

2020 MEMBER OPPORTUNITIES

**Transforming Happier,
Healthier Lives Together**

**PRODUCE FOR™
BETTER HEALTH**
FOUNDATION

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OUR PURPOSE

**PRODUCE FOR™
BETTER HEALTH**
FOUNDATION

The Produce for Better Health (PBH) Foundation, a 501(c)3, is the only non-profit organization committed to helping people live happier, healthier lives by eating more fruits and vegetables in all their glorious forms every day.



OUR PASSION

Research shows, rather than a prescriptive recommendation to eat a certain amount of fruits and vegetables each day, consumers (particularly Gen Z and Millennials) want actionable, realistic and FUN approaches that make eating fruits and vegetables easy, helping them feel confident, happy and healthy.

That's where **PBH's Have A Plant™ movement** comes in. It's a way to tap into the emotional connection consumers have to the fruit and vegetable eating experience while inspiring long-term, sustainable behavior change. And it does so with a no-nonsense approach that's simple, understandable, and, importantly for this audience, non-prescriptive.

A photograph of two women in a kitchen, smiling and looking at each other. The woman on the left has a large afro and is wearing a white sweater. The woman on the right has short brown hair and is wearing a grey cardigan. They are standing behind a kitchen counter with various items including a wooden cutting board with vegetables (cucumbers, tomatoes, onions), a mortar and pestle, a glass of water, and a cup of coffee. A green circular logo is overlaid on the right side of the image, containing the text 'have a plant™' and 'fruitsandveggies.org'.

have a
plant™
fruitsandveggies.org

Our Passion

JOIN THE MOVEMENT

Through integrated communication tools, including logo applications, digital platforms, thought leadership and ambassador relationships, PBH's transformative Have A Plant™ movement will inspire people with compelling reasons to believe in the powerful role fruits and vegetables can play to create happy, healthy and active lives.

**To join the movement, download the Have A Plant™
[Brand Guidelines](#).**



OUR PARTNERSHIP

We believe in the power of collaboration. We welcome the opportunity to collaborate with fruit and vegetable entities, as well as others who seek to improve fruit and vegetable consumption.

PBH is your partner to transform how people enhance their lifestyles with fruit and vegetables.

MEMBER BENEFITS

Contributing to PBH goes beyond philanthropy, providing unique access to powerful partnerships and exclusive sponsorships, with the ability to tailor each to accomplish your goals. PBH members help guide the organization's programs and platforms, which ensures our efforts complement your strategic goals and benefit your business needs.

Member Benefits by Level

ADVOCATE **\$50,000+**

- Tailored benefits package to align with your strategic efforts
- Board seat, plus Executive Committee opportunity
- 1:1 strategic counsel with PBH expert team
- Committee leadership, engagement and participation*
- First access to sponsorships
- First access to science and market research
- Have A Plant™ logo use (on qualifying materials)
- PBH e-news and communications
- Recognition in the Annual Report

Social Media, Influencer, and Digital Benefits

- First access to preferred placement timing for all content
- Monthly (12) social media content piece
- One (1) contest
- Access to one (1) FVAA** influencer who will create:
 - Two (2) sponsored posts with social amplification
 - One (1) Twitter chat
 - One (1) Facebook Live OR One (1) Instagram Live/Story
- One (1) 30-min meeting with an FVAA member and PBH
- One (1) recipe or story on the website
- Four (4) ads in e-newsletters of member's choice
- Three (3) editorial placements in e-newsletters of member's choice
- Member profile page on fruitsandveggies.org with logo and links to your website and social channels

*PBH Committees include: Health and Wellbeing (influencer engagement); Marketing and Communications (consumer engagement); and Research and Consumer Insights.

**All Fruit and Vegetable Ambassador in Action (FVAA) sponsorship opportunities include rights for using content on member platforms. Based on availability. Additional fees may apply. Learn more about the FVAA influencer program on page 29.

