As we close out and celebrate an exceptionally transformational year, we would like to begin by thanking each and every one of you for your support, participation, and active engagement with the Produce for Better Health Foundation.

Together, we share an extraordinarily meaningful vision for individuals and families to consume more fruit and vegetables, in all forms, to best serve the public’s health. We also have a formidable challenge. Intake of fruit and vegetables continues to fall well below recommendations, while myths and misperceptions regarding various forms of produce persist. Making measurable progress in meeting fruit and vegetable recommendations, and increasing purchasing of all forms, will require continued commitment, mobilization, and shared values throughout the entire produce industry. It will also require innovation and collaboration.

The year 2017 marked the start of a transformation for PBH: its leadership; its infrastructure; its place in the industry; and its voice in the environment. We have reconfigured leadership processes and committees to create greater engagement, an enhanced voice, and maximum return on investment for board-level supporters. We have been able to take appreciable steps to become leaner as an organization by removing the costs associated with physical office space and servers. We have laid the groundwork to have the greatest messaging impact possible, through our social channels and influencer relationships, while remaining fiscally responsible.

Highlights from 2017 include the development of a research plan to further strengthen PBH’s voice and impact in the environment through 2020; aggregation of the last 10 years of consumer insights and marketplace consumption data to be used by PBH, supporters, and other influencers in the field; extension of the Fruits and Veggies—More Matters® social presence, reaching and surpassing 1 million Facebook followers and serving as a powerful mechanism to amplify PBH insights, tips, recipes, and more. Last but not least, we continue to target key influencer groups, including a retail RD event with representation from more than 10,000 supermarkets across the U.S.

What’s still to come? The initiation of a coordinated editorial calendar to guide sponsorship opportunities for focused omni-channel activations, based on supporter interests, featuring tactics to reach influencers, media, and consumers; PBH and the Fruits & Veggies—More Matters brand refresh and repositioning; and, as the 2020 Dietary Guidelines for Americans get underway, updating key scientific papers on the topics of produce, health, and behavior change.

As John C. Maxwell reminds us, “Change is inevitable. Growth is optional.” PBH must continue to grow and change as the industry, consumers, and influencer communication evolves. With your continued support, we are poised to increase PBH’s voice, connect with new influencer groups, and take both the industry and PBH to new heights. We very much appreciate your support during this exciting time and on this transformative journey!

Dionysios Christou
Vice President of Marketing
Del Monte Fresh; 2017/2018 Chair of the Board
Produce for Better Health Foundation

Wendy Reinhardt Kapsak, MS, RDN
President & CEO
Produce for Better Health Foundation
EXECUTIVE COMMITTEE

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Del Monte Fresh Produce N.A., Inc.
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Rich Paumen
Sun-Maid Growers of California
Vice Chairman

Howard Nager
Sun Pacific Marketing Cooperative, Inc.
Secretary/Treasurer

Andrew Burchett
Monsanto Company

Richard Dachman
Sysco / FreshPoint

Bil Goldfield
Dole Food Company, Inc.

Dan Johnson
The Kroger Company (retired)

Brett Libke
The Oppenheimer Group

Matt Middleton
Ventura Foods

Marissa Nelson
Ahold USA

Trish Zecca
Campbell Soup Company

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Karli Quinn | California Cling Peach Board
Chris Christian | California Strawberry Commission
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Doug Ronan | Driscoll's, Inc.
Nichole Towell | Duda Farm Fresh Foods, Inc.
Jessica Harris | Earthbound Farm
Michael Aerts | Florida Fruit & Vegetable Association
Greg Sagan | Giorgio Fresh Co.
Justine Peterson | Grimmway Farms
Peter Steinbrick | Melissa's/World Variety Produce, Inc.
Andrew Burchett* | Monsanto Company

Alissa Dillon | The Morning Star Company
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Christina Kho | Ocean Spray Cranberries, Inc.
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Leona Neill | Red Sun Farms
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Shannen Bornsen* | Seneca Foods Corporation
Carolyn Takata | Silgan Containers
Roger Peper* | Stemilt Growers LLC
Joan Wickham | Sunkist Growers, Inc.
Rich Paumen | Sun-Maid Growers of California
Laura Ali | StarKist Co.
Laura Peterson | Syngenta Corporation
Bruce Taylor* | Taylor Farms
Tom Stenzel | United Fresh Produce Association
Matt Middleton | Ventura Foods
Heather Rubin | The Walt Disney Company
Casey Lewis | Welch’s
Matt McNerney | Western Growers
Jason Osborn* | The Wonderful Company

*Member of PBH's President's Club
Reaching Shoppers Through Social Media

Celebrating 10 Years of Fruits & Veggies—More Matters®

A great deal has been accomplished since the launch of the Fruits & Veggies—More Matters campaign in 2007. Every year PBH has seen an increase in media and social media impressions and industry support. 2017 ended with nearly 61 billion media impressions, 20-fold higher than just 5 years ago!

