

**PRODUCE FOR™
BETTER HEALTH**
FOUNDATION

2018 ANNUAL REPORT



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OUR PURPOSE

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

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

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



A MESSAGE FROM PBH PRESIDENT & CEO



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

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

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

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

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

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

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

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



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

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

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

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

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

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

Wendy Reinhardt Kapsak, MS, RDN

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



PBH EXECUTIVE COMMITTEE AND BOARD OF TRUSTEES

Executive Committee

Officers

Dionysios Christou

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

Trish Zecca

Campbell Soup Company
Chair

Brett Libke

The Oppenheimer Group
Vice Chair

Matt Middleton

Ventura Foods
Secretary/Treasurer

At-Large Members

Shannen Bornsen Nettleton

Seneca Foods Corporation

Andrew Burchett

Bayer Crop Science

Richard Dachman

Sysco / FreshPoint

Brittini Furrows

Ahold USA

Bil Goldfield

Dole Food Company, Inc.

Dan Johnson

Formerly of Kroger, Co. (retired)

Jason Osborn

The Wonderful Company

Scott Owens

Castellini Company

Joan Wickham

Sunkist Growers, Inc.

Board of Trustees

Ahold USA

Brittini Furrow

American Beverage Association

Patrice Webb

American Frozen Food Institute

Adrienne Seiling

Ardagh Metal Packaging USA Inc.

Nick Hammer

Avocados from Mexico

Maggie Bezart-Hall

Bayer Crop Science

Nasser Dean

California Avocado Commission

Angela Fraser

California Cling Peach Board

Karli Quinn

California Strawberry Commission

Chris Christian

Campbell Soup Company

Trish Zecca



Can Manufacturers Institute

Sherrie Rosenblatt

Castellini Company

Scott Owens

Chelan Fresh Marketing

Mac Riggan

Curation Foods

Jenny Stornetta

Del Monte Foods, Inc.

Jen Reiner

Del Monte Fresh Produce N.A., Inc.

Dionysios Christou

Dole Food Company, Inc.

Bil Goldfield

Dole Packaged Foods, L.L.C.

Marty Ordman

Domex Superfresh Growers

Catherine Gipe-Stewart

Driscoll's, Inc.

Doug Ronan

Duda Farm Fresh Foods, Inc.

Nichole Towell

Florida Fruit & Vegetable Association

Michael Aerts

Giorgio Fresh Co.

Greg Sagan

Grimmway Farms

Justine Peterson

HZPC Americas Corp.

Jeff Scramlin

Juice Products Association

Diane Welland

Kellogg Company

Melanie Hall

Melissa's/World Variety Produce, Inc.

Peter Steinbrick

Mushroom Council

Bart Minor

The Morning Star Company

Alissa Dillon

National Watermelon Promotion Board

Stephanie Barlow

Naturipe Farms, L.L.C.

CarrieAnn Arias

Ocean Spray Cranberries, Inc.

Christina Khoo

Okanagan Specialty Fruits

Jessica Brady

The Oppenheimer Group

Brett Libke

Pacific Coast Producers

Tami Iverson

Pear Bureau Northwest

Kevin Moffitt

Potatoes USA

Jill Rittenberg

Produce Marketing Association

Kathy Means

Red Sun Farms

Leona Neill

Robinson Fresh

Chad Johnson

Seneca Foods Corporation

Kimberely Challoner

Silgan Containers

Carolyn Takata

Stemilt Growers, L.L.C.

Roger Pepperl

Sunkist Growers, Inc.

Joan Wickham

Sun-Maid Growers of California

Jackie Grazier

Syngenta Corporation

Laura Peterson

Sysco / FreshPoint

Richard Dachman

Taylor Farms

Bruce Taylor

United Fresh Produce Association

Tom Stenzel

Ventura Foods

Matt Middleton

Vestcom International, Inc.

