies—More Matters Role Models and Champions within the fruit and vegetable industry, public health community, and school foodservice sector, as well as 30 PBH Ambassadors during a special recognition luncheon.

“I come every year, and 2014 was by far the best yet! Awesome to see how this conference is growing.”

“The annual conference was so educational and I took away many great ideas! I enjoyed every minute of the conference.”

“The Business Exchange Appointments are great for meeting new people in our industry, while learning a lot!”

“A GREAT conference!”
Executive Committee, President’s Club, & Board of Trustees

Executive Committee

Terry Murphy
Wakefern Food Corporation, Chairman

Howard Nager
Domex Superfresh Growers
Vice Chairman

Mark Campion
Taylor Farms
Secretary/Treasurer

Marty Ordman,
Marketing Consultant
Formerly Dole Food Company, Inc.
Immediate Past Chairman

Shirley Axe
Ahold USA

American Frozen Food Institute
Kraig Naasz

Ardagh Metal Packaging USA Inc.
James Willich

Bayer CropScience
Nasser Dean

Black Gold Farms, Inc.
Leah Brakke

Borton and Sons
Lindsay Ehlis

California Avocado Commission
Jan DeLyser

California Cling Peach Board
Ginny Hair

California Strawberry Commission
Chris Christian

Campbell Soup Company
Trish Zecca

Can Manufacturers Institute
Sherrie Rosenblatt

Canned Food Alliance
Rich Tavoletti

Chelan Fresh Marketing
Mac Riggan

Chilean Fresh Fruit Association
Karen Brux

Chiquita Brands International/Fresh Express
Derek Wong

Compass Group North America/Chartwells
Margie Saidel

Del Monte Foods
Xander Shapiro

Del Monte Fresh Produce N.A., Inc.
Dionysios Christou

Dole Food Company, Inc.
Bil Goldfield

Dole Packaged Foods
Barbara Vass

Domex Superfresh Growers
Howard Nager

Driscoll’s
Doug Ronan

Duda Farm Fresh Foods, Inc.
Nichole Towell

Florida Fruit & Vegetable Association
Michael Aerts

Four Seasons Produce, Inc.
Loretta Radanovic

Giorgio Fresh Mushrooms
Brian Threlfall

General Mills, Inc.
(S Green Giant & Progresso)
Sarah Moberg
PBH’s multi-media marketing and outreach efforts encompass a variety of channels, outlets, and portals to reach consumers, members of the fruit and vegetable industry, public health communities, donors, and supporters.

- FruitsAndVeggiesMoreMatters.org, Website for consumers
- PBHFoundation.org, Website for public and private sectors & consumer influencers
- Fruitsandveggiesmorematters, Facebook Channel
- Fruits_Veggies, Twitter Channel
- Fvmorematters, Pinterest Channel
- Fruitsandveggiesmorematters, Instagram Channel

Completely updated and enhanced in 2013, the FruitsAndVeggiesMoreMatters.org website offers visitors a wide variety of fruit and vegetable information, resources, tools, and recipes to help consumers increase their daily consumption of fresh, frozen, canned, dried and 100% fruit and vegetable juice. The Top 10 Lists, Recipes, What’s In Season?, About the Buzz, The Stem & Stalk…Let’s Talk blog, and the fruit and vegetable database are the most popular areas of the site. Through PBH’s integrated consumer outreach strategy, information from all areas of the site is shared through PBH’s Facebook, Twitter, Pinterest, and Instagram channels, as well as through various opt-in e-communications, providing flexibility to consumers on how and when they leverage fruit and vegetable resources and tools. PBH generated 32 billion total media impressions in 2014 as a result of this integrated marketing focus and strategy.
The PBHFoundation.org website functions as an information portal for donors, supporters, and other professionals, as well as for intermediaries who work directly with consumers to inform them on the many health benefits of eating a variety of fruit and vegetables, and help them to increase their total fruit and vegetable consumption. Visitors to this information portal can leverage all available resources and tools, including but not limited to the following:

- Fruit and vegetable themed marketing toolkits;
- Consumer behavior research related to the purchase and consumption of fruit and vegetables;
- Donor-specific tools and resources like PBH Direct!, and Retail Matters;
- The Fruit & Veggie Connection Magazine, and resource guides for dietitians and other members of the public health community;
- And monthly social media posts that can be used as is or customized to fit the tone of any organization sharing information on fruit and vegetables.