Ten years after the inception of Fruits & Veggies—More Matters we see positive attitudinal shifts:

- 48% of moms report that they are likely to purchase a product when it has the Fruits & Veggies—More Matters logo on it, up from 39% in 2007.
- 42% of moms say it motivates them to help themselves and/or their family to eat more fruits and vegetables, up from 20% in 2007.
- 78% of moms say that they intend to include more fruits and vegetables in their family’s meals and snacks, up from 69% in 2007.

Source: Produce for Better Health Foundation. Moms’ Attitudes and Beliefs Related to Fruit and Vegetable Consumption 2007-2015.

PBH’s Media Reach by the Numbers

Facebook Likes - 1,007,000
Twitter Followers - 61,700
Instagram Followers - 14,900
Pinterest Followers - 12,400
FruitsAndVeggiesMoreMatters.org Average Monthly Visits - 300,200
FruitsAndVeggiesMoreMatters.org Site Referrals - 3,800
Total Impressions for Print and Online Media Outlets - 60.9 Billion
Fruits & Veggies—More Matters® Reaches 1 Million Likes

The Fruits & Veggies—More Matters Facebook page reached its one million “Likes” milestone in 2017, emphasizing its leadership position as a trusted fruit and vegetable information resource. The consumer-focused Facebook page offers relevant, visually appealing posts on fruit and vegetable research and recipes as well as tips and tricks for selecting, serving and savoring produce every day of the year. PBH’s Facebook page caters to a highly engaged audience that shares posts with friends and family; comments frequently; and produces a considerable amount of interaction with PBH’s social media team, as well as the members who support the organization.

PBH produced its first Facebook Live segment from the Produce Marketing Association (PMA) Fresh Summit. This video connected followers with five retail dietitians who shared helpful food hacks for serving up more fruit and vegetables. Within hours, thousands of followers had viewed the segment. In addition to Facebook, PBH manages Fruits & Veggies—More Matters Twitter, Pinterest and Instagram pages for about 1.1 million followers across its social media channels. This trend will continue with new digital enhancements in 2018.

PBH debuted on Facebook in March 2007 and has been an industry pioneer in the social space ever since. PBH has integrated fan feedback into all social media efforts, shaping online content. PBH’s social media team focuses on listening to and engaging fans in order to drive popular content. Not only does PBH engage by sharing relevant information on its social media platforms, its consumer-facing website, FruitsAndVeggiesMoreMatters.org, serves hundreds of thousands of users each month. Fans rely on the Fruits & Veggies—More Matters platform to provide relatable, actionable, science-based, unbiased information and advice.

Fruits & Veggies—More Matters® Twitter Parties

In 2017 PBH continued to host bi-monthly Twitter parties on the first and third Wednesdays at 4pm EST with PBH donors, sponsors and supporters. The parties were a main feature of the Fruits_Veggies Twitter account in 2017 continuing to expand the reach and exposure for Fruits & Veggies—More Matters. Each chat in 2017 had an average consumer reach of 371,710 and more than 4.5 million total impressions. PBH also actively engaged with the Twitter accounts of our donors and supporters by retweeting many of their tweets thereby extending their reach and helping to increase awareness of their fruit or vegetable offerings, special promotions, contests or challenges.

Twitter Parties by the Numbers
2017 Averages

- People Mentioned - 125
- Mentions Received - 1,031
- Retweets Received - 648
- Total Statuses - 1,679
- Total Reach - 371,710
- Total Impressions - 4,542,800
Reaching Shoppers Through Retail Dietitians

**Education to Action:**
PBH’s 2017 Supermarket Dietitians at PMA Fresh Summit Event

Moving Education to Action was the core focus of the 2017 Supermarket Dietitians at PMA Fresh Summit event. “Retail dietitians and food company staff are pulled in multiple directions when they return to the office,” commented Wendy Reinhardt Kapsak, MS, RDN and President & CEO of the Produce for Better Health Foundation. “By focusing on action as an outcome of education, both retail attendees and sponsors walked away with concrete plans for produce promotions.”

Today’s 800+ retail dietitians influence consumer buying decisions in more than 11,000 grocery stores across North America. In addition, according to the International Food Information Council consumers continue to rate dietitians as the most trusted source of information on foods to eat.

Twenty retail dietitians, representing more than 10,000 grocery stores, attended the event. On the final day sponsors partnered with them to focus on action; building produce promotions at their retailers over the next six months. Promotions included a What’s on Trend in Produce in-store event tied to a Facebook Live segment, a partnership with pharmacy to feature produce items appropriate for management of key health conditions, and an in-store activation on chilled and/or sippable soups. All planned promotions include product from event sponsors, showing true value for those food companies that participated.

One dietitian attendee summed up the success of this event perfectly when she said, “Now that I am back at my store, I am very excited to meet with our Nutrition Education Department to share my ideas and see what retail strategies we can begin implementing. As was the primary theme for the event, I am eager to turn education into action!”
PBH at the Academy of Nutrition and Dietetics' Food and Nutrition Conference and Expo® (FNCE)

In October 2017, Produce for Better Health Foundation exhibited at FNCE®, the world’s largest meeting of food and nutrition experts hosted by the Academy of Nutrition and Dietetics. This meeting is known for gathering registered dietitians, nutritionists, nutrition science researchers, policy makers, healthcare providers and industry leaders who are addressing the key issues affecting the health of all Americans. This year’s event drew over 12,000 people and PBH was delighted to be a part of it, reuniting with these important stakeholders and cultivating new relationships with the next-generation of influencers.