Member Benefits by Level

PARTNER **\$25,000+**

- Tailored benefits package to align with your strategic efforts
- Board seat, plus Executive Committee opportunity
- 1:1 strategic counsel with PBH expert team
- Committee engagement and participation*
- Preferred access to sponsorships
- Access to science and market research
- Have A Plant™ logo (on qualifying materials)
- PBH e-news and communications
- Recognition in the Annual Report

Social Media, Influencer, and Digital Benefits

- Preferred placement timing for all content
- Bi-monthly (6) social media content pieces
- One (1) contest
- Access to one (1) FVAA** influencer who will create:
 - One (1) sponsored post with social amplification
 - One (1) Twitter chat co-hosting OR one (1) series of Instagram stories consisting of three (3) posts
- One (1) 30-min meeting with an FVAA member and PBH
- One (1) recipe or story on the website
- Three (3) ads in e-newsletters of member's choice
- Two (2) editorial placements in e-newsletters of member's choice
- Member profile page on fruitsandveggies.org with logo and links to your website and social channels

*PBH Committees include: Health and Wellbeing (influencer engagement); Marketing and Communications (consumer engagement); and Research and Consumer Insights.

**All Fruit and Vegetable Ambassador in Action (FVAA) sponsorship opportunities include rights for using content on member platforms. Based on availability. Additional fees may apply. Learn more about the FVAA influencer program on page 29.

Member Benefits by Level

DELEGATE **\$15,000+**

- Tailored benefits package to align with your strategic efforts
- Board seat, plus Executive Committee opportunity
- Committee engagement and participation*
- Access to science and market research
- Preferred access to sponsorships
- Have A Plant™ logo use (on qualifying materials)
- PBH e-news and communications
- Recognition in the Annual Report

Social Media, Influencer, and Digital Benefits

- Quarterly (4) social media content pieces
- Access to one (1) FVAA** influencer who will create one sponsored post with social amplification
- One (1) recipe or story on the website
- Two (2) ads in e-newsletters of member's choice
- One (1) editorial placement in e-newsletter of member's choice
- Member profile page on fruitsandveggies.org with logo and links to your website and social channels

*PBH Committees include: Health and Wellbeing (influencer engagement); Marketing and Communications (consumer engagement); and Research and Consumer Insights.

**All Fruit and Vegetable Ambassador in Action (FVAA) sponsorship opportunities include rights for using content on member platforms. Based on availability. Additional fees may apply. Learn more about the FVAA influencer program on page 29.

Member Benefits by Level

ENTHUSIAST **\$5,000+**

- Access to sponsorships
- Have A Plant™ logo use (on qualifying materials)
- PBH e-news and communications
- Recognition in the Annual Report

Social Media, Influencer, and Digital Benefits

- Two (2) social media content pieces
- One (1) ad in e-newsletter of member's choice
- Recognition on fruitsandveggies.org with logo and link to your website

SUPPORTER **\$2,000+**

- Access to sponsorships
- Have A Plant™ logo use (on qualifying materials)
- PBH e-news and communications
- Recognition in the Annual Report

Social Media, Influencer, and Digital Benefits

- Recognition on fruitsandveggies.org with link to your website



DIGITAL AND SOCIAL MEDIA OPPORTUNITIES

We connect with thousands of consumers as well as the food, nutrition and health influencers who shape their decisions, from retail registered dietitians 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.

