

# PBH PARTNERSHIP PLAYBOOK

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**PRODUCE FOR™  
BETTER HEALTH**  
FOUNDATION

## PBH Partnership Playbook

Imagine a world in which health and happiness not only feels good, but also tastes delicious. The Produce for Better Health Foundation (PBH) wants to work with you to make this a reality.

In 2018, PBH initiated a strategic discovery process, reviewing the latest consumer insights and behavioral research to identify ways for Americans to enjoy more fruits and vegetables every day. Overall, the process informed PBH's understanding around the evolving intersection among food, nutrition, public health, behavior and fruits and vegetables, as well as how we can help increase consumption of all types and forms of fruits and vegetables.

What you're reading today is just some of the results of that work. The next step forward is equipping you with the necessary messaging, tools and resources, to help you become a fruit and vegetable ambassador. We invite you to join us in helping us to transform happier, healthier lives together!



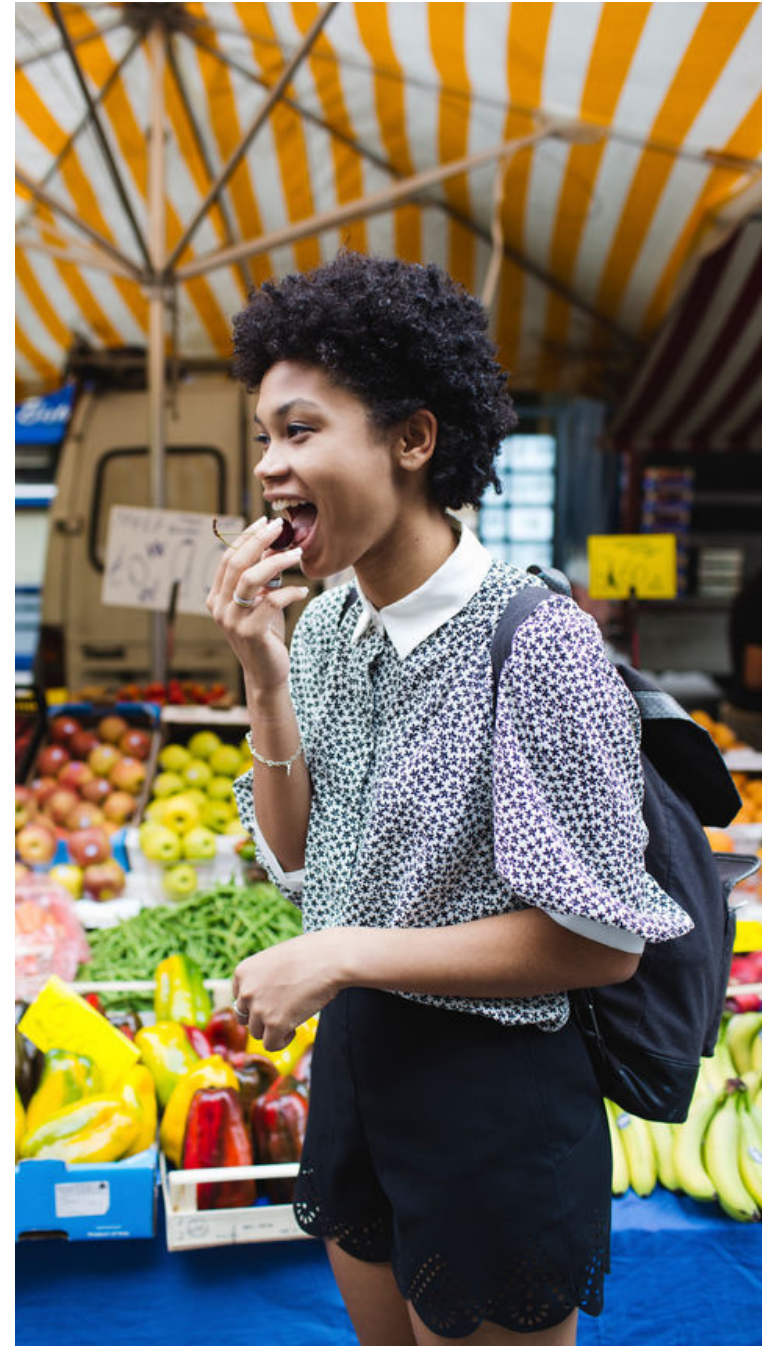
# OUR PURPOSE

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Americans are bombarded by thousands of messages about food every day: fill half your plate with vegetables; eat your greens or no dessert; no eating in front of the television – the list goes on. What’s often missed is how to translate messages into action. With fruits and vegetables, most consumers know the health benefits associated with eating more produce; yet, despite understanding *why* they should eat more, people continue to struggle with *how* this can be accomplished.