PBH also drove traffic to our members who were exhibiting at FNCE®, collectively strengthening our message to consumers to increase fruit and vegetable consumption in all forms. The event was such a success that PBH has doubled its booth size for 2018 in Washington D.C. and begun planning strategies and opportunities to increase the engagement for members with these influential health and wellness professionals.

PBH’s 2017 Retail RDs at Fresh Summit Event Attendees Say:

“It was very well organized and the information given was extremely valuable. It is important to bring dietitians together from across the country to learn from and with each other.”

“Absolutely loved the event and would highly recommend to others.”

“The sponsor booth visits were extremely valuable and gave me the opportunity to make connections and understand more of the company’s product offerings.”
2017 Supermarket RDs of the Year

PBH is pleased to announce the 2017 Supermarket Dietitians of the Year. This annual award recognizes the top supermarket registered dietitians for their support of Fruits & Veggies—More Matters® and of the collective goal of the increasing the sale and consumption of fruit and vegetables.

In addition to the ability to use the Fruits & Veggies—More Matters logo on products and promotions, PBH provides retailers and dietitians with a plethora of resources to use for spreading the word about the brand, including health education information and point of sale materials such as ad slicks and signs. Also available is the opportunity to engage with the highly visible Fruits & Veggies—More Matters social media channels, with a reach of more than 1 million fans.

PBH honored and recognized the following 2017 Supermarket Dietitians of the Year during PBH’s 2018 Consumer Connection Conference in April.

- Johna Mailolli, RD
  Shoprite of Tallman/Inserra Supermarkets
- Ashley Martinez, MFN, RDN, LD
  The Kroger Company
- Hillary Pride, RD, LD
  Hannaford Supermarkets

Health Professional Webinars

PBH offers monthly webinars for dietitians and other health professionals interacting directly with consumers. The webinars are mainly focused on new research related to fruit and vegetables and how to use products in new ways. All webinars are recorded and archived on PBHFoundation.org under the public sector section to allow for ongoing access and reference. Recent webinars include:

- **Fruit and Veggies in All Forms: Why More Matters Now More than Ever Before**
  586 registrants, 306 attendees

- **The Power of Purple: Health Benefits of Polyphenols and How To Get More In the Diet**
  812 registrants, 469 attendees

- **Food Labeling — Meaningful vs. Marketing**
  541 registrants, 286 attendees

- **Facts, Not Fears. Reassuring Consumers About the Safety of All Produce**
  461 registrants, 227 attendees

- **Weighing in on Wasted Food - Part 2**
  420 registrants, 233 attendees

- **Weighing in on Wasted Food - Part 1**
  621 registrants, 335 attendees
Most moms report becoming familiar with Fruits & Veggies—More Matters® through supermarkets and food packaging. Additionally, 47% of mothers say they are likely to purchase a product with the Fruits & Veggies—More Matters logo on it. Of those who are aware of the brand, 42% say it motivates them to help their family eat more fruit and vegetables.

Many retailers feature the logo on approved private label packaging and on in-store signage. Supermarkets continue to be one of the top ways in which shoppers become familiar with the Fruits & Veggies—More Matters brand.

The logo was also utilized in a variety of ways by licensed organizations within the fruit and vegetable supply chain throughout 2017. PBH Members who contribute $1,500 or more annually are eligible to use the logo.

Produce for Better Health Foundation extends our sincerest thanks to all organizations helping to spread the brand message through use of the Fruits & Veggies—More Matters logo.

Source: Produce for Better Health Foundation. Moms’ Attitudes and Beliefs Related to Fruit & Vegetable Consumption 2007-2015.
Since 1991, PBH has invested in developing trended insights on attitudes toward all forms of fruit and vegetable consumption, in addition to campaigns and partnerships with government, food industry stakeholders, health professionals and other thought leaders to collaborate, facilitate, and advocate for increased intake.

As part of a comprehensive research plan for Fruits & Veggies—More Matters®, PBH conducted a baseline survey of primary shoppers in 2012 and follow-up surveys in 2014 and 2016 to identify psychosocial factors associated with fruit and vegetable consumption of primary shoppers, both men and women, as it relates to their consumption of fruits and vegetables. Primary shoppers were defined as shoppers who were either solely responsible for, or normally participated in, their household’s grocery shopping. These research findings were released publicly in 2017 and can be found at pbhfoundation.org. Here are some of the highlights.

**Importance of fruit and vegetables**
More than 4 in 5 shoppers rank exercise as the most important factor for good health, followed by proper nutrition. However, consumption levels don’t reflect that belief.

**Decline in Perceived Health Benefits**
The perceived health benefits of fruits and vegetables continues to decline despite the prominent position respondents place on them for good health.