Monica Amburn

Welch's

Geoff Medeiros

Western Growers

Matt McInerney

The Wonderful Company

Jason Osborn



CHALLENGING THE KNOWLEDGE-ACTION GAP



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

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

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

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

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

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

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

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



FRUITS, VEGGIES AND EMOTIONAL WELL-BEING

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

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

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

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

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



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

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

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

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

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

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

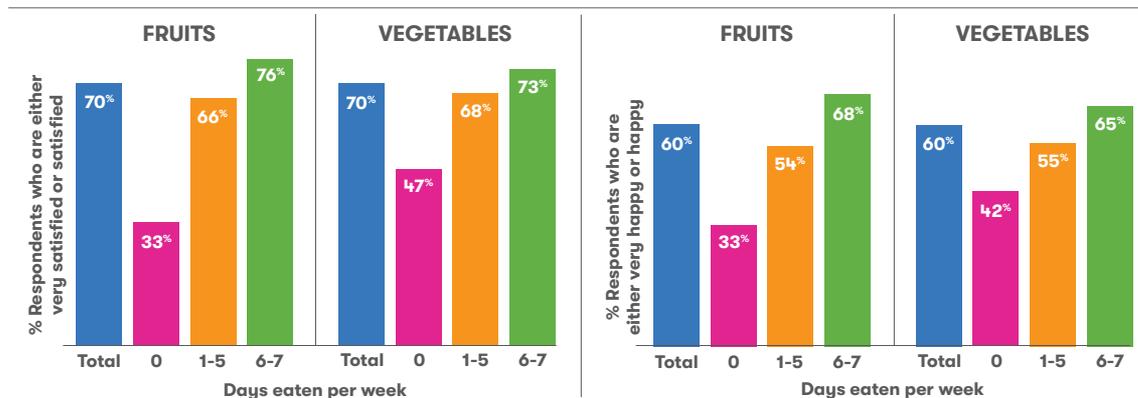
What is the emotional mechanism behind these findings? The physical, emotional, and social benefits that those eating produce 6-7 days per week noted included **pride** in their choices; **feeling good** in their day-to-day activities; **alleviation** of physical illness; and **confidence** in their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

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

MY HAPPY PLACE



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



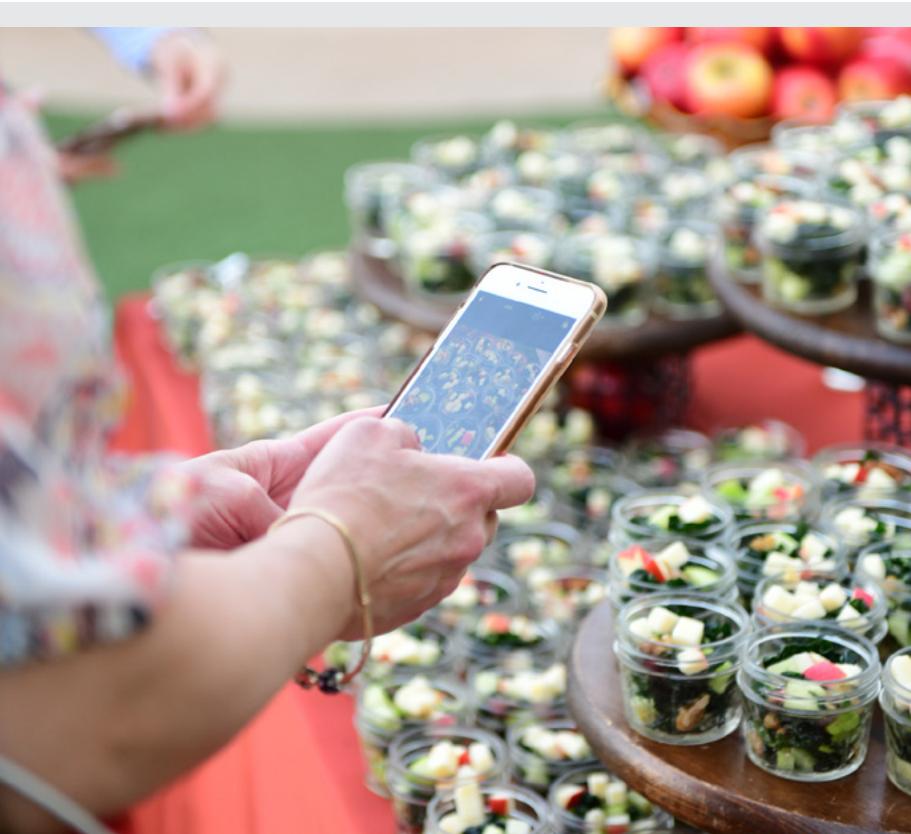
Source: Produce for Better Health Foundation. *Novel Approaches to Measuring and Promoting Consumption*, 2017.



ENGAGING TODAY'S CONSUMER INFLUENCERS



PBH is a powerful influencer, thought leader and connector.