The social media outlets for Fruits & Veggies—More Matters generated 137 million consumer impressions in 2014. Facebook likes for the Fruits & Veggies—More Matters page, 429,971, not only surpassed goal for 2014, but more than doubled the total accumulated likes in the prior 4 years. PBH featured a consumer-focused contest, The Colors of Summer, on Facebook in July. The contest generated 9,347 likes, 1,598 shares and reached over 815,800 consumers. The contest also helped to increase the total fan base by 13,439.
PBH reached new consumers via the Fruits & Veggies—More Matters Pinterest and Instagram channels in 2014 through solid and consistent growth. PBH’s presence on Twitter expanded in breadth and depth throughout 2014 through monthly parties. PBH hosted a Twitter party, focused on a different topic, on the first Wednesday of each month. Additionally, PBH co-hosted secondary parties with donors and sponsors as a way to increase awareness of their fruit or vegetable offerings, of a special month celebrating a specific fruit or vegetable, and of September as Fruits & Veggies—More Matters month. The parties were quite successful for PBH and participating companies in terms of increasing and broadening consumer reach through Twitter. Of the 20 parties PBH hosted in 2014, the hashtag for 14 parties trended. All of the average Twitter party key metrics more than doubled in 2014 compared to 2013:

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<tr>
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<th>2013</th>
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<tr>
<td>People Mentioned</td>
<td>81</td>
<td>176</td>
<td>435</td>
<td>1,381</td>
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<tr>
<td>Mentions Received</td>
<td>321</td>
<td>812</td>
<td>269,332</td>
<td>600,044</td>
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<tr>
<td>Retweets Received</td>
<td>114</td>
<td>570</td>
<td>1,209,116</td>
<td>2,820,618</td>
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<tr>
<td>Total Statuses</td>
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<td></td>
<td>404,316</td>
<td>1,009,068</td>
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<tr>
<td>Total Reach</td>
<td></td>
<td></td>
<td>2,791,204</td>
<td>6,722,616</td>
</tr>
<tr>
<td>Total Impressions</td>
<td></td>
<td></td>
<td>2,820,618</td>
<td>6,040,148</td>
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</table>

PBH regularly likes, shares, and re-tweets posts of our donors and supporters to help expand their Facebook and Twitter presence.
PBH is recognized as one of the premiere organizations working with Supermarket Registered Dietitians, and a noted key resource and subject matter expert for fruit and vegetable information and resources. Increasingly, consumers are leveraging the knowledge and support of Supermarket Dietitians to assist them with food purchases and nutrition information. PBH works with a vast network of supermarket dietitians from independent retailers to large, national, multi-chain retailers through a variety of ways including highlighting regular articles written by the dietitians on FruitsAndVeggiesMoreMatters.org, special projects, and hosting groups of supermarket dietitians at the PBH Annual Conference and PBH Supermarket RD Summit, held during PMA’s Fresh Summit. PBH’s understanding of consumers, combined with the strong relationship we have with supermarket dietitians, ideally positions PBH to provide programs like the annual conference and summit and to unite members of the fruit and vegetable industry with these professionals.

PBH hosted dietitians from twenty-seven different supermarkets, many of whom were first-time attendees, at the 2014 PBH Annual Conference: The Consumer Connection in March. The dietitians participated in local field tours, various educational sessions, and Business Exchange appointments. The appointments enabled the dietitians to meet with various growers, shippers, processors and marketers of fruits and vegetables to learn more about their products and associated key points to share with consumers.

For the third consecutive year, PBH hosted an educational and networking program for over 20 supermarket dietitians, representing 7,600 stores in October during Fresh Summit. The program included various learning opportunities focused on shoppers’ attitudes and behaviors about fruits and vegetables, marketing tips and tools to increase consumption, various grocery store tours, and numerous networking opportunities.

PBH is pleased to recognize the following Supermarket Registered Dietitians as the 2014 Supermarket RDs of the Year. Each dietitian demonstrates strong and extensive support for the Fruits & Veggies—More Matters national health campaign, and mission of PBH. The dietitians were honored at the PBH Annual Conference by Marty Ordman, PBH Chairman of the Board. The honorees, from left to right, Marilyn Mills, Hannaford Supermarket, Allison Stowell, Hannaford Supermarket, Amber Badeau, ShopRite of Olney, Alyson Fendrick, Homeland Stores, and Meredith Mensinger, Redner’s Warehouse Markets.

Supermarkets represented by RDs at PBH’s 3-day program at PMA’s 2014 Fresh Summit
The Fruits & Veggies—More Matters logo is making a difference at the point of purchase. When seeing the logo on pack, 53% of surveyed moms self-reported in 2014 that they are likely to purchase that product, up from 40% in 2009 when this question was first asked and higher than the 48% in 2013. Members of the entire fruit and vegetable supply chain continued to showcase the Fruits & Veggies—More Matters logo throughout 2014 helping PBH to reach more consumers, registered dietitians, educators and members of the public health community. In addition to placing the logo on packaging, suppliers also used the logo in unique and different ways — on fact sheets, posters, shelf talkers, flyers, advertorials, and trucks.
Reaching Moms and Families Through the Fruits & Veggies—More Matters Logo

PBH extends our sincerest thanks to all organizations helping to spread the brand message through use of the Fruits & Veggies—More Matters logo. Usage of the logo was approved for the following companies through December 2014.