PBH IS AN INFLUENCER

1M+

Facebook Followers

62,500+

Twitter Followers

40,000+

Monthly Pinterest Viewers

17,800+

Instagram Followers

200,000+

Site Visitors Per Month

74,000+

Consumer E-Newsletter
Subscribers

42,700+

Health & Wellness
Influencer E-Newsletter
Subscribers

10,000+

Industry E-newsletter Subscribers

100s

VIP Consumer Influencers
in Network

FRUITSANDVEGGIES.ORG

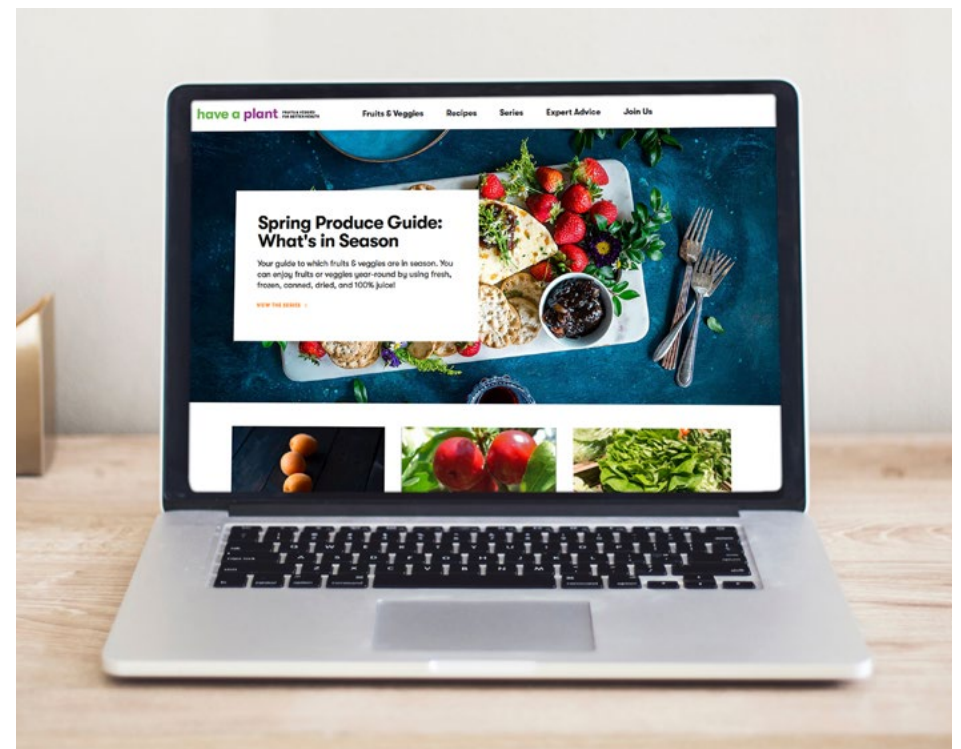
Above and beyond your member benefits, our digital sponsorship opportunities include à la carte pricing to boost your brand in more places than one.

Introducing fruitsandveggies.org

PBH's new highly-interactive and visually-enticing digital ecosystem, fruitsandveggies.org, is live!

Our new site reimagines and refreshes our most popular content to immerse Gen Z and millennial consumers in an inspirational fruit and vegetable culture. Frequently-added stories and series create an intuitive search-and-discovery zone that celebrates fruits and vegetables in a KNOW-FEEL-DO way. The interactive editorial style layout offers a variety of opportunities to integrate branded content and advertising.

All content is subject to approval by PBH before going live. For content suggestions, please see our [Brand Guidelines](#).



Digital Ecosystem

Sponsored Expert Advice

When consumers have questions, fruitsandveggies.org has answers. Driving the most organic traffic from search engine to site, our Expert Advice section is the ultimate opportunity to deliver fact-based information and dispel myths. Now you can be the expert by asking a common question and providing a proper answer in a place that consumers trust and cherish. Expert Advice is an easy vehicle for search engine exposure and backlink building.

Priced at \$300 per question.