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

Maximizing Digital Engagement

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

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





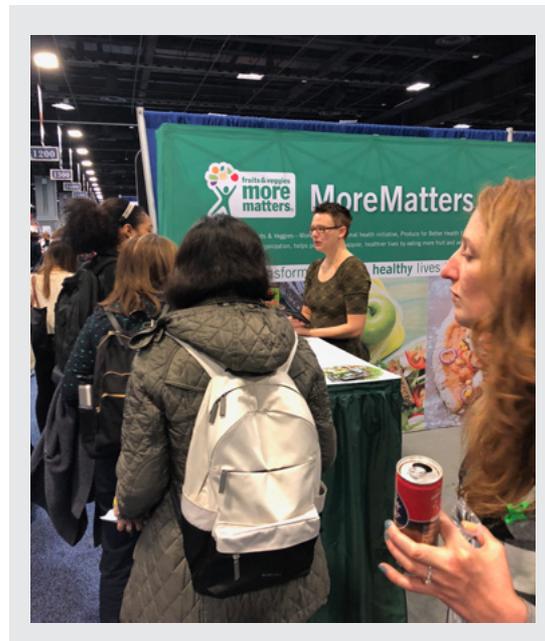
Connecting with Food, Nutrition and Fitness Professionals

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



Enhancing Relationships with Retail RDs Through PBH Events

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



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

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



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

Elevating Produce in Foodservice

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



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

Leveraging Virtual Education

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



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

Influencer Education

2018 WEBINARS

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

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

California Prunes: Good for Tummies and Tibias, Too

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

Canned Food Nutrition: A Deep Dive

The Impact of Diet on Maternal Health and Pregnancy Outcomes

For on-demand access, all webinars are recorded and archived on fruitsandveggies.org.

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

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



ENHANCING PRODUCE'S PATH-TO-PURCHASE



PBH doubles down on retail partnerships.

2018 Powerful Produce Pairings

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

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

2018 Powerful Produce Pairings Program Pilot

THE SUCCESS

up to
160% **250k+**

sales increase seen by pilot program participants.

consumers reached through traditional and social media.

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

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

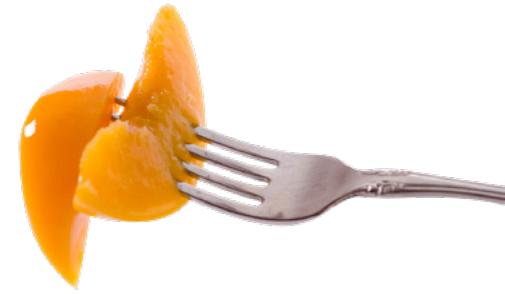


An Award-Winning Retail Partnership: Fruits & Veggies—More Matters® Month and National Family Meals Month™

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



MEANINGFUL AND MEMORABLE EVENTS



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

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

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





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

The Consumer Connection

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

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

Consumer Connection THE SUCCESS

91%

of attendees confirmed the Consumer Connection exceeded their expectations.

85%

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

65%

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

88%

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

Education2Action

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

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

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

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





Education2Action

THE SUCCESS

10k+

stores represented by 18 first-time retail dietitian attendees.

60k+

impressions across Facebook, Instagram and Twitter in 3 days.

91%

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

100%

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

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

Fresh Concepts

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

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

”

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

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



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



REVITALIZED DIGITAL EXPERIENCES

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

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

Refreshed Social Media

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



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

Content optimization across social media channels included:

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



Refreshed Social Media THE SUCCESS

Impressions, January - December 2018

11.9M+ **1M+**

Facebook

Instagram

2.3M+

Twitter

Growth, August - December 2018

500+

new Twitter followers

500+

new Instagram followers

30k+

new Facebook followers

30k+

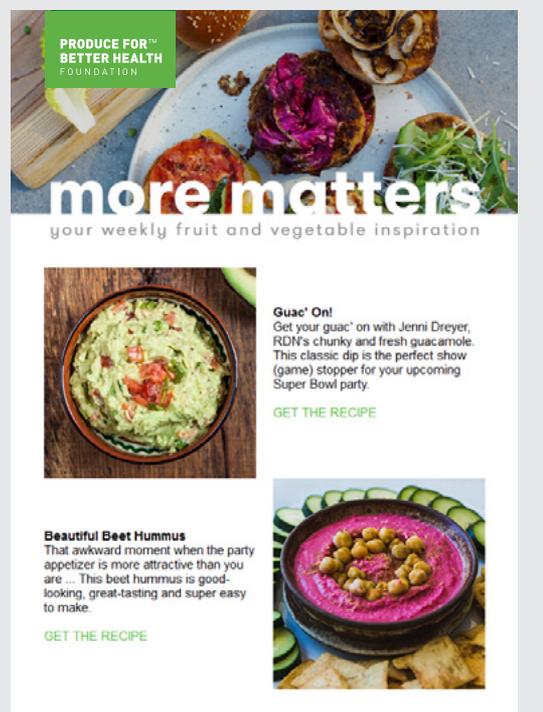
consumer engagements



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

Cross-promotion with members and influencers included:

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



Revitalized E-newsletters

THE SUCCESS

as of December 2018

9.5%

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

10k+

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

35k+

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

9%

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

Revitalized E-newsletters

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



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



CONGRATULATIONS 2018 PBH AWARD WINNERS

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

About PBH Award Winners

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

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

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

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

2018 Industry Role Models

American Frozen Food Institute⁸
Barsotti Family Juice Company⁷
Bayer Crop Science⁷
Black Gold Farms⁷
Blue Book Services, Inc.⁸
California Avocado Commission⁷
California Strawberry Commission⁷
Campbell Soup Company⁶

Can Manufacturers Institute⁶
Canned Food Alliance⁷
Chelan Fresh Marketing¹⁰
Del Monte Foods, Inc.⁸
Dole Food Company⁷
Dole Packaged Foods, L.L.C.⁵
Domex Superfresh Growers⁹
Duda Farm Fresh Foods⁹
Juice Products Association⁷
Mariani Packing Company, Inc.⁷
McEntire Produce, Inc.⁴
Monterey Mushrooms, Inc.⁵
Naturipe Farms, L.L.C.⁶
Okanagan Specialty Fruits⁵
Pacific Coast Producers⁸
Potatoes USA⁶



Produce Business Magazine⁴
Produce Marketing Association⁸
Robinson Fresh^{®10}
Ruiz Sales, Inc.⁸
Sage Fruit Company⁶
Seneca Foods Corporation⁹
Southern Specialties⁵
Stemilt Growers, L.L.C.¹¹
Subway⁸
Sun-Maid Growers of California⁹
Sysco / FreshPoint⁵
The Oppenheimer Group⁷
*The Packer*⁷
*The Produce News*³
USA Pears from Pear Bureau Northwest⁸
Ventura Foods⁶
Wawona Frozen Foods⁴
Wonderful Citrus⁶

2018 Excellence Award Honorees

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

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

2018 Public Health Role Models

Arizona Department of Health Services²
City of Albuquerque³
Elaine Gordon, *Eating by Elaine, L.L.C.*²
Marion County Public Health Department²
Meramec Elementary School Garden Club²
Presbyterian Healthcare Services¹
Second Harvest Food Bank of the Lehigh Valley and Northeast Pennsylvania¹

2018 Retail Role Models

Coborn's²
K-VA-T Food Stores, Inc.⁴
Redner's Markets⁹
Schnuck Markets, Inc.¹¹
Skogen's Festival Foods⁶
SpartanNash⁴
Wakefern Food Corporation⁶
Weis Markets, Inc.⁹

2018 Retail RDs of the Year

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

Formula 5 Student Marketing Competition

First Place

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

Second Place

Arizona State University, *Jack of All Tastes*

Third Place

University of Wisconsin – Whitewater, *PrepTatoes*

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



2018 PBH MEMBERS

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

PBH Members

Advocate, \$50,000+

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

Partner, \$25,000+

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

Delegate, \$10,000+

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

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



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

Supporter, \$1,500+

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

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

Fresh Produce & Floral Council
Georgia Fruit & Vegetable Growers Association
Gold Coast Packing, Inc.
Great Lakes International Trading, Inc.
GreenGate Fresh, LLLP
Grupo Vegetables el Rey, L.L.C.
Hannaford Supermarkets
Heartland Produce
Hess Brothers Fruit Company
Hilex Poly Company, L.L.C.
The Horton Fruit Company, Inc.
Houweling's Tomatoes
HPC Foods, Ltd.
Hudson River Fruit Distributors
Hungenberg Produce, Inc.
Hy-Vee, Inc.
Idaho-Eastern Oregon Onion Committee
Idaho Potato Commission
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.