Agroamerica Fruit Company
Agroeden Cia Ltd.
AgroFruit
Ahold USA
A.J. Trucco
Albert’s Organics/UNFI
Alex Kontos Fruit Co.
Applesnapz, Inc.
Aunt Mid’s Produce Company
Banacol Marketing Corporation
Barsotti Juice Company, Inc.
Bell-Carter Foods, Inc.
Bi-Lo, Inc.
Bionatur Invernaderos Biologicos de Mexico, S.A de C.V.
Birds Eye Foods, Inc.
Black Gold Farms
Blue Marble Brands
Borton & Sons
Boscoivich Farms
Brookside Fruit Company
Buddy Fruits
C.H. Robinson Worldwide, Inc.
Campbell Soup Company / V8
Capurro Farms
Caribbean Pineapple Exports
Chelan Fresh Marketing
Chesnut Hill Farms
Chiquita Brands International/ Fresh Express
Coastline Produce
Crispy Green Inc.
Crunchies, Inc
Del Monte Foods
Del Monte Fresh Produce N.A., Inc.
Domex Superfresh Growers
Duda Farm Fresh Foods, Inc.
Dulcinea Farms
Eagle Eye Produce
Elite Mushroom Company, Inc.
Frankford Foods, Inc.
Frey Farms Produce
Fruiti Fruit
Gerber Products Company
Giant Eagle
Gills Onions
Giumarra Companies
Glad Products Company
Gold Coast
GPOD of Idaho
The Great Atlantic & Pacific Tea Company, Inc.
Great Lakes International Trading, Inc.
Green Gate Fresh
Green Giant Fresh
Green Giant Frozen & Canned
The Greenery
Greenery Produce USA, Inc.
Greenline Foods, Inc.
Grimmway Farms
Grupo PM S.A. de C.V.
Harris Teeter Super Markets, Inc.
Heartland Produce
HMF Farms
Hollandia Produce, Inc.
The HV Food Products Company
Hy-Vee, Inc.
Imagination Farms, LLC
International Golden Foods, Inc.
John B. Martin & Sons Farms, Inc.
Justus Foods, Inc.
Kagome, Inc.
Kingston & Associates Marketing, LLC
Knouse Foods, Inc.
The Kroger Company
L & M Companies, Inc.
LGS Specialty Sales, Ltd.
Lindsay Olives/Bell Carter
Lipman Produce
Made In Nature, LLC
Mama Végas’s Salsa
Mariani Packing Company, Inc.
Market Fresh Produce, L.L.C.
Maverick Brands, LLC
McDonald’s Corporation
McEntire Produce
Meijer, Inc.
Michigan Celery Cooperative
Mott’s
National Raisin Company
Natuirpe Farms
New York Apple Association
Ocean Spray Cranberries, Inc.
Old World Enterprise Group, LLC
Oneonta Trading Corporation
Orbit Tomato Company, Inc.
Pacific Coast Producers
Pacific Tomato Growers
Pennsylvania Apple Marketing Program
Peri & Sons Farms, Inc.
POM Wonderful, L.L.C.
Produce Distribution Center, LLC
Progressive Produce
Publix Super Markets, Inc.
Rainier Fruit Company, Inc.
Reason’s (AWG)
River Ranch Fresh Foods, LLC
Roundy’s (TOPCO)
Rousseau Farming Co.
Ruiz Sales, Inc.
Safeway, Inc.
Sage Fruit
Salyer American Fresh Foods, Inc.
Sam’s Choice/Wal-Mart Stores, Inc.
Sbacco International
Scenic Fruit Co.
Schnuck Markets, Inc.
SealdSweet
Seneca Foods Corporation
Steinbeck Country Produce, Inc.
Stemilt Growers, Inc.
Stop & Shop
Sunkist Growers, Inc.
Sun-Maid Growers of California
SunSweeet Growers, Inc.
SuperValu/W. Newell & Company
Target
Tree Top, Inc.
Topco
Tropical Rica International
Tropicana Products, Inc.
Turbana Corporation
Ukrop’s Super Markets, Inc.
United Natural Brands
Vacaville Fruit Company
Wakefern
Weis Markets, Inc.
Welch’s
West Coast Vegetable Company, Inc.
Western Foods
White Rose Frozen Food, Inc.
Wholly Guacamole
Wm. Bolthouse Farms, Inc.
PBH continued its work with retailers and Supermarket Registered Dietitians in 2014 by providing marketing toolkits, social media posts, and fruit and vegetable selection and storage tips. PBH also maintains and updates a dedicated FTP site where supermarkets can go to leverage a variety of fruit and vegetable tools and information to help in their direct outreach to shoppers. Many retailers have the Fruits & Veggies—More Matters logo on private label packaging, in-store displays, weekly store circulars, and bags as a reminder to shoppers to eat more fruit and vegetables. At the end of 2014, PBH announced a joint partnership with the National Grocers Association (NGA) to reach and work with small chains and independent retailers.

