Produce for Better Health Foundation is a non-profit 501(c)(3) consumer education foundation headquartered in Scottsdale, Arizona. Its mission is to increase the consumption of fruit and vegetables because simply, it matters for better health. Together we can unite to increase consumption.

In 2015, noteworthy results were achieved through our consumer site and social media platforms, print and digital media impressions, new supporters, and research. An average of 350,000 monthly visits to the FruitsAndVeggiesMoreMatters.org consumer website was achieved in 2015, an increase of 18% from 2014. The significant growth over the last few years for total media impressions, inclusive of social media, continued in 2015: 43.7 billion, representing a 34% increase over 2014. The social media outlets for Fruits & Veggies—More Matters generated significant impressions in 2015: 33.4 million, resulting in PBH’s continued expansion of the number of consumers reached.

The support from the fruit and vegetable industry and public health community of PBH’s mission continues to help serve as the basis for helping to translate consumer awareness of Fruits & Veggies—More Matters into action, and for continuing to understand consumer behavior related to the purchase and consumption and of fruit and vegetables. PBH hosted three events in 2015 for supermarket dietitians. These included the National Grocers Association Annual Conference and Expo, our own Annual Conference: The Consumer Connection, and PBH’s Supermarket RD program at Fresh Summit. In 2015, PBH continued to provide leadership and principled advocacy for the increase of fruit and vegetable sales and consumption to support a healthier America by writing and distributing several research reports. You can read more about these reports and the other PBH accomplishments throughout this 2015 annual report.

For nearly 25 years, PBH has worked diligently to lead Americans to eat more fruits and vegetables because simply, it matters for better health. Together we can continue to increase the consumption of fruit and vegetables in all forms, thereby resulting in a healthier nation! We sincerely thank you for your ongoing and generous support — We Are PBH!
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Monsanto Company
Produce Marketing Association
Seneca Foods Corporation
Stemilt Growers, Inc.
Taylor Farms
The Wonderful Company
Reaching Moms & Families Through the Internet, Media, and Social Media

Liking, tweeting, sharing, posting, blogging and updating — everyday PBH reaches consumers through multiple social media channels, smartphones and websites. Resources including toolkits, recipes and sample social media posts are also provided to the members of the fruit and vegetable industry and public health communities, donors, and supporters to make connecting with consumers as easy as copy, post, share.

FruitsAndVeggiesMoreMatters.org, For consumers
PBHFoundation.org, For public and private sectors, and consumer influencers
Fruitsandveggiesmorematters, Facebook channel
Fruits_Veggies, Twitter channel
Fvmorematters, Pinterest channel
Fruitsandveggiesmorematters, Instagram channel

PBH generated 43.7 billion total media impressions in 2015 as a result of our integrated consumer outreach strategy. This included a focus on sharing information from all areas of FruitsAndVeggiesMoreMatters.org on our social media channels and opt-in e-communications, allowing consumers to receive and review the information when and how most convenient for them. The average monthly visits to the site in 2015 was 350,000, a record-breaking year! The first half of 2015 resulted in the highest monthly average visits ever (397,000/month) to our consumer site, FruitsAndVeggiesMoreMatters.org, and was 47% higher than the first half of 2014. The site was also reformatted to be responsive to different screen sizes on various mobile devices such as cell phones and tablets. Mobile users can see and access the same information and popular features as Internet site visitors, but in a view applicable for the screen size of their mobile device.

For consumers FruitsAndVeggiesMoreMatters.org, For consumers PBHFoundation.org, For public and private sectors, and consumer influencers Fruitsandveggiesmorematters, Facebook channel Fruits_Veggies, Twitter channel Fvmorematters, Pinterest channel Fruitsandveggiesmorematters, Instagram channel