Anticipated impressions: minimum of 100+ per advice article

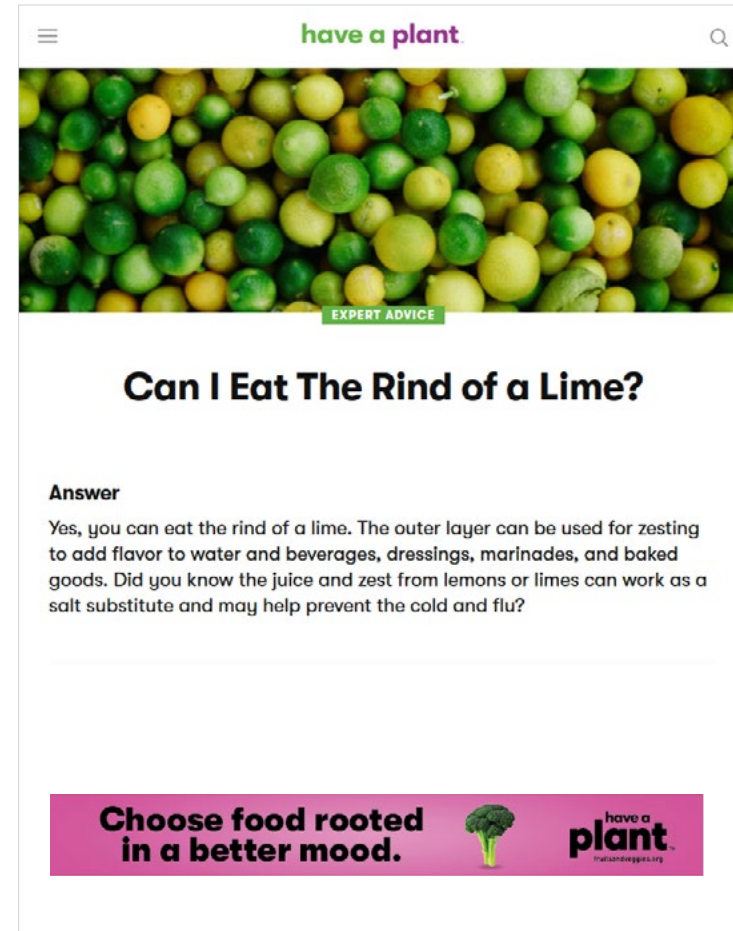
Banner Ads

Our site has 26 banner placements between desktop and mobile, covering 11 unique page templates that use three standard IAB banner sizes. With more than 200,000 page views per month, this is an ideal opportunity to put your message in front of a relevant audience and drive users to your own channels.

Pricing starts at \$1,500 to take over all 26 placements for a one-month timeframe (varies based on membership status).

Anticipated impressions: 200,000 per banner ad

NOTE: Weekly banner ads will be available at a later date.