We believe in the importance of emphasizing the emotional, cultural and lifestyle—as well as the health—benefits of enjoying a wide variety of produce to drive long-term sustainable habits. How do we do this? We support research and education on the important role of fruits and vegetables as emotion-based motivators for behavior change. It is our belief that the path to better health is through behavior change. That’s why we convene value chain and industry stakeholders, health professionals, thought leaders and influencers to identify solutions to increase Americans’ fruit and vegetable consumption.

If consumers take away one thing, it should be this: *the single most important thing people can do to live happy, healthy, and active lives is to eat fruits and vegetables every single day.*



# OUR PEOPLE

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PBH is committed to helping everyone achieve a happier and healthier life with fruits and vegetables. As part of our most recent discovery process, we wanted to better understand the next generation of produce consumers—Millennial and Gen Z populations. Combined, they represent the largest and one of the most important demographic groups in the United States. They are the current and future parents of the next generation of fruit and vegetable consumers.

We live in a ‘disruptive society’ where new rules of engagement, influencers and platforms are forcing us to rethink our strategies and tactics. And that’s good news, as it means there is an opportunity for more efficient and effective communication on the *why* and the *how* of increased fruit and vegetable consumption. This younger generation of consumers has an inherent interest in what they eat, and they understand that the foods they choose impact their physical health and how they feel. The problem is, many still struggle to actually achieve success in their food choices.



# OUR ACTION STRATEGY

A woman with short brown hair is smiling and looking down at a tablet computer. She is in a kitchen, with a glass of orange juice and a bowl of food visible in the background. The lighting is bright and natural.

If we want the next generation of Americans to eat more fruits and vegetables, we need to engage with Millennial and Gen Z consumers in relevant ways that align with how they are living in today's rapidly changing tech-heavy world. To do that, we looked at the latest insights from peer-reviewed behavioral research to shape our programming content and call-to-action. The result? We've shifted our approach, communicating our narrative from "knowing" to more powerful "feeling" and "doing" ideas and actions.

## Our Action Strategy

### **Know:** Share new knowledge.

Educational efforts on nutritional benefits can impact consumer behavior. This is particularly true for Gen Z and Millennial audiences that already understand the nutritional health benefits from eating more produce. Imparting new knowledge about where and how fruits and vegetables are produced and make their way to the consumers' plates is also of interest.

### **Feel:** Impart emotional benefits.

There is joy in the sweet-tasting, healthy eating experience of fruit, and smart satisfaction associated with the success of preparing vegetables as a meal, or as part of a meal. Communications that better capture and reflect these emotions will be more likely to be shared by Gen Z and Millennials.

### **Do:** Inspire new experiences with fruits and vegetables.

Arming our network of fruit and vegetable ambassadors with the right resources will help to move Gen Z and Millennial consumers toward increased produce behaviors.



Join Our Movement:

# HAVE A PLANT™

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## Have A Plant™

The concept of plant-forward eating patterns is gaining momentum. While fruits and vegetables are to be consumed in significant amounts in such patterns, the perspectives of those responsible for making sure they make their way onto our plates are often under-represented.

Research shows that consumers in the college and university segments are especially receptive to plant-based dishes. To that end, a growing number of retailers as well as foodservice operators and fast casual restaurant brands are taking necessary steps to place plant-based foods at the center of the plate.

It is in coordination with this plant-forward trend that PBH is going to transform how people think about and enjoy fruits and vegetables. We're pushing a bold, new narrative – one that directly taps into consumers' emotional connections to food. Out with the prescriptive recommendation to eat a certain *amount* of fruits and vegetables each day, and *in* with actionable, realistic and FUN steps to connect eating fruits and vegetables with feeling happier and healthier.





## Have A Plant™

Consumers crave a no-nonsense approach in the brands they follow. And that is precisely why this movement is simple, understandable and non-prescriptive, yet inclusive of all types and forms of fruits and vegetables. Have A Plant™ inspires consumers with compelling reasons to believe in the powerful role fruits and vegetables can play in fueling their happy, healthy and active lifestyles.

It's pretty much as simple as that. And from bushel to fridge to freezer to shelf, there are thousands upon thousands of different ways to Have A Plant™.



# OUR BRAND

Our brand is bold, passionate, joyful, optimistic, straight-talking. Photography used in communications should reflect those attributes. Fresh, authentic and quirky are attributes consistent with our tone and brand approach. Avoid industry-typical stock

images, and keep in mind that our target audiences are Gen Zs and Millennials – the next generations of consumers we want to reach and influence.



# OUR VOICE

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How do we turn our learnings into more impactful communications with our audience? By shifting from “lecturing on why” to “celebrating the how.”