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A Chef Column, The Everyday Chef: Fruit & Veggie Culinary Creations, complete with blogs, recipes, and tips, was added to the site mid-year. The new column hosted by two chefs, Alex Caspero, RD and Andrew Dole, RDN, offers sound advice and tips to help consumers eat more fruits and vegetables. PBH added the new section based on feedback from site visitors, our annual consumer survey, and input from the annual strategic and business planning process. Alex Caspero is a registered dietitian, yoga instructor and vegetable lover. Andrew Dole is a 15-year culinary veteran, registered dietitian, culinary instructor and nutrition entrepreneur. PBH held a 1-hour Q&A Twitter session with Alex Caspero in August 2015 as a new way to engage consumers. Participants submitted questions related to selecting, preparing or storing fruit and vegetables throughout the hour using #FruitsVeggiesChef and received an immediate response from Alex. She also shared her own tips. Overall the session was successful for PBH and future hosted sessions are likely.

The PBHFoundation.org website functions as an information portal for individuals and organizations working directly with consumers to teach them about the health benefits of eating a variety of fruits and vegetables in daily meals and snacks. 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;
- Fruit & Veggie Connection, a bi-annual magazine, and resource guides for dietitians and other members of the public health community;
- Monthly social media posts that can be used as is or customized; and
- Several new recipes and related educational sheets.
**Produce for Better Health Foundation**

### Twitter Followers

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<tr>
<td>2015</td>
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### Klout Score

PBH's Klout score at the end of 2015 was 74 (out of a possible 100). An average Klout score is 40. A score over 70 represents the top 5% of all users on social media. PBH's Klout score has fluctuated between 74 and 80 since early 2014 when tracking began.

### Facebook

The social media outlets for Fruits & Veggies—More Matters and monthly Twitter parties continued to grow throughout 2015 generating 33 million consumer impressions. Facebook likes for the Fruits & Veggies—More Matters page, 719,000, not only surpassed goal for 2015, but reached, and surpassed, a milestone of acquiring 500,000 likes! Several new memes were added to the Facebook page, proving popular with page followers. These included simple and easy-to-make recipes and commonly known fruits and vegetables showing selection and storage information. Overall the memes performed very well with an average of 1,363 likes and 534 shares per meme.

### Twitter

The monthly Twitter parties, hosted by PBH on the first Wednesday at 4pm est, continued to be a main feature of our Twitter account in 2015 to expand the reach and exposure for Fruits & Veggies—More Matters. Additionally, PBH co-hosted secondary parties with donors and sponsors as a way to increase awareness of their fruit or vegetable offerings and to celebrate a special fruit or vegetable month, including 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 19 parties PBH hosted and co-hosted in 2015, the hashtag for 7 parties trended.

### Pinterest and Instagram

Instagram significantly grew in popularity in 2015, particularly with individuals aged 18-35. This age range represents our primary audience of Moms with children under the age of 10 and is likely a significant factor in the strong growth of our account in 2015. Instagram is also a ‘quick and easy’ social media channel allowing the user to view many photos and images in a very short amount of time. Pinterest is also a channel based on photos and images, but a user has to spend more time looking for image boards matching their interests. In today’s fast-paced world, the difference in time delivery between Instagram and Pinterest is a likely factor in the slower growth of our Pinterest account and the faster growth of our Instagram account. It is also an example of how quickly the world of social media changes. While Pinterest was wildly popular 12-18 months ago, the popularity has since slowed, while the popularity of Instagram has grown.

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PBH's Klout score at the end of 2015 was 74 (out of a possible 100). An average Klout score is 40. A score over 70 represents the top 5% of all users on social media. PBH's Klout score has fluctuated between 74 and 80 since early 2014 when tracking began.
More and more, retailers and consumers alike are finding the value in supermarket dietitians. Shoppers often turn to these professionals for suggestions on healthy menu planning, ideas for recipes, and help in managing a disease, such as high blood pressure or diabetes, through good food choices. PBH has worked directly with supermarket dietitians for the last several years by providing materials and resources such as: webinars, Fruit & Veggie Connection magazine, an information portal, direct interaction with companies within the fruit and vegetable industry, and ongoing knowledge through three education and networking programs. PBH’s understanding of consumers, combined with our strong relationship with supermarket dietitians, ideally positions PBH to unite members of the fruit and vegetable industry with these professionals.