PBH awarded over $32,000 in grants to support grocery store dietetics. Selected universities will use the funds to deliver grocery store tours by trained nutrition/dietetic students, enabling enhanced collaboration between supermarkets and university nutrition and dietetic programs.

Retail Matters, a PBH quarterly print and online publication, supports retailers’ marketing and education efforts focused on all forms of fruit and vegetables.
57% of the Top 75 Supermarket Banners and 75% of all stores, outside of the top 75, are licensees and helping
to spread the Fruits & Veggies—More Matters message to consumers.
PBH continued to supply educators and health professionals with updated and new fruit and vegetable resources and tools to help consumers incorporate more fruit and vegetables into daily meals and snacks. Much of this information is housed on PBHFoundation.org, a resource portal for educator, health professionals, and registered dietitians, with the balance being offered through the FruitsAndVeggiesMoreMatters.org website and opt-in e-communications.

PBH continued to offer education webinars on a variety of topics related to fruit and vegetables throughout 2014. Average attendance for each webinar is 190 since they debuted in 2012. PBH offered the following topical webinars in 2014.

- Food Safety Efforts in Produce Production
- Cans Get You Cooking!
- Taking a Fresh Look at Frozen
- The Power of the Pour
- Strawberries as a Functional Food: A Sweet Strategy for Health
- The Whole Truth About 100% Fruit Juice

All archived webinars are available for viewing and certification at PBHFoundation.org/pub_sec/webinars.

PBH published issues 2 and 3 of the Fruit & Veggie Connection magazine that summarizes relevant and important information related to fruit and vegetables. The topics covered in the 2014 magazines range from biotechnology, to phytochemicals, to seasonality.

The magazine is available to health professionals in both print and digital formats in May and October each year. Current and archived issues are located at PBHFoundation.org/pub_sec.

Lastly in 2014, a recipe book and an All Forms of Fruits and Vegetables activity book were added to the educators section of PBHFoundation.org. Both resources are available for download and distribution.
PBH conducts regular consumer surveys to identify psychosocial factors associated with fruit and vegetable consumption in an effort to monitor progress and inform industry, health influencers, and policy makers. PBH also monitors policies related to fruit and vegetables and every five years issues the State of the Plate, a study on America’s consumption of fruit and vegetables. The next report will be issued in March 2015. All PBH research is located on the PBHFoundation.org website.

PBH conducts an annual survey of moms with children 10 years of age and under to assess fruit and vegetable consumption, barriers to increased consumption, and awareness of the Fruits & Veggies—More Matters brand. Key findings over time indicate that moms continue to strongly believe in the benefits of fruits and vegetables and continue to be concerned that their families are not consuming enough of them. The 2008-2009 recession had a significant negative impact on moms’ attitude and behavior regarding fruits and vegetables. In addition, while the Internet remains the top preferred source of information regarding fruits and vegetables, family members were becoming more influential, while other sources were becoming less so.

Providing moms with practical information to increase their family’s consumption of fruits and vegetables, especially while on a budget, will help them follow through with their intentions. PBH’s consumer website, FruitsAndVeggiesMoreMatters.org, developed specifically with moms in mind, continues to be a growing, reliable source of information for this audience. Insight gleaned from the annual surveys, outlined in PBH’s Moms’ Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2007-2014 report, assist PBH in our continued effort to reach moms.
Primary shoppers, surveyed in 2012 and again in 2014, are the basis for PBH’s report, Primary Shoppers’ Attitudes and Beliefs Related to Fruit & Vegetable Consumption 2012 vs 2014.

Highlights from the report include:

**Shoppers Eat More**
Shoppers report eating more fruit and vegetables each day in 2014 than in 2012, though half of them believe they still eat too few.

**Consuming Fruit & Vegetables Can Be A Chore**
One in four primary shoppers thinks eating fruit and vegetables is a chore and don’t know how to prepare them.

**Favorability**
Despite the fact that shoppers recognize the health benefits of eating fruit and vegetables, virtually all forms of fruit and vegetables (fresh, frozen, canned, dried, and 100% juice) are viewed less favorably in 2014 than two years prior.

**Communications**
Primary shoppers report that TV news segments, supermarket flyers or newspaper ads, and signs on supermarket displays are the most effective ways to communicate with them when they are making a food decision.

**Income Differences**
Lower income households consume fewer fruit and vegetables than higher income households, yet they equally perceive that they consume enough.

**Motivated Purchases**
Two out of three shoppers are favorable toward the Fruits & Veggies—More Matters® national health campaign and brand and appreciate the message as a reminder to eat more fruit and vegetables.

To make it easy to identify relevant findings, PBH developed two separate infographics visually highlighting some of the key results of the 2014 annual mom survey report, and the 2014 primary shopper report respectively. PBH is pleased to recognize the sponsors of the Mom and Primary Shopper reports: Bayer CropScience, Del Monte Fresh Produce, Monsanto Vegetable Seeds, and Produce Marketing Association.
In support of its mission to increase the consumption of fruit and vegetables, PBH unveiled a marketing research grant program in 2014. The grant program offers up to $15,000 in grant funding for projects that address increasing fruit and vegetable sales and consumption within the realm of traditional marketing, social marketing, behavioral economics/psychology, or product placement and with a balance of rigor and relevance.