**Vegetables Can Be A Chore**
One in five shoppers thinks eating fruits and vegetables is a chore and don’t know how to prepare them. Shoppers also report that differing family preferences and cost are the most important factors that make it difficult to eat more fruits and vegetables.

**Households That Have All Forms of Fruits and Vegetables Available (Fresh, Frozen, Canned, Dried and 100% Juice) Correlated to Higher Consumption**
Shoppers who eat the most fruits and vegetables report having more of all forms available in their homes, suggesting that all forms are important to meet daily fruit and vegetable recommendations.

**Freshness is Most Important Purchasing Factor**
Freshness significantly out-ranked cost in 2016 as the factor of most importance to shoppers when purchasing fruit or vegetables, followed by taste and then health.

**Grocery Stores Play Critical Role in Food Purchasing Decisions**
Shoppers consistently report over time that supermarket flyers, newspaper ads and signs on supermarket displays are the most effective communication method when it comes to making a food purchasing decision.

Source: Produce for Better Health Foundation.
Primary Shoppers’ Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2012-2016. https://gumroad.com/l/AzOiJ
Produce for Better Health Foundation's Annual Conference, *The Consumer Connection*, was held April 5-7, 2017 in Scottsdale, Arizona. Close to 250 fruit and vegetable marketers and executives, retail buyers, foodservice operators, registered dietitians, bloggers, commodity boards, suppliers, growers and university professors and students attended.

The conference opened Wednesday, April 5 and was filled with 1:1 business exchange appointments affording conference sponsors the opportunity to meet with any conference attendee. PBH committee meetings and educational sessions focused on social media marketing, fruit and vegetable messaging that resonates with consumers and ideas on marketing organic fruit and vegetables. The day concluded with the conference's opening reception and first night of the evening lounge.

Wendy Reinhardt Kapsak, MS, RDN, President & CEO of the Produce for Better Health Foundation began the second day by outlining her ‘from seed to sauté pan to table’ vision for the foundation. Several educational sessions were also offered focusing on the role of fruit and vegetables in the search for better health, strategies for improving flavor and increasing demand for fruit and vegetables, learning how and when to introduce fruit and vegetables to babies, educating consumers on farming practices and new food labeling requirements. The day concluded with the Walkabout Market Dinner with delicious dishes highlighting fruit and vegetables from our sponsors.

The final day kicked off with the presentations from the finalists of PBH’s *Formula 5* Marketing Competition, followed by the keynote speaker presentation, *Create Distinction: What to Do When Great Isn’t Good Enough to Grow*, by Scott McKain. The annual PBH awards luncheon honored the 2016 Champions, Role Models, Supermarket RDs of the Year, Excellence Winners and the winners of the *Formula 5* Marketing Competition.

The conference concluded with a closing reception overlooking the picturesque mountains of Scottsdale.
PBH 2017 Store Tour Training Grants

In support of the Produce for Better Health Foundation’s long-standing interaction with supermarkets, coupled with the close work PBH has done with supermarket dietitians over the last several years, PBH is pleased to announce the 6 Store Tour Training Grant recipients for the collegiate spring 2017 semester. The grant funding is used to encourage enhanced collaboration between grocers and university nutrition and dietetic programs with a specific emphasis on training nutrition and dietetic students to deliver grocery store tours about fruit and vegetables.

A total of 44 nutrition/dietetic programs and more than 900 nutrition/dietetic students have been trained to conduct store tours since the inception of the program in fall of 2014. In addition, about half of the programs have continued the store tour training in subsequent semesters. They have collectively given tours to nearly 8,000 consumers, more than half of whom are fellow college students.

Encourage your local university nutrition and dietetic program to contact PBH directly at storegrant@PBHFoundation.org.

The following schools represent 113 nutrition/dietetic students trained, giving tours to nearly 900 community members and 700 fellow college students.

The 2017 recipients and their partnering grocers include:

- **Central Michigan University, MI**, Meijer
- **Delta State University, MS**, Kroger
- **Sam Houston State University, TX**, HEB
- **St. Catherine University, MN**, Hy-Vee
- **University of Alabama, AL**, Publix and Piggly Wiggly of Alabama
- **University of Wisconsin, WI**, Pick N’ Save
PBH is pleased to announce the finalists for the 4th annual Formula 5 Student Marketing Competition, a competition that offers marketing majors the opportunity to influence fruit and vegetable marketing, sales and consumption within America. Four finalists were chosen to present their proposals during PBH’s 2018 Annual Conference, The Consumer Connection to industry leaders who voted for the proposal they felt would be most successful in increasing fruit and vegetable consumption.

Past marketing concepts and presentations of the finalists can be found on PBHFoundation.org in the Annual Meeting and Formula 5 sections. You can also find information on how to participate for the 2018/2019 competition.

To participate, small groups of college junior and senior marketing students create a complete marketing proposal and plan, including market analysis, indicators of success and financials. Industry leaders mentor participants giving the students real world knowledge of the fruit and vegetable marketing challenges and opportunities.