Digital Ecosystem

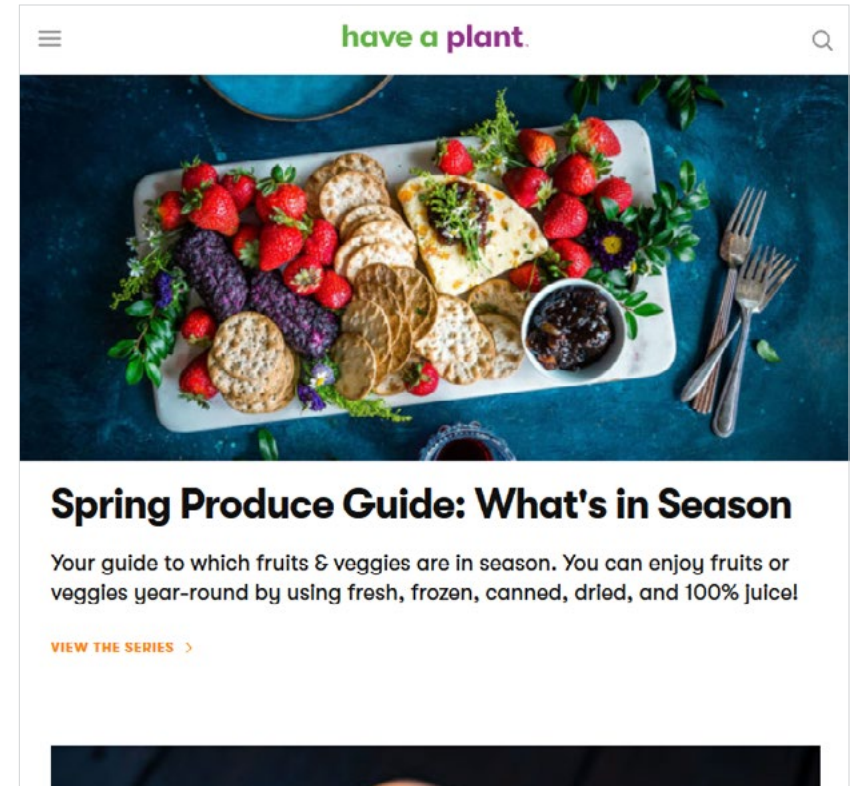
Sponsored Series

Stop visitors in their tracks with an exclusive fruitsandveggies.org homepage series. Series are a curated collection of recipes and stories that attract, intrigue and fascinate visitors. Only a series can fill the masthead of the homepage, providing maximum visibility and engagement.

- Feature your product-focused recipes, stories, research and consumer-friendly resources
- Focus on hot topics most relevant to your product
- Receive one month of full-scale content amplification through PBH's e-newsletters and social channels
- Receive cross-promotion on your member profile page (Enthusiast-level members and above), cross-promoting your website and social channels

Pricing starts at \$13,000 per series (varies based on membership status) and includes up to 7 content pieces within each series.

Anticipated impressions: minimum of 700+ per series



Digital Ecosystem

Sponsored Recipes

There's no better way to get consumers to think about your product than showing them how to use it within a recipe. Recipes on fruitsandveggies.org support the latest in social sharing integration, including Pinterest Rich Pins and Facebook Open Graph. For optimum viewership, sponsored recipes appear on your member profile page (Enthusiast-level members and above), cross-promoting your website and social channels.

Pricing starts at \$2,000 per recipe (varies based on membership status).

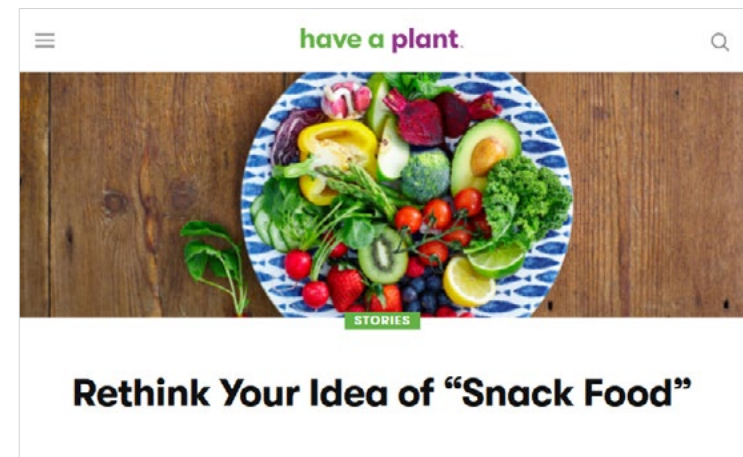
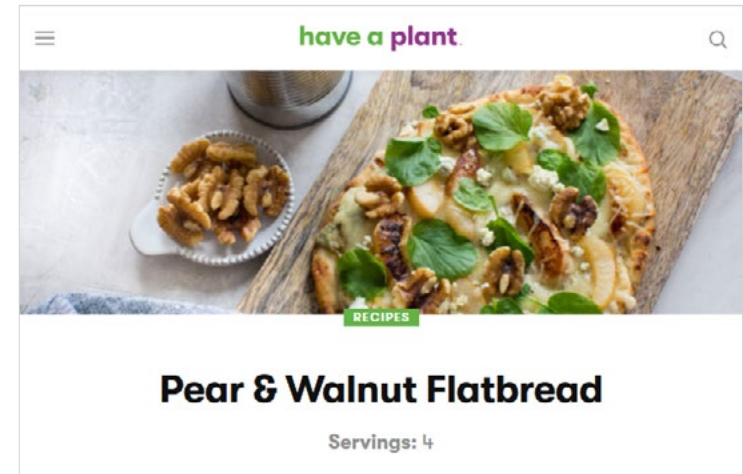
Anticipated impressions: minimum of 100+ per recipe

Sponsored Stories

Content is king, and our sponsored stories broaden the impact of your investment. Feature your products, research or helpful advice with visitors seeking similar content within fruitsandveggies.org. For optimum viewership, sponsored stories appear on your member profile page (Enthusiast-level members and above), cross-promoting your website and social channels.