Two proposals were selected for funding. The first, *In-Store Meal Bundles to Increase Grocery Store Purchases of Fruit and Vegetables*, has been awarded to University of Wisconsin-Madison. The research will determine whether the use of meal bundling (fruit or vegetable with other meal ingredients) and offering the bundle for one stated price, will increase sales of fruit and vegetables. Prior research on product bundling has shown that consumers may prefer such options as they desire to reduce search costs and product interrelatedness. Product bundling has been noted in the marketing literature as a strategy with which to increase exposure for a more ‘vulnerable’ product. The authors will conduct a field experiment of consumers located in a food desert near Chicago, IL.

The other funded grant, *Manipulating the Sensory Variety of Fruit and Vegetables to Increase their Intake*, has been awarded to Harvard. Greater food variety has been shown to increase food consumption within the same meal and across different meals. This ‘variety effect’ is partially due to psychological mechanisms that reduce sensations of fullness and increase the desire to continue eating due to the activation of reward pathways. Most research on food variety and intake has focused on reducing variety to decrease intake of less healthful foods, but few studies have examined how increasing the variety of fruit and vegetables can promote healthful eating. This project should help inform fruit and vegetable marketing practices by revealing simple, economical techniques that enhance the desirability of fruit and vegetables and increase their consumption.

The annual PBH Supplement to *Produce Retailer* and *The Packer* provides an overview of PBH’s key initiatives and projects. It is produced and distributed, print and digitally, by *The Packer*. PBH extends our sincerest appreciation to *The Packer* for this in-kind support and contribution, and to the companies who placed advertisements in the supplement.
Role Models & Champions

To become a role model or champion, an organization has to consistently demonstrate a wide range of support for Fruits & Veggies—More Matters in a variety of categories such as:

- Placing the logo on packaging, products, in-store materials
- Including Fruits & Veggies—More Matters on promotions or promotional materials, in-store signs
- Using Fruits & Veggies—More Matters in advertising
- Using Fruits & Veggies—More Matters in public relations efforts
- Using Fruits & Veggies—More Matters in speaking engagements
- Placing copy or creating a page about Fruits & Veggies—More Matters on a consumer website
- Including a link on a website to FruitsAndVeggiesMoreMatters.org.

More information on the criteria and how to become a role model or champion can be found on the PBH Foundation website, PBHFoundation.org.

The following activities are criteria that define Public Health Role Models and Champions and their efforts to increase fruit and vegetable consumption within the education and public health community:

- Supports the overall mission of increasing fruit and vegetable consumption among Americans.
- Healthy lifestyle values are deeply rooted in the organization's culture.
- Demonstrates success of program goals.

PBH would like to recognize the following companies and organizations for their overwhelming support of Fruits & Veggies—More Matters and for achieving Role Model or Champion status in 2014.

Retail Role Models

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<thead>
<tr>
<th>5th Year Recipient</th>
<th>4th Year Recipient</th>
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<tr>
<td>Ahold</td>
<td>Meijer</td>
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<th>3rd Year Recipients</th>
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<td>Festival</td>
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<th>1st Year Recipients</th>
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<tr>
<td>Welcome to Chess Meijer</td>
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<td>Neiman’s</td>
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<td>Wakefern</td>
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Supplier Role Models

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<th>5th Year Recipients</th>
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<td>D’Vine Farm Fresh Foods</td>
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<td><strong>4TH YEAR Recipients</strong></td>
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<td>Mushrooms Nature’s Hidden Treasure</td>
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<td><strong>3RD YEAR Recipients</strong></td>
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<td>Genus Foodservice</td>
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<td>Wholly Guacamole</td>
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Supplier Champions

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<td>United Fresh</td>
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Public Health Role Models

- Chef in the Hood • Oregon WIC Program • Tennessee Department of Health • University of New Mexico Student Health & Counseling

Public Health Champion

- Phoenix VA Health Care System

School Foodservice Role Models

- Arlington Public Schools • Newman Elementary School

Supermarket RDs of the Year

<table>
<thead>
<tr>
<th>Ashley Cully</th>
<th>Janine Faber</th>
<th>Pat Hunter</th>
<th>Heather Shasa</th>
<th>Allison Kuhn</th>
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<td>Ravitz Family Markets, ShopRite</td>
<td>Meijer, Inc.</td>
<td>Hannaford Brothers</td>
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Ambassador Excellence Award Honorees

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<tr>
<th>Shirley Axe</th>
<th>Lindsay Ehlis</th>
<th>Brett Libke</th>
<th>Richard Ruiz</th>
<th>Brian Threlfall</th>
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<td>Ahold USA</td>
<td>Borton and Sons</td>
<td>The Oppenheimer Group</td>
<td>Ruiz Sales</td>
<td>Giorgio Fresh Mushrooms</td>
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PBH Ambassadors

A PBH Ambassador is an individual passionate about the PBH mission and Fruits & Veggies—More Matters message. An Ambassador actively shares his/her passion and personal testimonial about the importance of PBH, financially supports PBH, either personally or through their organization, and encourages and recruits others to provide annual, sponsorship or in-kind support to PBH.