Congratulations to the 2017/2018 finalists!

University of North Dakota
Broc-Tons
Team Members: Briana Erickson, Macy Francisco, Molly Frank, Zak Jung, Nicole Polejewski, and Mariah Shroyer
Sponsoring Professor: Sandi Luck

University of Wisconsin-Whitewater
Odyssey Greek WOAHgurt
Team members: Zachary Goggins, Megan Guthmiller, Alison Komas, Kylie Lofquist
Sponsoring Professor: Robert Boostrom

Concordia University, Saint Paul, Minnesota
Vibes Premium Coconut Chips
Team Members: Nick Anunciacion, Bryson Burkholder, Kallelin Burney, Tyler Dunn, Deion Kelly
Sponsoring Professor: Dr. Nancy Harrower

Arizona State University
Moderna Moringa Greens
Team Members: Meshal Alshaghyan, Brooke Coleman, Zack Freeman, and Emily Hinkle
Sponsoring Professor: Renee Hughner
In support of its mission to increase the consumption of fruit and vegetables, PBH is pleased to announce the 102 Fruits & Veggies—More Matters® Role Models and Champions for 2017. To be considered for these accolades, businesses and organizations must demonstrate support for the Fruits & Veggies—More Matters brand by meeting criteria designed to increase brand exposure and community outreach.

The outstanding efforts of these organizations and individuals were acknowledged formally at an awards luncheon on April 6, 2018 during PBH’s Annual Conference: The Consumer Connection in Scottsdale, Arizona.

“The 2017 Role Models and Champions continue to be strong advocates of the Fruits & Veggies—More Matters brand and national health campaign, as well as the mission of PBH to inspire and activate consumers to eat more fruit and vegetables including fresh, frozen, dried, canned and 100% juice,” says Wendy Reinhardt Kapsak, MS, RDN, President & CEO of PBH. “I’m excited by these efforts to increase fruit and vegetable education, awareness and consumption which strengthens our collective work toward a healthier America.”

**2017 Industry Role Models**

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Frozen Food Institute</td>
<td>7th year</td>
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<tr>
<td>Apio, Inc.</td>
<td>2nd year</td>
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<tr>
<td>Avocados from Mexico</td>
<td>2nd year</td>
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<tr>
<td>Barsotti Family Juice Company</td>
<td>5th year</td>
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<tr>
<td>Bayer</td>
<td>5th year</td>
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<td>Black Gold Farms</td>
<td>5th year</td>
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<td>California Avocado Commission</td>
<td>6th year</td>
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<tr>
<td>California Cling Peach Board</td>
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<tr>
<td>California Strawberry Commission</td>
<td>5th year</td>
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<tr>
<td>Campbell Soup Company</td>
<td>5th year</td>
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<td>Can Manufacturers Institute</td>
<td>4th year</td>
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<tr>
<td>Canned Food Alliance</td>
<td>6th year</td>
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<tr>
<td>Chelan Fresh</td>
<td>9th year</td>
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<tr>
<td>Del Monte Foods, Inc.</td>
<td>7th year</td>
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<td>Del Monte Fresh Produce</td>
<td>8th year</td>
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<td>Domex Superfresh Growers</td>
<td>8th year</td>
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<tr>
<td>Duda Farm Fresh Foods</td>
<td>7th year</td>
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<tr>
<td>Florida Fruit &amp; Vegetable Association</td>
<td>4th year</td>
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<tr>
<td>Giorgio Fresh Co.</td>
<td>7th year</td>
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<td>Green Giant™ Fresh</td>
<td>3rd year</td>
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<td>Grimmway Farms</td>
<td>5th year</td>
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<tr>
<td>Juice Products Association</td>
<td>6th year</td>
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<td>Market Fresh Produce, LLC</td>
<td>3rd year</td>
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<tr>
<td>Monsanto Company</td>
<td>7th year</td>
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<td>Monterey Mushrooms Inc</td>
<td>3rd year</td>
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<td>National Watermelon Promotion Board</td>
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<td>Natural Delights</td>
<td>5th year</td>
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<td>Naturipe Farms, LLC</td>
<td>4th year</td>
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<td>Nestlé USA</td>
<td>4th year</td>
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<td>Okanagan Specialty Fruits</td>
<td>2nd year</td>
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<td>Pacific Coast Producers</td>
<td>7th year</td>
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<td>Pear Bureau Northwest</td>
<td>7th year</td>
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<td>Pink Lady America</td>
<td>2nd year</td>
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<td>Potatoes USA</td>
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<td>Produce Business Magazine</td>
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<td>Red Sun Farms</td>
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<td>Robinson Fresh</td>
<td>9th year</td>
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<td>Ruiz Sales, Inc.</td>
<td>6th year</td>
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<td>Sage Fruit Company</td>
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<td>Seneca Foods Corporation</td>
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<td>Southern Specialties</td>
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<td>Starkist Co.</td>
<td>2nd year</td>
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<td>Stemilt Growers LLC</td>
<td>10th year</td>
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<td>Subway, 4th year</td>
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<td>Sunkist Growers, Inc.</td>
<td>6th year</td>
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<td>Sun-Maid Growers of California</td>
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<td>Sysco/FreshPoint</td>
<td>4th year</td>
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<td>Taylor Farms</td>
<td>4th year</td>
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<td>The Morning Star Company</td>
<td>2nd year</td>
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<td>The Oppenheimer Group</td>
<td>5th year</td>
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<td>The Packer</td>
<td>6th year</td>
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<td>The Produce News, LLC</td>
<td>2nd year</td>
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<tr>
<td>The Walt Disney Company</td>
<td>7th year</td>
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<td>U.S. Apple Association</td>
<td>6th year</td>
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<tr>
<td>Ventura Foods</td>
<td>4th year</td>
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<td>Welch’s, 7th year</td>
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<tr>
<td>Wonderful Citrus</td>
<td>5th year</td>
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<tr>
<td>Zespri Kiwifruit</td>
<td>3rd year</td>
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</tbody>
</table>
**2017 Industry Champions**