Pricing starts at \$2,000 per story (varies based on membership status).

Anticipated impressions: minimum of 100+ per story



CONNECT WITH SOCIAL MEDIA



Boost brand love or product cravability on PBH's social platforms. Reaching millions of consumers each day, our social channels, filled with fruit and vegetable fans and enthusiasts, can effortlessly mobilize your messaging and marketing investment. Widen your horizons with an à la carte content piece or custom combination that strategically aligns with your efforts.

Above and beyond your member benefits, our social sponsorship opportunities include à la carte and package pricing to deliver compelling content where consumers are looking for it first.

Social Media Posts

1-3 pieces across channels: \$1,000 each

4-6 pieces across channels: \$850 each

7-9 pieces across channels: \$775 each

10-12 pieces across channels: \$700 each

Estimated reach: 10,000 - 40,000

All content is subject to approval by PBH before going live. For content suggestions, please see our [Brand Guidelines](#).



Social Media

Facebook Live Video

Leveraging the expertise and star-power of PBH's Fruit & Vegetable Ambassadors in Action (FVAA) network, Facebook Live becomes an undeniable thought-provoking tool to inspire fans with fresh content, including crave-worthy recipes as well as fruit and vegetable tips.

- Collaborate with the PBH team to identify an FVAA member (or your own expert) to serve as an on-camera personality, and develop a 5- to 7-minute Facebook Live segment
- Highlight diverse topics — from educational content to recipes, food hacks, wellness research and more
- Receive PBH cross-promotion of the segment across social channels, as well as tools for supporters and influencers to promote
- Take advantage of the option to collaborate with another supporter to illustrate the power of pairing fruits, vegetables, whole grains, low-fat dairy and/or lean proteins together

Two segments per month

(typically Mondays, 1 p.m. ET, but flexible)

- Up to 2 supporters per segment
- 1 sponsor: **\$8,000**
- 2 sponsors: **\$4,500 each**

NOTE: Expenses for recipe ingredients and/or special props are not included, and are the sole responsibility of the sponsor.

Estimated reach: 50,000 - 100,000



Social Media

Have A Plant™ TV: Monthly IGTV (Instagram) Segments

Have A Plant™ TV is a vertical, full-length video segment (between 7-10 minutes in length) to share your consumer-friendly content.

This format is perfect for how-to videos and short cooking demonstrations that help fans choose fresh, frozen or juiced fruits and veggies for a weeknight dish or master how to cook with canned or dried produce.

- Segments are created in advance (not live) with your input to have a more produced look.
- Each month will either feature one supporter, or can be a collaboration among supporters to illustrate the power of pairing fruits, vegetables, whole grains, low-fat dairy and lean meat and fish together.
- Sponsors can feature new products, meal planning, hacks, tips, resources, etc.
- Collaborate with the PBH team to identify a PBH Fruit & Vegetable Ambassador in Action (FVAA) member (or your own expert) to serve as an on-camera personality. PBH will cross-promote the segment in our social channels, as well as provide tools for supporters and influencers to promote as well.

One sponsored IGTV episode per month; up to 3 sponsors per IGTV episode

One sponsor: \$8,000

2-3 sponsors: \$4,500 each

NOTE: Expenses for recipe ingredients and/or special props are not included, and are the sole responsibility of the sponsor.

Estimated reach: 10,000 - 40,000



Social Media

Contests

Consumer contests are proven to increase product awareness by incentivizing trial and engagement. PBH will amplify your contest and/or help you develop and coordinate a creative and concise contest that excites consumers about your products with incentives and/or prizes. PBH will promote the contest across all social channels, randomly select winners, and coordinate with your team to distribute incentives or prizes supplied by your organization.

One contest offered each month.