PBH hosted a small group of dietitians at the 2015 National Grocers Association (NGA) Expo in Las Vegas, Nevada. The inaugural program included: complimentary attendance at all NGA sessions and workshops, networking dinners, as well as time spent on the expo floor, which included visiting the booths of PBH donors and supporters. PBH also moderated a session focused on why dietitians are good for supermarkets.

PBH hosted 22 supermarket dietitians, representing over 9,200 stores nationwide, for its 4th annual Supermarket Dietitians at Fresh Summit Program in Atlanta, Georgia. The four-day program featured several education sessions, a culinary demonstration, various networking occasions, and a supermarket store tour. Additionally, the dietitians were given dedicated time on the expo floor allowing them to learn more about specific fruits and vegetables and the challenges and opportunities growers, shippers, and marketers are facing today.

To continue our longstanding history of identifying and honoring the hard work of industry members, apart from their company, who have gone ‘above and beyond’ in their support of the foundation’s mission, PBH was pleased to announce the 2014 Supermarket Dietitians of the Year. The award recognizes the top supermarket registered dietitians and/or health and wellness staff for their support of Fruits & Veggies—More Matters and of the collective goal of the increasing the sale and consumption of fruit and vegetables.

A cornerstone of PBH’s annual conference is the attendance of supermarket dietitians. The noteworthy 3-day conference is full of high-energy sessions, 1:1 business meetings, up-to-date research and a variety of interactive events. PBH hosted dietitians from 27 different supermarkets, many of whom were first-time attendees, at the 2015 PBH Annual Conference: The Consumer Connection in March. The dietitians participated in local field tours, various educational sessions, and Business Exchange Roundtables. The roundtables enabled the dietitians to meet with various growers, shippers, processors and marketers of fruits and vegetables to learn more about their products to share with consumers.

The 2014 Supermarket Dietitians of the Year honorees were recognized during a special Awards Luncheon at PBH’s 2015 Annual Conference. Pictured from left to right, Pat Hunter, Hannaford Brothers, Janine Faber, Meijer, Inc., Allison Kuhn, The Kroger Company, Ashley Cully, Ravitz Family Markets, and Heather Shasa, ShopRite of Little Falls.
Moms know the Fruits & Veggies—More Matters logo! Total definite awareness of the campaign grew from 11% in 2007 to 27% in 2015. Most have become familiar and aware of the logo through supermarkets and food packages. When seeing the logo on packaging, 49% of surveyed moms self-reported in 2013 that they are likely to purchase that product, up from 39% in 2009 when this question was first asked. The logo was placed on packaging, flyers, fact sheets, and even trucks by licensed organizations within the fruit and vegetable supply chain throughout 2015.
Reaching Moms & Families Through Supermarkets

PBH has awarded over $82,500 in grants to support grocery store dietetics since the inception of the program in spring 2014. Selected universities work with supermarkets within their local area and use the funds to deliver grocery store tours by trained nutrition/dietetic students, enabling enhanced collaboration between supermarkets and university nutrition and dietetic programs.

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 be a go-to-resource for supermarkets throughout 2015 by offering a variety of resources for use in their consumer outreach and education initiatives. Customizable marketing toolkits, sample social media posts, informational one-sheeters featuring real food plates (where half is fruit and vegetables), and an information portal featuring information on a variety of fruit and vegetable topics are all examples. Supermarkets continued to be one of the top ways in which shoppers become familiar with the Fruits & Veggies—More Matters logo, many retailers featured the logo on approved private label packaging, bags, and even on trucks!