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

New York Apple Sales, Inc.
North Bay Produce, Inc.
Norpac Foods, Inc.
Oneonta Starr Ranch Growers
organicgirl, L.L.C.
Peter Condakes Company, Inc.
Phillips Mushroom Farms
Pink Lady America
Potandon Produce, L.L.C.
Price Chopper Supermarkets
Produce Packaging, Inc.
Publix Super Markets, Inc.
Pure Fresh, L.L.C.
Red Blossom Sales, Inc.
Red Gold, Inc.
Rice Fruit Company
Richard Bagdasarian, Inc.
Rigby Produce, Inc.
Rijk Zwaan
Robbie's Produce
Rocky Produce, Inc.
Rousseau Farming Company
Ruiz Sales, Inc.
Sage Fruit Co, L.L.C.
Sakata Seed America, Inc.
San Joaquin Tomato Growers, Inc.

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



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

Donor, up to \$1,499

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Knouse Foods, Inc.
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Schnuck Markets, Inc.
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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.



2018 GIFTS IN-KIND

Includes organizations that provided gifts in-kind.

Gifts In-Kind

\$150,000 and above

Google Ads
The Packer

\$50,000 and above

Blue Book Services, Inc.
Produce Business Magazine
Produce Marketing Association

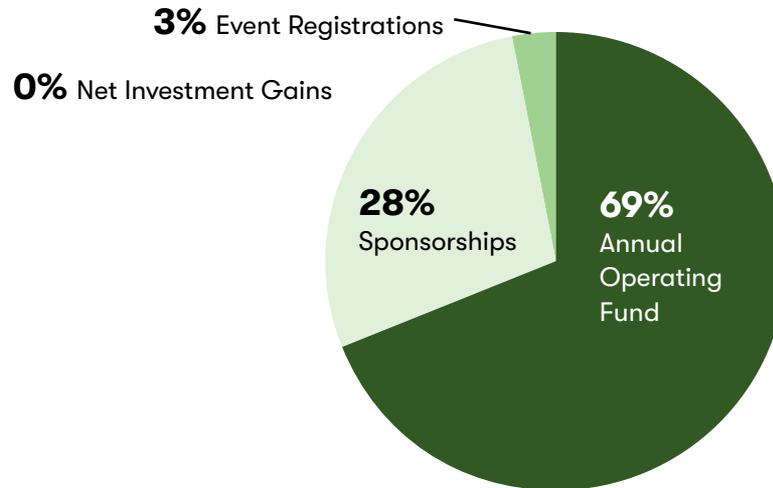
Up to \$5,000

Florida Fruit & Vegetable Association
New England Produce Council
Okanagan Specialty Fruits
Southeast Produce Council
Stemilt Growers, L.L.C.
United Fresh Produce Association



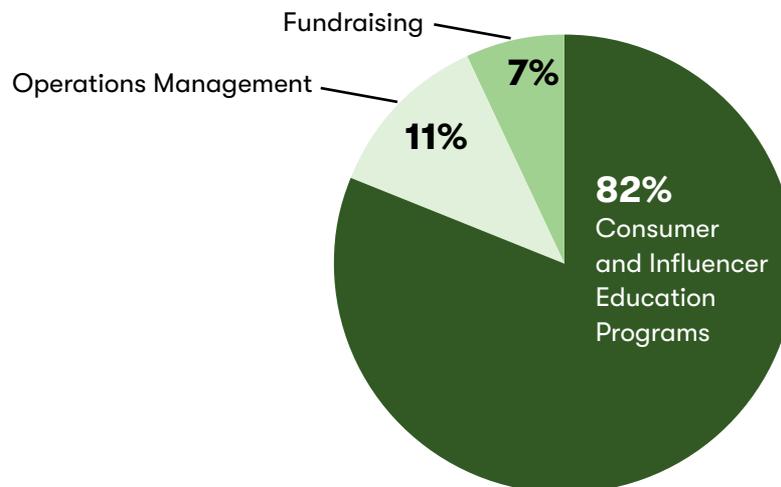
FINANCIAL REPORT

2018 Income



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

2018 Expenses



Total 2018 Budget: \$2.3 million (audited)



THE PBH TEAM

We thank you for your continued support and engagement.



Wendy Reinhardt Kapsak, MS, RDN
President and CEO



Carrie Casey
Strategy and Operations
Senior Director



Candice Gordon
Brand Development Manager



Allison Kissel
Development and Operations
Administrator



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



Shelly Maniscalco, MPH, RD
Food and Nutrition
Communications Specialist



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



Jason Riis, PhD
Chief Behavioral Scientist



Sharese Roper
Events and Education Manager



Sylvia Rowe, MA
PBH Leadership Advisory
Council Facilitator



Donald M. Schuler, Sr.
Development Manager



Katie Toulouse
Communications Director



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



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