AJ Trucco, Inc., 2nd year  
Alliance for Food & Farming, 2nd year  
Bejo Seeds, Inc., 3rd year  
Blue Book Services, Inc., 1st year  
Blue Marble Brands, 2nd year  
Brothers-All-Natural, 3rd year  
Chartwells K12, 2nd year  
Crown Poly, Inc., 3rd year  
Dave’s Specialty Imports, Inc., 2nd year  
Dole Food Company, 1st year  
Dole Packaged Foods, LLC, 1st year  
Driscoll’s, 3rd year  
Earthbound Farms, 2nd year  
Josie’s Organics, Braga Fresh Family Farms, 2nd year  
Mariani Nut Company, 2nd year  
Mariani Packing Company, Inc., 4th year  
McDonald’s Corporation, 4th year  
McEntire Produce, Inc., 2nd year  
Melissa’s Produce, Inc., 1st year  
Michigan Apple Committee, 2nd year  
Mushroom Council, 2nd year  
Ocean Mist Farms, 1st year  
Ocean Spray Cranberries, Inc., 2nd year  
Seald Sweet/Greenyard, 3rd year  
Tanimura & Antle, 1st year  
Tree Top, Inc., 1st year  
Valley Fig Growers, 3rd year  
Wish Farms, 1st year

**2017 Retail Role Models**

K-VA-T Food Stores, 2nd year  
The Kroger Co., 6th year  
Meijer, Inc., 7th year  
Niemann Foods/County Market, 4th year  
Redner’s Markets, Inc., 6th year  
Robins Air Force Base, 4th year  
Roundy’s Supermarkets, Inc., 6th year  
Skogen’s Festival Foods, 5th year  
SpartanNash, 3rd year  
Weis Markets, Inc., 5th year

**2017 Retail Champions**

Hy-Vee, Inc., 4th year  
Schnuck Markets, Inc., 4th year  
United Supermarkets, 2nd year  
Wakefern Food Corporation, 4th year

**Public Health Role Model**

City of Albuquerque

**Public Health Champion**

Multnomah County Health Dept

**2017 Ambassador Excellence Award Honorees**

Dionysios Christou, Del Monte Fresh Produce N.A., Inc.  
Charlie Eagle, Southern Specialties, 2nd year  
Angela Fraser, California Avocado Commission  
Matt Middleton, Ventura Foods, 2nd year  
Roger Pepperl, Stemilt Growers LLC  
Richard Ruiz, Ruiz Sales, Inc., 2nd year  
Brian Threlfall, Giorgio Fresh Co., 4th year  
Trish Zecca, Campbell Soup Company

PBH is also pleased to announce the 2017 Ambassador Excellence Award honorees. The Honorees were selected from a group of 30 PBH Ambassadors who demonstrated the greatest amount of support in terms of breadth and depth for PBH throughout 2017. A PBH Ambassador is an individual passionate about the Foundation’s mission and the Fruits & Veggies—More Matters® national health campaign and who is putting that passion to work.

Additional information including the Industry Role Model and Champion criteria and Ambassador program can be found on PBHFoundation.org.
PBH Members and Sponsors

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

$50,000 and above
Monsanto Company
Produce Marketing Association
Seneca Foods Corporation
Stemilt Growers LLC
Taylor Farms
The Wonderful Company

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

$20,000 - $29,999
Ahold USA
Apio, Inc.
California Avocado Commission
Chelan Fresh Marketing
Crop Science, a division of Bayer
Giorgio Fresh Co.
Red Sun Farms
Sunkist Growers, Inc.