When communicating about PBH and its mission — whether on social media, the PBH website, our e-newsletters or beyond — It is critical that the brand tone of voice aligns with our bold and movement-driven target audience: Millennials and Gen Z consumers. The tone should be fresh, active, supportive and youthful; encouraging; and never accusing. The copy needs to be highly personalized (kill the marketing speak); talk the way a friend or family member would talk. Celebrate the joys of eye-appealing, healthier plant-centric eating choices, and all the ways our target can enjoy these delicious and satisfying eating experiences.



## Our Voice

### Personality

- Fun, bright, spunky; someone you want to hang out with
- Clever, smart, relatable
- Busy, yet knows the importance of providing nutritious meals with fruits and veggies
- Loves to cook and get the family involved in the process

### Parameters (PBH is, PBH isn't)

**PBH Is:** understanding, quippy, witty, attainable, encouraging, resourceful, educational, straight shooter, smart, passionate, healthy, energetic, relatable

#### Sample Posts:

- *Would you rather be a hungry pessimist or full optimist? I bet we'd all agree on the answer there. Fruits and veggies have been shown to increase a more positive outlook on life! Let's get happy!*
- *True confessions: fruits and veggies. We always found cutting into a mango mildly terrifying, until running across this video from X. Game. Changer. Now we're eating mangoes ALL summer. Have you found any food hacks lately? Share below!*

**PBH Isn't:** judgmental, short, condescending, impractical, critical, stuffy, preachy, dismissive, know-it-all, finger-wagging, overly healthy, pushy, inaccessible

#### Sample Posts (what NOT to say):

- *You must eat XX servings of fruit and XX servings of veggies each day in order to reap the nutritional benefits.*
- *Eating more fruits and vegetables is essential for better health.*



# OUR COMMUNICATIONS CORE

## Core Content Pillars

Messages are organized into four main pillars based on key areas of focus. These messages were developed to demonstrate how fruits and vegetables can be the “delicious ingredients” to health and happiness. The PBH tone of voice should be applied in a way that is meaningful and understandable for Millennial and Gen Z audiences, and also imbues feelings of fun and happiness.

Remember that ultimately, all communications should ladder back up to PBH’s main content theme, pulling in themes from the editorial calendar as relevant: *Eating more fruits and vegetables, inclusive of fresh, frozen, canned, dried and 100% juice, is a delicious way to enjoy a happy, healthy and active lifestyle.*



## Our Communications Core

### 1. Fruit and Vegetable Consumption

- Flavor and taste
- Convenience
- Myth dispelling

### 2. Health and Wellbeing

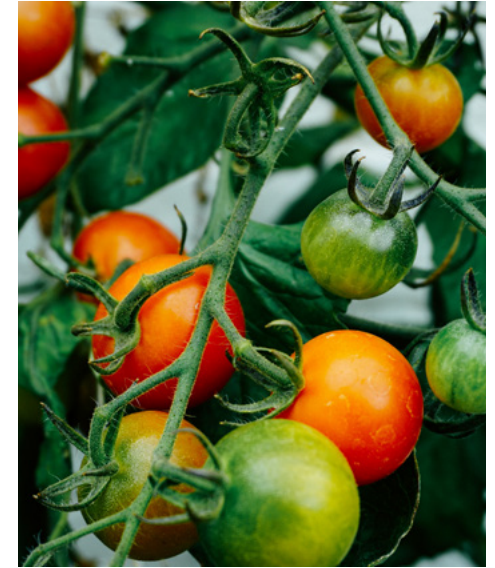
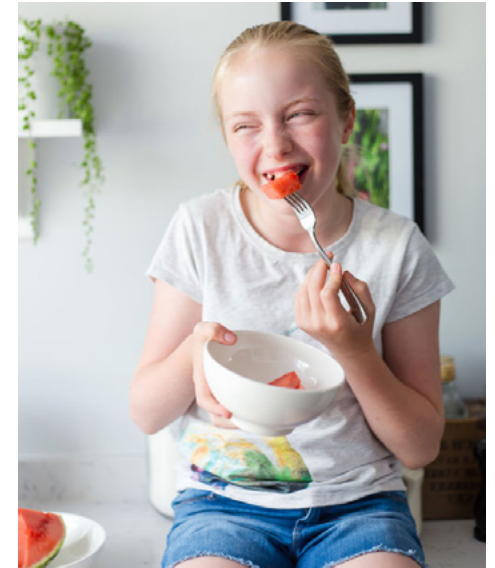
- Health benefits of fruits and vegetables
- Nutrition
- Benefits for emotional wellbeing
- Immediate benefits reaped (i.e., pride, #lifegoals)

### 3. Usage and Preparation

- Taste and flavor
- Fruit and vegetable usage stats and solutions
- Food hacks
- Tips and tricks
- Home usage ideas
- Shopping
- Seasonality
- Food safety

### 4. Food and Agriculture

- How and where fruits and vegetables are grown
- Tips for reducing food waste at home
- Sustainability
- Production approaches and/or agriculture and other value chain innovation to help double consumption



## Our Communications Core

# 2019 Editorial Calendar

These themes can be used to help guide your content creation. Please note that content does not need to match the monthly theme exactly – use it for inspiration and idea generation!