Grocery store tours hosted by University dietetics programs and funded through PBH grants. Clockwise from the upper left: Illinois State University, Oakwood University, University of Central Arkansas, Texas State University

PBH 2015 Store Tour Grant Recipients

Spring 2015

Appalachian State University
Benedictine University
Indiana University of Pennsylvania
Illinois State University
Oakwood University
Texas State University
University of Central Arkansas
University of Texas

Fall 2015

Drexel University
Lenoir-Rhyne University
Morrison/Chartwells
North Dakota State University
University of Central Oklahoma
University of Cincinnati
University of Illinois at Chicago
University of North Florida
University of Pittsburgh
University of Southern Mississippi

Retail Matters, a PBH quarterly print and online publication is filled with tips, research and other usable information retailers can utilize in their marketing and communication efforts.
In 2005, the National Fruit & Vegetable Alliance (NFVA) — led by PBH and the Centers for Disease Control and Prevention (CDC) — developed a National Action Plan, providing a new and comprehensive approach for improved public health through increased fruit and vegetable consumption. Ten years later, the Alliance has released a second Report Card to evaluate progress made by schools, restaurants, supermarkets, and federal and state governments in its 2015 National Action Plan (NAP). Similar to the first Report Card released in 2010, the 2015 NAP Report Card utilizing survey data finds that the average American’s fruit and vegetable consumption remains far below recommended levels, with a 5% decline during the past five years. The decline is largely driven by a decrease in 100% juice consumption, especially at breakfast, and a decline in the dinner side dish for vegetables. There were differences in consumption by age, with positive increases in fruit consumption among all food marketing.

In addition to providing updated information on fruit and vegetables to health professionals, PBH led the update of the 2015 National Action Plan Report Card. The report card released in the fall of 2015 evaluates critical policies and programs impacting our food choices and their contributions to our nation’s health over the past ten years. Overall, the positive impact has been minimal despite proven scientific data continuously showing that a diet high in fruits and vegetables helps maintain a healthy weight and reduces the risk of several serious, chronic diseases that are the leading causes of death.

Restaurants and cafeterias received a ‘B’ for providing greater availability and variety in fruit and vegetable choices on menus. Supermarkets and fruit and vegetable suppliers received a ‘C’ grade for some progress over the past five years at making fruits and vegetables more accessible and convenient. A ‘D’ grade was given on the alignment of agricultural policy and research with nutrition policy. Last, a failing grade was once again assigned to the food marketing category given its continued low level of fruit and vegetable marketing (<1%) relative to all food marketing.

The overall objectives of the NAP remain the same and include a set of forward looking strategies that, when taken together, would begin to close the gap that exists between actual and recommended fruit and vegetable consumption in this country. The objectives include:

- Increasing the accessibility and desirability of all forms of fruits and vegetables by making them tasty, attractive, convenient, affordable, plentiful, and easily available at all eating and snacking occasions;
- Offering practical strategies to help increase an individuals’ ability to obtain and prepare meals and snacks rich in fruits and vegetables; and
- Changing Americans’ attitudes and habits about including fruits and vegetables at every eating occasion.

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Another source of fruit and vegetable information, provided in 2015, was PBH’s ongoing webinar series. The webinars focus on a variety of topics ranging from bio-technology to pesticides to research on individual commodities. PBH offered two webinars in 2015: Understanding Food Risks and 2015 State of the Plate, An Overview of Fruit & Vegetable Consumption Trends. On average, 208 professionals attend each webinar.
Learning About Moms & Families Through Research

PBH released several new reports in 2015 focused on current fruit and vegetable consumption trends, the existing financial gap relative to addressing public health, and a comparison of Dads and Moms attitudes about fruit and vegetables. These reports, along with all PBH research, are located on PBHFoundation.org and available for free download at Gumroad.com/pbh.

State of the Plate
The first report was PBH’s State of the Plate Report, a Study on America’s Consumption of Fruit & Vegetables. Every five years, PBH commissions this consumer research through The NPD Group using its National Eating Trends database. For the year ending May 2014, this report examines current consumption of fruit and vegetables in the United States, including consumption levels by age, gender, life cycle, health segmentation, meal occasion, and form. The report provides the fruit and vegetable industry, health professionals, and consumer intermediary groups with:

- The latest fruit and vegetable consumption trends,
- Updated information on varying demographics of fruit and vegetable consumers,
- An overview of consumption levels by lifecycle and eater segment,
- Projected growth of fruit and vegetable consumption for the next 5 years; and
- Recommendations about what can be done to make the information in the report actionable.