$10,000 - $19,999
American Frozen Food Institute
Ardagh Metal Packaging USA Inc.
Avocados from Mexico
California Cling Peach Board
California Strawberry Commission
Can Manufacturers Institute
Chartwells K12
Del Monte Foods, Inc.
Dole Packaged Foods, LLC
Domex Superfresh Growers
Driscoll’s
Duda Farm Fresh Foods, Inc.
Earthbound Farm
Florida Fruit & Vegetable Association
Grimmway Farms
Melissa’s Produce, Inc.
The Morning Star Company
Naturipe Farms LLC
Nestlé USA
Ocean Spray Cranberries, Inc.
The Oppenheimer Group
Pacific Coast Producers
Pear Bureau Northwest
PepsiCo
Robinson Fresh
Silgan Containers
StarKist Co.
Syngenta Corporation
United Fresh Produce Association
Ventura Foods
Welch’s
Western Growers

$5,000 - $9,999
American Beverage Association
Black Gold Farms, Inc.
Canned Food Alliance
Castellini Company
Coastline Family Farms
Cranberry Institute
Family Tree Farms Marketing, LLC
Green Giant™ Fresh
Juice Products Association
Mann Packing Company, Inc.
Michigan Apple Committee
Mission Produce, Inc.
Okanagan Specialty Fruits
Pace International, LLC
Potatoes USA
Ruiz Sales, Inc.
Subway
Sysco/FreshPoint
Zespri Kiwifruit

$2,500 - $4,999
Affiliated Foods, Inc., Texas
Alliance for Food & Farming
Blanc Display Group
Members and Sponsors, continued

Bushwick Commission Company, Inc.
California Fresh Carrot Advisory Board
California Table Grape Commission
Chilean Fresh Fruit Association
Colorado Potato Administrative Committee
Crispy Green
Enza Zaden North America, Inc.
Hannaford Supermarkets
Heartland Produce
Hilex Poly Company LLC
Idaho Potato Commission
Lindsay
Manfredi Cold Storage
McEntire Produce, Inc.
Monterey Mushrooms, Inc.
National Watermelon Promotion Board
Norpac Foods, Inc.
Ocean Mist Farms
Publix Super Markets, Inc.
Red Gold, Inc.
Roundy’s Supermarkets, Inc.
Sage Fruit Co LLC
Save Mart Supermarkets
Solutran/Healthy Savings
Sun Orchard Juicery
U.S. Highbush Blueberry Council
Wakefern Food Corporation
Yakima Fresh L.L.C.

$1,001 - $2,499
A.J. Trucco, Inc.
Agroamerica Fruit Company
Agrow Fresh Produce Company, Inc.
Alsum Farms & Produce, Inc.
Amigo Farms, Inc.
Andrews Brothers, Inc.
Associated Wholesale Grocers, Inc.
B & B Produce, Inc.
Bard Valley Medjool Date Growers Association
Barsotti Family Juice Company
Basciani Foods
Bejo Seeds, Inc.
BelHarvest Sales, Inc.
Big Y Foods, Inc.
Boggiato Produce, Inc.
Borton and Sons
Bozzuto’s, Inc.
Brennan’s Market
Brookshire Brothers, Inc.
Bush Brothers & Company
Calavo Growers, Inc.
California Canning Peach Association
California Date Administrative Committee
California Dried Plum Board
Cal-Ore Produce, Inc.
Chestnut Hill Farms
Coast To Coast Produce, L.L.C.
Columbia Marketing International
Country Fresh Mushrooms
Crosset Company
Crunch Pak, L.L.C.
Dave’s Specialty Imports, Inc.
Deardorff Family Farms
DiMare Fresh, Inc.
Eagle Eye Produce
F.C. Bloxom Company
Faribault Foods, Inc.
Festival Foods
Flagstone Foods
Four Seasons Produce, Inc.
Fresh Produce & Floral Council
Georgia Fruit & Vegetable Growers Association
Gold Coast Packing, Inc.
Grant J. Hunt Company
Great Lakes International Trading, Inc.
GreenGate Fresh, LLLP
Grupo Vegetables el Rey L.L.C.
H. Brooks & Company
Hess Brothers Fruit Company
The Horton Fruit Company, Inc.
Houweling’s Tomatoes
HPC Foods, Ltd.
Hudson River Fruit Distributors
Hungenberg Produce, Inc.
Hy-Vee, 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.
Josie’s Organics, Braga Fresh Family Farms
Kellogg Company
Kingdom Fresh Produce, Inc.
Knouse Foods, Inc.
The Kroger Company
K-VA-T Food Stores, Inc.
Lakeshore Foods Corporation
LGS Specialty Sales, Ltd.
Little Farm Frozen Foods, Inc.
M. Caratan, Inc. DBA Columbine Vineyards
Mariani Packing Company, Inc.
Market Fresh Produce, L.L.C.
Markon Cooperative, Inc.
Martinez & Sons Produce, Inc.
Martori Farms
Matthews Ridgeview Farms
Meijer, Inc.
Michigan Celery Promotion Cooperative, Inc.
Miner’s Inc.
Morita Produce Company & Nuthouse
Members and Sponsors, continued