PBH is pleased to recognize the following individuals as Ambassadors of PBH and extends our sincerest appreciation for their support throughout 2014.

Tracey Altman
Wholly Guacamole

Shirley Axe
Ahold USA

Cathy Barsotti
Barsotti Juice Company

Leah Brakke
Black Gold Farms, Inc.

Phillip Brooks
H. Brooks & Company

Karen Brux
Chilean Fresh Fruit Association

Katie Calligaro
Canned Food Alliance

Mark Campion
Taylor Farms

Gaines Chamberlain
Blanc Industries

Chris Christian
California Strawberry Commission

Charlie Eagle
Southern Specialties

Kaci Komstadius
Sage Fruit Company

Lindsay Ehlis
Borton Fruit

Angela Fraser
California Avocado Commission

John Freed
Syngenta Corporation

Chavanne Hanson
Nestle USA

Kaci Komstadius
Sage Fruit Co.

Brett Libke
The Oppenheimer Group

Antonia Mascari
Indianapolis Fruit Company

Matt Middleton
Ventura Foods

Kraig Naasz
American Frozen Food Institute

Howard Nager
Domex Superfresh Growers

Paul Palmby
Seneca Foods Corporation

Roger Pepperl
Stemilt Growers, Inc.

Sabrina Pokomandy
Red Sun Farms

Mac Riggan
Chelan Fresh Marketing

“From an organizational/professional standpoint, PBH is important to me and the CFA because it’s the one place we can have a seat at the table and really lock arms with other forms to promote the consumption of fruits and vegetables overall. Our mission is to increase consumption of canned foods overall; but we’ve really adopted the “all forms” message as a platform for how we tell our story. Personally, PBH has allowed me to make connections with industry professionals and even in some cases develop personal relationships. I look forward to the annual conference each year — it’s a place for us to learn and share, but also socialize about the latest trends, challenges and successes facing the industry.”

— Katie Calligaro
Canned Food Alliance

“Partnering with PBH/Fruits & Veggies—More Matters® provides an invaluable opportunity to ensure consumers are given the complete picture on how they can easily add more fruits and vegetables to their diets and to their children’s diets.”

— Kraig Naasz
American Frozen Food Institute
“My passion for produce extends from my professional to my personal life. As a member of the produce industry for more than 20 years, I’ve always been a passionate advocate for increased produce consumption. As a mother of two young children, I’m thrilled that my daughter was snacking on raw cauliflower when she was just two years old, and that my son runs to the fruit bowl as soon as he gets home from school to grab a healthy snack. I know that the way they’re eating now will help shape their relationship with food for the rest of their lives. That’s why the work of PBH is so important. If families are given the tools to eat fresh, healthy foods, they’ll be setting positive patterns for years to come, and living healthier, more robust lives. I feel privileged to partner with PBH as we work toward a healthier America, one step at a time.”
— Karen Brux
Chilean Fresh Fruit Association.

“I’m inspired by the industry’s dedication to increase produce consumption, while promoting health and nutrition to adults and especially to children. I’m honored to align myself with an organization such as PBH that shares in this dedication with their mission to lead the way to healthy eating.”
— Antonia Mascari
Indianapolis Fruit Company

PBH Ambassadors, cont.

**Richard Ruiz**
Ruiz Sales

**Allan Sabatier**
Del Monte Fresh Produce

**Xander Shapiro**
Del Monte Foods

**Rich Tavoletti**
Canned Food Alliance

**Lori Taylor**
The Produce Mom

**Brian Threlfall**
Giorgio Fresh Mushrooms

**Nichole Towell**
Duda Farm Fresh Foods, Inc.

**Peggy Walker**
Vance Publishing Corporation

**Suzanne Wolter**
Rainier Fruit Company, Inc.

**PBH Professional Ambassadors**

**Rebecca Dritt**
University of Cincinnati

**Lisa Lombardini**
Framingham State University

The following Ambassadors earned an Excellence award in 2014 for their outstanding individual efforts to support Produce for Better Health Foundation and the Fruits & Veggies—More Matters national health campaign.

**Gaines Chamberlain**
Blanc Industries

**Chavanne Hanson**
Nestle

**Brett Libke**
The Oppenheimer Group

**Nichole Towell**
Duda Farm Fresh Foods

**Peggy Walker**
Vance Publishing

Brett Libke, Kelly Malley (accepting on behalf of Chavanne Hansen), Gaines Chamberlain, Marty Ordman, PBH Chairman, and Peggy Walker
Our Donors & Sponsors

Includes organizations that make annual contributions and also provide support with sponsorships and dinner/auction reservations.
Does not include gifts to A Campaign for Children’s Health or gifts in-kind.