Fruit and Vegetable Consumption Trends
Annual per capita fruit and vegetable eating occasions (as opposed to cups) have declined 7% over the past 5 years, primarily driven by decreased consumption of vegetables (-7%) and fruit juice (-14%). The overall fruit and vegetable consumption losses are tied to two significant behaviors: a decline in the dinner side dish for vegetables driven by the desire to simplify meals (including side dish salads which also reduces the use of other salad related vegetables such as tomatoes and cucumbers), and reduced consumption of fruit juice at breakfast. Despite these losses, however, fruit and vegetables are still a cornerstone of the American diet; vegetables are 4 of the top 5 side dishes at the in-home dinner meal and fruit is second only to candy as a snack.

Shifting Demographics of Fruit & Vegetable Consumers
When looking at age demographics, younger consumers are eating more fruit compared to 2009. Among children ages 2-17, there is a 17% increase in fruit consumption, excluding juice. Overall vegetable consumption is down, but store fresh vegetables have grown among children (10%) and young adults over the past 5 years. While adults ages 50 and older consume the most fruit and vegetables, this group’s double digit decline was a significant factor in the overall decline of fruit and vegetable consumption since 2009. A negative generational effect is occurring among these older consumers, which means that 50+ year olds today are consuming fruit and vegetables less often than their counterparts ten years ago. Conversely, a positive generational effect is occurring in those under age 40, meaning they are consuming more fruit and vegetables than their counterparts a decade ago.

Consumption Levels by Lifecycle & Eater Segment
Fruit and vegetable consumption data can be further analyzed to identify if singles, seniors or working women households are eating more or less compared to other lifecycle groups. Working Women and Traditional Family households are consuming more fruit, but less fruit juice and vegetables, per capita over time. Only 13% of the population are Seniors, yet these households represent 17% of all vegetables consumed and 18% of all fruit consumed, excluding fruit juice. Singles represent more of the population than Seniors, but account for the smallest share of consumption of vegetables or fruit.

NPD also grouped the population into 5 segments based on varying attitudes. The three consumer segments focused on health account for 60-70% of fruit and vegetable eating, yet only represent half of the total population. All three of these segments, however, have shown the most decline in fruit and vegetable eatings over the last 5 years. This is especially disturbing given that people presumably focused either on leading a healthy lifestyle or a health condition appear to be thinking less about fruit or vegetable consumption when it comes to their overall health.

Generational Effect for Total Fruit & Total Vegetables, 2003-2013

Some age and life cycle groups are consuming MORE fruit.

Shifting Demographics of Fruit and Vegetable Consumers
Lessons have been driven by declines among adults ages 45 and older who are the highest fruit and vegetable consumers.

Working Woman Households and Traditional Families with kids in the home
- 3 times the population of adults ages 18-44

Adults ages 18-44
Decline in vegetables per capita growth, resulting in flat per capita consumption.

Remember, fruit and vegetables prepared at home are a significant opportunity to grow fruit and vegetable sales, especially fast food outlets since they are 79% of all restaurant occasions.

Projected Growth of Fruit & Vegetable Consumption

Considering the aforementioned generational effect, changing life stages, and other factors, consumption of total fruit and total vegetables are expected to grow roughly 4% respectively in the next 5 years, or roughly the same rate as population growth, resulting in relatively flat per capita consumption. Looking at fruit and vegetables subsets, however, there is an expected 9% growth in fruit (excluding juice) and an 8% growth in fresh vegetables expected in the next 5 years. Per capita consumption would be 5% and 4%, respectively.

Recommendations to Increase Fruit & Vegetable Consumption

Fruit and vegetable marketers should seize the opportunity to partner with companies who prepare and sell the core food groups most often associated with fruit and vegetables such as beef and poultry protein entrees, salads, and Italian dishes. Yogurt, pizza, poultry sandwiches and Mexican food items are also among the fastest growing food items and complement fruit and vegetables nicely. The health benefits of consuming a variety of fruit and vegetables, varied tastes and textures, and ease of preparation should continue to be emphasized with older consumers as they continue to focus on their overall health and well-being, and their desire to simplify meals. A final recommendation is to focus on the affordable cost of fruit and vegetables. Since most fruit and vegetables are consumed in the home, it is important to inform consumers that the price of a home prepared meal is one-third the cost of the average meal way from home. Encourage price sensitive consumers to eat more meals at home by showcasing how the purchase of ready-made meals, and other convenience items from the supermarket, are less expensive than eating out. Finally, since fast food outlets account for 79% of all restaurant eating occasions, the addition of fruits and vegetables to their menus is a significant opportunity to grow fruit and vegetable consumption.