January	February	March	April
<p><b>Get Happy With MORE Fruit and Veggies!</b></p> <p>Kick off the new year with positive vibes</p>	<p><b>Fresh Food Hacks You're Going to LOVE</b></p> <p>The hottest fruit and veggie hacks that everyone is crushing on</p>	<p><b>Step Into Spring With Smoothie Bowls</b></p> <p>Talk about #bowlgoals: Build colorful fruit-and-veggie-filled smoothie bowls</p>	<p><b>Spring Clean Eats</b></p> <p>Use fruit and veggies to clean your insides after a winter full of comfort food</p>
May	June	July	August
<p><b>Let's Brunch!</b></p> <p>Making fruit and veggies part of your brunch crew</p>	<p><b>#MealPrep Hacks</b></p> <p>From sheet pan recipes to batched cooking, here's how we meal prep + BBQ</p>	<p><b>Fruit and Veggies on the Go</b></p> <p>No time, no problem. Clever ways to pack and find prepared foods in a pinch</p>	<p><b>Freeze Please!</b></p> <p>Don't let your produce go to waste. Cool down by freezing it and saving for later (or cool treats for now)</p>
September	October	November	December
<p><b>Looking Like a #SnackAttack</b></p> <p>Snack ideas with fruit and veggies just in time for back to school</p>	<p><b>Fruit and Veggies for the Win</b></p> <p>Invite fruit and veggies to your next party! It'll be a touchdown for everyone</p>	<p><b>#NoCraveNovember</b></p> <p>Fill holiday cravings with fruit and veggies</p>	<p><b>Fermentation Nation</b></p> <p>Fun, easy ways to ferment fruit and veggies</p>

## Our Communications Core

### Sample Social Content

#### Get Happy with MORE Fruit and Veggies

*What if we told you that eating more fruits and veggies could make you a happier person? We all know that eating healthy can help your health, but did you know that it could also increase happiness levels, life satisfaction and better mental well-being? Learn all there is to know by tapping the link in our bio!*

#### Fresh Food Hacks You're Going to LOVE

*Did you know the leek is a member of the onion family, but has a more subtle, sweeter flavor? These hearty veggies store well in the fridge for up to two weeks or more!*

#### Step into Spring With Smoothie Bowls

*Peaches and raspberries... yes please! Tap the link in our bio for this delicious and nutritious sweet treat. Top it off with crunchy granola and fresh blueberries for some added texture.*

#### Spring Clean Eats

From juice cleanses to supplements, there are so many detox remedies that aren't grounded in sound science! If you're looking to re-charge, stick to eating plants. #Fruits and #veggies naturally remove toxins that build up in our bodies, so pump up your intake! Tap the link in our bio for the detox deets!

### Hashtags

#haveaplant #eatyoveggies #drinkyoveggies #happyandhealthy #kidsfood #onthetable #organicmoments #eattherainbow #wholefood #foods4thought #healthyaging #wholefood #foodphotography #instafood #instapic #dietician #shareyourtable #iamwellandgood #feedyoursoul #healthyfoodshare #veggies #fruits #mealprep #foodgoals





# OUR PARTNERSHIP

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We are pleased to offer a variety of free, downloadable, science-backed resources on the health and nutrition attributes as well as the many other benefits of fruits and vegetables. We encourage you to share these materials with clients, colleagues and the public.

**Visit [fruitsandveggies.org](https://fruitsandveggies.org)** to inform and inspire content creation. You'll find the latest fruit and vegetable related news, research and resources, and of course — recipes! Here are some links to get you started:

[Fruits & Veggies](#)

[Recipes](#)

[Series](#)

[Expert Advice](#)

[Experts and Professionals](#)

[Contributors](#)

Additionally, we encourage you to engage with PBH beyond the website, by participating in Twitter chats and attending relevant PBH sponsored webinars.

Join us by becoming an advocate for this greater good movement and collaborate with us to advance a public health imperative to eat more fruits and vegetables every single day.

## **Appendix**

[Health and Wellness Resource Guide for Fruits & Vegetables](#)

# THANK YOU!

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Have Questions? Contact Your PBH Team.



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