**President’s Club ($50,000+)
**
- Monsanto Vegetable Seeds
- Paramount Farms
- Produce Marketing Association
- Seneca Foods Corporation
- Stemilt Growers, Inc.
- Taylor Farms

**$30,000 - $49,999
**
- Campbell Soup Company
- Del Monte Fresh Produce N.A., Inc.
- Dole Food Company, Inc.
- Nestle USA
- Sun-Maid Growers of California
- Syngenta Corporation
- The Walt Disney Company

**$20,000 - $29,999
**
- Ahold USA
- Bayer Crop Science
- California Strawberry Commission
- Can Manufacturers Institute
- Chelan Fresh Marketing
- Giorgio Fresh Mushrooms
- Grimmway Farms
- Mastronardi Produce, Ltd.
- National Mango Board
- Naturipe Farms LLC
- Sunkist Growers, Inc.

**$10,000 - $19,999
**
- American Frozen Food Institute
- Ardagh Metal Packaging USA Inc.
- Black Gold Farms, Inc.
- Borton and Sons, Inc.
- California Avocado Commission
- California Cling Peach Board
- Canned Food Alliance
- Chilean Fresh Fruit Association
- Chiquita Brands International/Fresh Express
- Compass Group North America/Chartwells
- Del Monte Foods
- Dole Packaged Foods
- Domex Superfresh Growers
- Duda's Food Company
- Florida Fruit & Vegetable Association
- Four Seasons Produce, Inc.
- General Mills, Inc. (Green Giant & Progresso)
- Kellogg Company
- Lindsay
- McDonald's Corporation
- Melissa's Produce, Inc.
- Nickelodeon
- Ocean Spray Cranberries, Inc.
- Pacific Coast Producers
- Pear Bureau Northwest
- Produce Business Magazine
- Rainier Fruit Company, Inc.
- Red Sun Farms
- Robinson Fresh
- Siplan Containers
- The Morning Star Company
- The Oppenheimer Group
- U.S. Potato Board
- United Fresh Produce Association
- Vance Publishing Corporation
- Ventura Foods
- Welch's
- Western Growers
- YottaMark

**$5,000 - $9,999
**
- Amvac Chemical Corporation
- Avocados from Mexico
- Ball Corporation
- Castellini Company
- CoBank ACB
- Family Tree Farms Marketing, LLC
- Florida Department of Citrus
- Juice Products Association
- Mariani Nut Company
- Mission Produce, Inc.
- National Watermelon Promotion Board
- Okanagan Specialty Fruits
- Pace International, LLC
- Sysco Corporation
- Vision Produce Company
- Wholly Guacamole

**$2,500 - $4,999
**
- Affiliated Foods, Inc., Texas
- Blanc Industries
- Bushwich Commission Company, Inc.
- California Fresh Carrot Advisory Board
- California Table Grape Commission
- Colorado Potato Administrative Committee
- Egg Nutrition Center
- Enza Zaden North America, Inc.
- Fresh Produce & Floral Council
- Giant Eagle, Inc.
- Hannaford Bros. Co., LLC
- Heartland Produce
- Hy-Vee, Inc.
- Idaho Potato Commission
- IFCO Systems NA, Inc.
- Manfredi Cold Storage
- Nonpareil Corporation
- Norpacs, Inc.
- Potandon Produce, L.L.C.
- Publix Super Markets, Inc.
- Red Gold, Inc.
- Roundy's Supermarkets, Inc.
- Ruiz Sales, Inc.
- Sage Fruit Co LLC
- Save Mart Supermarkets
- Subway Franchise World Headquarters
- Sunview Marketing International
- The United States Sweet Potato Council, Inc.
- Torrey Farms, Inc.
- U.S. Apple Association
- U.S. Highbush Blueberry Council
- Valley Fig Growers
- Vidalia Onion Committee
- Wakefern Food Corporation
- Walter P. Rawl & Sons, Inc.
- Wild Blueberry Association of North America
- Yakima Fresh L.L.C.
Our Donors, cont.