Gap Analysis

The second report released by PBH in 2015 was, 2015 Gap Analysis, The Fruit and Vegetable Consumption Challenge: How Federal Spending Falls Short of Addressing Public Health Needs. It was designed to assess the extent to which federal policy makers, through their spending decisions, have made fruits and vegetables a national public health priority. The report's two primary goals are: 1) Illuminate the national stake in greater fruit and vegetable consumption; and 2) Quantify the extent to which spending by the U.S. Department of Agriculture (USDA) and the U.S. Department of Health and Human Services (HHS) reflects food consumption recommendations of the Dietary Guidelines for Americans, 2010 and the public health risks associated with inadequate consumption of fruits and vegetables. To accomplish those goals, the report provides estimates of:

- The gap between actual and recommended fruit and vegetable consumption;
- The nationwide health risks and economic costs due to the consumption gap;
- The extent to which USDA spending related to fruits and vegetables reflects the importance of fruits and vegetables in the 2010 Dietary Guidelines;
- The degree to which USDA spending on nutrition education addresses the fruit and vegetable consumption gap;
- The extent to which spending by HHS agencies, the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC), reflects health risks attributable to inadequate consumption of fruits and vegetables; and
- The size of the federal fruit and vegetable spending gap.

The main findings of the report demonstrate:

- The fruit and vegetable consumption gap is large, chronic and growing: Dietary Guidelines’ recommendations continue to greatly exceed per capita intake;
- The public health risks due to the fruit and vegetable consumption gap are substantial and avoidable;
- Economic costs to the nation due to the fruit and vegetable consumption gap are very large and increasing;
- USDA spending contradicts the priority of fruits and vegetables in the dietary guidelines. Lower-priority foods like meat dominated USDA spending, with six times its share, while USDA spending on fruits and vegetables was only about one-third their share; and
- USDA spending for nutrition education remains far short of levels needed to encourage substantial increases in fruit and vegetable consumption.

Fruits and vegetables are also a low spending priority for NIH and CDC reflecting health risks attributable to inadequate consumption of fruits and vegetables; the gap between actual and recommended fruit and vegetable consumption; the importance of fruits and vegetables in the 2010 Dietary Guidelines’ recommendations continues to greatly exceed per capita intake; the public health risks due to the fruit and vegetable consumption gap are substantial and avoidable; economic costs to the nation due to the fruit and vegetable consumption gap are very large and increasing; USDA spending contradicts the priority of fruits and vegetables in the dietary guidelines. Lower-priority foods like meat dominated USDA spending, with six times its share, while USDA spending on fruits and vegetables was only about one-third their share; and USDA spending for nutrition education remains far short of levels needed to encourage substantial increases in fruit and vegetable consumption.
The federal fruit and vegetable spending gaps dwarf actual spending, but equal only a small percentage of USDA and HHS budgets.

Since the overall federal fruit and vegetable spending gap dwarfs recent federal outlays for fruits and vegetables, a substantial shift in priorities would be needed to reverse these spending patterns, especially for USDA, which accounts for the bulk of the federal fruit and vegetable spending gap. In fact, depending on the source of increased funds for fruits and vegetables, federal fruit and vegetable spending would have to more than triple or quadruple to close the spending gap. If Congress and Administration officials were willing to adopt more public-health oriented spending priorities, those gap-closing expenditures would be within reach since they represent only small percentages of recent USDA, NIH and CDC budgets.