Mucci International Marketing Inc.
Mushroom Council
National Mango Board
National Onion Association
National Processed Raspberry Council
National Produce Consultants, Inc.
National Raisin Company
NatureSweet, Ltd.
New England Produce Council
New York Apple Sales, Inc.
North Bay Produce, Inc.
Oneonta Starr Ranch Growers
organicgirl, LLC
Peter Condakes Company, Inc.
Phillips Mushroom Farms
Pink Lady America
Potandon Produce, L.L.C.
Price Chopper Supermarkets
Produce Packaging, Inc.
Red Blossom Sales, Inc.
Rice Fruit Company
Richard Bagdasarian, Inc.
Rigby Produce, Inc.
Rijk Zwaan
Robbie
Rocky Produce, Inc.
Rousseau Farming Company
Sakata Seed America, Inc.
San Joaquin Tomato Growers, Inc.
Sbrocco International, Inc.
Seald Sweet International / Greenyard
Sinclair Systems International, L.L.C.
Southeast Produce Council
Southern Specialties
SpartanNash
Spokane Produce, Inc.
Steinbeck Country Produce, Inc.
Sun Belle, Inc.
Sun World International, LLC
Sunsweet Growers, Inc.
Sunview Marketing International
Tanimura & Antle
Tastyfrutti International, Inc.
Times Super Markets
Tops Markets, L.L.C.
Tree Top, Inc.
Trinity Fruit Sales
Vacaville Fruit Company, Inc.
Valley Fig Growers
Village Farms
Wal-Mart Stores, Inc.
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 Pak
Yucatan Foods

up to $1,000

American Mushroom Institute
Amvac Chemical Corporation
B & C Fresh Sales, Inc.
Babé Farms, Inc.
Better Bags, Inc.
Big Chuy Distributors & Sons
Blue Book Services, Inc.
Blue Star Growers, Inc.
Bowman Fruit Sales
California Fig Advisory Board
California Fresh Fruit Association
Capital City Fruit Company, Inc.
Ciruli Brothers
Coborn’s, Inc.
Corey Brothers, Inc.
Crown Poly, Inc.
D.L.J. Produce
David J. Elliot & Sons
Donelan’s Supermarkets
Fowler Bros. Inc.
Fruit Growers Marketing Association
George Perry & Sons, Inc.
Harps Food Stores, Inc.
Homeland Stores
John E. Ferebee Farming, Inc.
Key Food Stores Cooperative, Inc.
King Fresh Produce, L.L.C.
King Kullen Grocery Co., Inc.
Leitz Farms, L.L.C.
Maine Farmers Exchange
Mandolini Company, Inc.
Mariani Nut Company
New York Apple Association, Inc.
Niemann Foods, Inc.
Pasquinelli Produce Co.
Progressive Produce Corporation
Raley’s Supermarkets
Redner’s Markets, Inc.
Sarabian Farms
Schnuck Markets, Inc.
Scott Farms, Inc.
Stater Brothers Markets
Talley Farms, Inc.
The United Family
The United States Sweet Potato Council, Inc.
W.J.L. Distributors, Inc.
Walter P. Rawl & Sons, Inc.
Waverly Plastics Company, Inc.
Wegmans Food Markets
Weis Markets, Inc.
Gifts In-Kind

(Includes organizations that provide gifts in-kind)

$200,000 and above
The Packer

$50,000 - $99,999
Blue Book Services, Inc.
Produce Business Magazine

$25,000 - $49,999
Produce Marketing Association

$1,001 - $4,999
Okanagan Specialty Fruits Inc.
Pacific Coast Producers
Southeast Produce Council
Texas International Produce Association
United Fresh Produce Association
Western Growers

up to $1,000
Bumblebee Design and Marketing
California Academy of Nutrition & Dietetics
Eastern Produce Council
Florida Fruit & Vegetable Association
New England Produce Council
The Produce for Better Health Foundation ended 2017 in a solid financial position. The Foundation’s balance sheet reflects total assets of nearly $4.4 million and total liabilities of less than $300,000. Total net assets of $4.1 million will help ensure the stability of the Foundation for the future. In 2017, PBH spent $220,400 in one-time expenses associated with an organization restructuring, including virtual office implementation and staff transitions. These expenses are part of a three year transformation initiative to sustain the Foundation's growth.

**Total 2017 Budget: $2.4 million (audited)**
The vision of PBH, a 501(c)(3) consumer education foundation, is that people eat more fruit and vegetables — in all forms — because more matters.

PBH's mission is to partner with value chain stakeholders, consumer influencers and thought leaders to advocate for increased fruit and vegetable consumption as well as promote the Fruits & Veggies—More Matters® Platform.

For more than 25 years, PBH has served as a credible resource and advocate for increased consumption of fruits and vegetables in "ALL Forms" (canned, frozen, fresh, dried and 100% juice).

PBH collaborates with internal task force members to highlight and elevate the "All Forms" message.

PBH works with thousands of health and wellness influencers, with an emphasis on supermarket dietitians and public health champions such as the American Cancer Society and the American Heart Association.

Messaging on qualifying products helps to build consumer trust.

30% of moms are familiar with the brand.

Of these moms, 49% are likely to purchase a product with the logo on the packaging, and believe the brand motivates them and their families to eat more fruit & vegetables.

57% of the top 75 supermarket banners are licensed to use the logo.

75% of all stores are licensed to use the logo.