$1,500 - $2,499
AJ Trucco, Inc.
Abbott & Cobb
Agroamerica Fruit Company
Agrow Fresh Produce Company, Inc.
Albert’s Organics/UNFI
Alsum Farms & Produce, Inc.
AmeriFresh, Inc.
Amigo Farms, Inc.
Andrews Brothers, Inc.
Apache Produce Imports LLC
Apio, Inc.
Associated Wholesale Grocers, Inc.
B & B Produce, Inc.
B & C Fresh Sales, Inc.
B & W Quality Growers
Banacol Marketing Corporation
Bard Valley Medjool Date Growers Association
Bare Snacks
Barsotti Family Juice Company, Inc.
Bejo Seeds, Inc.
BelleHarvest Sales, Inc.
Ben Litowich & Son, Inc.
Big Chuy Distributors & Sons
Big Y Foods, Inc.
Bi-Lo, Inc.
Bioplanet Corp.
Blue Marble Brands
Boggiatto Produce, Inc.
Boskovich Farms, Inc.
Bozzuto’s, Inc.
Brennan’s Market
Bush Brothers & Company
Caito Foods Service, Inc.
Calavo Growers, Inc.
California Canning Peach Association
California Date Administrative Committee
California Dried Plum Board
California Leafy Greens Marketing Agreement
Cal-Ore Produce, Inc.
Capital City Fruit Company, Inc.
CHEP USA
Chesnut Hill Farms
Coast Produce Company
Coast To Coast Produce, L.L.C.
Columbia Marketing International
Country Fresh Mushrooms
Crispy Green
Crosset Company
Crunch Pak, L.L.C.
Crunchies Food Company
D’Arrigo Brothers Company of California
Dave’s Specialty Imports, Inc.
Deardorff Family Farms
Delicious Foods
DiMare Fresh, Inc.
Eagle Eye Produce
E.C. Bloxom Company
Festival Foods
Fresh Produce Association of the Americas
General Produce Company, Ltd.
General Produce, Inc.
Georgia Fruit & Vegetable Growers Association
Gills Onions, LLC
Gold Coast Packing, Inc.
Golden Sun Marketing
Grant J. Hunt Company
Great Lakes International Trading, Inc.
Greene River Marketing, Inc.
GreenGate Fresh, LLLP
Grupo Vegetales el Rey L.L.C.
H. Brooks & Company
HMC Farms
Houweling’s Tomatoes
HPC Foods, Ltd.
Hungenberg Produce, Inc.
Hunts Point Terminal Produce Co-op Association, Inc.
Idaho-Eastern Oregon Onion Committee
Indianapolis Fruit Company, Inc.
International Golden Foods, Inc.
J & J Distributing Company
Jasmine Vineyards, Inc.
John B. Martin & Sons Farms, Inc.
John Vena, Inc.
Keyes Fibre Corporation
Kingdom Fresh Produce, Inc.
Kingston Fresh
Knouse Foods, Inc.
K-VA-T Food Stores, Inc.
L & M Companies, Inc.
Lakeshore Foods Corporation
LGS Specialty Sales, Ltd.
Liberty Fruit Company
Little Farm Frozen Foods, Inc.
Live Oak Farms
M. Caratan, Inc. DBA Columbine Vineyards
Mariani Packing Company, Inc.
Market Fresh Produce, L.L.C.
Mars Super Markets, Inc.
Marsh Supermarkets, L.L.C.
Martori Farms
Matthews Ridgeview Farms
McEntire Produce, Inc.
Meijer, Inc.
Michigan Celery Promotion Cooperative, Inc.
Miner’s Inc.
Monterey Mushrooms, Inc.
Morita Produce Company & Nuthouse
Mucci International Marketing Inc.
Mushroom Council
National Produce Consultants, Inc.
National Raisin Company
NatureSeal, Inc.
NatureSweet, Ltd.
New England Produce Council
New York Apple Association, Inc.
New York Apple Sales, Inc.
NewStar Fresh Foods | organicgirl
North Bay Produce, Inc.
Oneonta Starr Ranch Growers
Orbit Tomato Company, Inc.
Pennsylvania Apple Marketing Program
Peter Condak'es Company, Inc.
Phillips Mushroom Farms
Porpiglia Farms, Inc.
Price Chopper Supermarkets
Produce Packaging, Inc.
Progressive Produce Corporation
Pro-Health - Simply Smarter
Pure Fresh, LLC
Ready Pac Foods, Inc.
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Gifts In-Kind

January 1, 2014 through January 7, 2015
(Includes organizations that provide gifts in-kind)

$275,000 and above
The Packer

$40,000 and above
Blue Book Services, Inc.
Produce Business Magazine
Produce Marketing Association

$10,000 - $39,999
Microsoft*

$5,000 - $9,999
Welch’s
WiseGuys InterACTIVE

$1,000 - $4,999
American Seed Trade Association
Canadian Produce Marketing Association
Fresh Produce & Floral Council
Southeast Produce Council
United Fresh Produce Association
Western Growers

Up to $999
Georgia Fruit & Vegetable Growers Association
New England Produce Council
Produce for Better Health Foundation ended 2014 in a strong financial position. In 2014, catalog sales of educational materials were discontinued due to continued budget decreases for our customers at the federal and state levels. Closing of the catalog resulted in $225,000 less income, but continued strength in sponsorships, membership revenue, and investment earnings, coupled with a reduction in expenses, resulted in a modest operating deficit of $26,000 for the year. As a result, the Foundation's balance sheet remains strong with total assets in excess of $5.1 million and total liabilities of less than $400,000. The remaining Unrestricted Net Asset reserves of over $4.7 million will help ensure the stability of the Foundation for the future.
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