**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; and
- Including a link on a website to FruitsAndVeggiesMoreMatters.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;
- Implements National Action Plan strategy(ies); and
- 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 2015:

**Retail Role Models**

- Meijer
- Homeland
- Festival
- Hannaford

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

<table>
<thead>
<tr>
<th>8th YEAR Recipient</th>
<th>7th YEAR Recipient</th>
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<tbody>
<tr>
<td>Matt Middleton, Ventura Foods</td>
<td>Sabrina Pokomandy, Red Sun Farms</td>
</tr>
<tr>
<td>Brian Threlfall, Giorgio Fresh Mushrooms</td>
<td>Mac Riggan, Chelan Fresh</td>
</tr>
<tr>
<td>Allan Sabatier, Del Monte Fresh Produce</td>
<td>Joanne Heidkamp, Hannaford Brothers</td>
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<th>6th YEAR Recipients</th>
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<td>Elizabeth Hall, K-VA-T Food Stores, Inc.</td>
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<td>Lauren Lindsey, Skagrin’s Festival Foods</td>
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<td>Marion County Public Health Department</td>
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<td>The Health District of Northern Larimer County</td>
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### Retail Champions

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<th>3rd YEAR Recipient</th>
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<td>Ahold</td>
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<th>1st YEAR Recipients</th>
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<td>Ambassador Excellence Award Honorees</td>
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<tr>
<td>Matt Middleton, Ventura Foods</td>
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</table>
Ambassadors of PBH and extends our sincerest appreciation for their support throughout 2015.

**Tracey Altman**
Wholly Guacamole

**Shirley Axe**
Ahold USA

**Kathy Barsotti**
Barsotti Juice Company

**Leah Brakke**
Black Gold Farms, Inc.

**Phillip Brooks**
H. Brooks & Company

**Karen Brex**
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

**Lindsey Ehlers**
Borton & Sons

**Angela Fraser**
California Avocado Commission

**John Freed**
Syngenta Corporation

**Kathryn Grandy**
Chelan Fresh Marketing

**Brett Libre**
The Oppenheimer Group

**Antonia Mascari**
Indianapolis Fruit Company

**Matt Middleton**
Ventura Foods

**Howard Nager**
Dolex Superfresh Growers

**Paul Palmby**
Seneca Foods Corporation

**Roger Pepperl**
Stemilt Growers, Inc.

**Sarkina Pokomandy**
Red Sun Farms

**Mac Riggan**
Chelan Fresh Marketing

**Richard Ruiz**
Ruiz Sales

**Allan Sarabier**
Del Monte Fresh Produce

**Brianna Shailes**
Stemilt Growers, Inc.

**Xander Shapiro**
Del Monte Foods

**Rich Tavolletti**
Canned Food Alliance

**Lori Taylor**
The Produce Mom

**Brian Threlfall**
Giorgio Fresh Mushrooms

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

**Suzanne Wolter**
Fresh Fit Solutions

**President’s Club ($50,000+)**
- Monsanto Company
- Produce Marketing Association
- Seneca Foods Corporation
- Stemilt Growers Corporation
- Taylor Farms
- The Wonderful Company

**$30,000 - $49,999**
- Campbell Soup Company
- Sun-Maid Growers of California
- Syngenta Corporation
- Green Giant - Frozen and Canned Foods

**$20,000 - $29,999**
- Ahold USA
- Bayer CropScience
- Chelan Fresh Marketing
- Del Monte Fresh Produce N.A., Inc.
- Dole Food Company, Inc.
- Naturipe Farms LLC
- Pear Bureau Northwest
- Red Sun Farms
- Sunkist Growers, Inc.

**$10,000 - $19,999**
- American Frozen Food Institute
- Benton & Sons
- Braga Fresh Family Farms
- California Avocado Commission
- California Cling Peach Board
- California Strawberry Commission
- Can Manufacturers Institute
- Canned Food Alliance
- Compass Group North America
- Del Monte Foods
- Dole Packaged Foods, LLC
- Dolex Superfresh Growers
- Driscoll’s
- Duda Farm Fresh Foods, Inc.
- Earthbound Farm
- Florida Fruit & Vegetable Association
- Giorgio Fresh Mushrooms
- Green Giant - Frozen and Canned Foods
- Grimmway Farms
- Luvo Inc.
- Mastronardi Produce, Ltd.
- Melissa’s/World Variety Produce, Inc.
- Nestlé USA
- Ocean Spray Cranberries, Inc.
- Okanagan Specialty Fruits
- Pacific Coast Producers
- PepsiCo
- Rainer Fruit Company, Inc.
- Robinson Fresh
- Silgan Containers
- The Morning Star Company
- The Oppenheimer Group
- U.S. Potato Board
- United Fresh Produce Association
- Ventura Foods
- Welch’s
- Western Growers

**Our Donors & Sponsors**

January 1, 2015 through December 31, 2015.

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+)**
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- The Oppenheimer Group
- U.S. Potato Board
- United Fresh Produce Association
- Ventura Foods
- Welch’s
- Western Growers

**$5,000 - $9,999**
- Avocados from Mexico
- Bard Valley/Natural Delights
- Castellini Company
- Chilean Blueberry Committee
- CoBank ACB
- Family Tree Farms Marketing, LLC
- Giannaros Companies
- Frieda’s, Inc.
- Growers Express, LLC
- Juice Products Association
- Michigan Apple Committee
- Ocean Mist Farms
- Ruiz Sales, Inc.
- StarKist Co.
- Subway Franchise World Headquarters

**$2,500 - $4,999**
- Affiliated Foods, Inc., Texas
- BelzliHarvest Sales, Inc.
- California Asparagus Commission
- California Cantaloupe Advisory Board
- California Fresh Carrot Advisory Board
- California Leafy Greens Marketing Agreement
- California Table Grape Commission
- Colorado Potato Administrative Committee
- Enza Zaden North America, Inc.
- Fresh Produce & Floral Council
- Freshway Foods
- Giant Eagle, Inc.
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$1,500 - $2,499

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<td>Village Farms</td>
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<tr>
<td>Wal-Mart Stores, Inc.</td>
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<tr>
<td>Washington State Potato Commission</td>
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<tr>
<td>Waverly Plastics Company, Inc.</td>
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<tr>
<td>Wegmans Food Markets</td>
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<td>Weis Markets, Inc.</td>
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<tr>
<td>Western Precooling Systems</td>
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<tr>
<td>Wholesale Produce Supply Company, Inc.</td>
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<td>Wish Farms</td>
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<tr>
<td>World Pak</td>
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<tr>
<td>Yucatan Foods</td>
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Produce for Better Health Foundation ended 2015 in a strong financial position, with an operating surplus in excess of $80,000. The Foundation’s balance sheet also remains strong with total assets in excess of $4.9 million and total liabilities of less than $0.7 million. The remaining Unrestricted Net Asset reserves of over $4.2 million will help ensure the stability of the Foundation for the future.

**Gifts In-Kind**

January 1, 2015 through December 31, 2015
(Includes organizations that provide gifts in-kind)

- **$300,000 and above**
  - The Packer

- **$70,000 - $80,000**
  - Produce Business Magazine

- **$50,000 - $60,000**
  - Blue Book Services, Inc.

- **$30,000 - $40,000**
  - OnResearch
  - Produce Marketing Association
  - The NPD Group

- **$3,000 - $5,000**
  - Joe Produce
  - Wise Guys Entertainment

- **$1,000 - $2,999**
  - Food Marketing Institute
  - Southeast Produce Council
  - Texas International Produce Association
  - Wayne Silver
  - Western Growers

- **Up to $999**
  - Canadian Produce Marketing Association
  - Fresh Produce & Floral Council
  - United Fresh Produce Association

**Financial Report**

**2015 Income**

- Registrations: 1%
- Sponsorships: 24%
- In-Kind: 24%
- Annual Fund Campaign: 48%
- Net Investment Gains: 2%

**2015 Expenses**

- Overhead: 6%
- Science and Research: 11%
- Consumer and Health Influencer Education: 40%
- Leveraging Industry Resources: 43%

**Total 2015 Budget**: $2.7 million