One contest with one full-month of promotion across three social channels: \$5,000

NOTE: Pricing above does not include the cost or procurement of giveaways (e.g. product coupons, gift cards, etc.). Sponsor is solely responsible for all costs associated with providing a giveaway to participants.

Estimated reach: 40,000 - 80,000



Digital and Social Media Amplification

Have A Plant™ Consumer E-Newsletter

Connect with nearly 74,000+ consumers in our weekly e-newsletter for fruit and vegetable lovers, filled with engaging content that consumers are asking for (we asked them!). In addition to advertising spots, members can be featured as part of regular sponsored content, highlighting new trends, culinary tips, recipes and more.

Average open rate: 10.2%

Average click through rate: 12.4%

Consumer E-Newsletter Ads (includes link to member site)

Up to 2 ad placements available per e-newsletter

1 ad: \$750

2 ads: \$675 each (\$1,350)

3 ads: \$650 each (\$1,950)

4+ ads: \$550 each (\$2,200)

Sponsored Content

Up to 4 editorial placements (recipe, tips, research, etc.) available per e-newsletter.

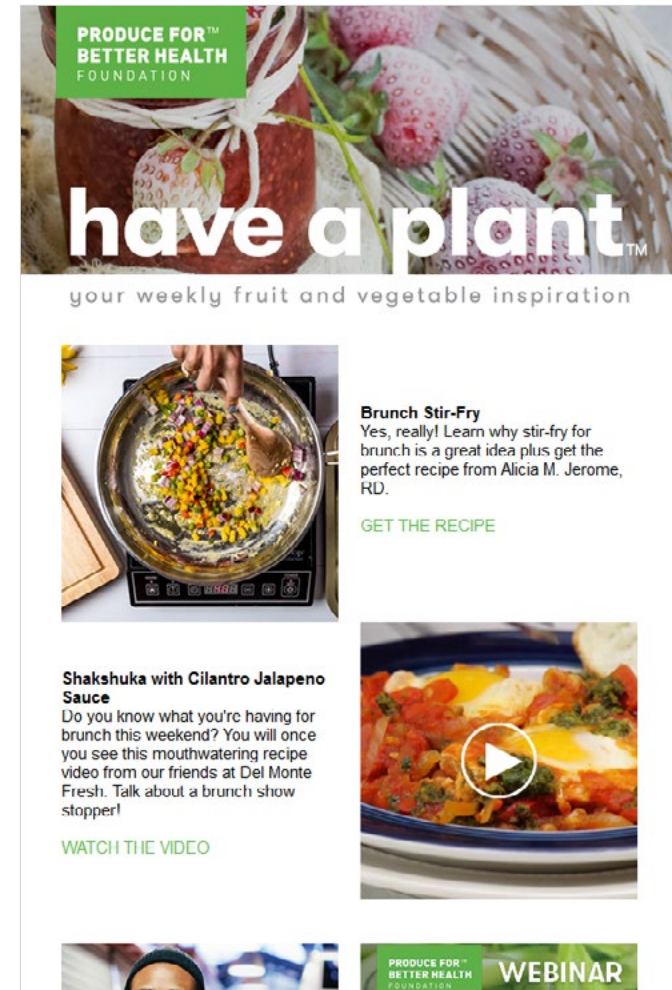
1 placement: \$1,500

2 placements: \$1,250 each (\$2,500)

3 placements: \$1,000 each (\$3,000)

4+ placements: \$800 each (\$3,200)

All ads and sponsored content in e-newsletters will be reviewed by PBH to ensure content complements our vision and mission. For content suggestions, please see our [Brand Guidelines](#).



CONTENT PROMOTION PACKAGES

PBH is in a unique position to significantly amplify your content and maximize your return on investment. Let our team lighten your workload by tailoring an exclusive high-engagement content package that helps you effortlessly achieve your goals.

- Made available on fruitsandveggies.org
- Distributed in one sponsored editorial placement on e-newsletters
- Amplified across all social channels (Facebook, Twitter, Instagram)

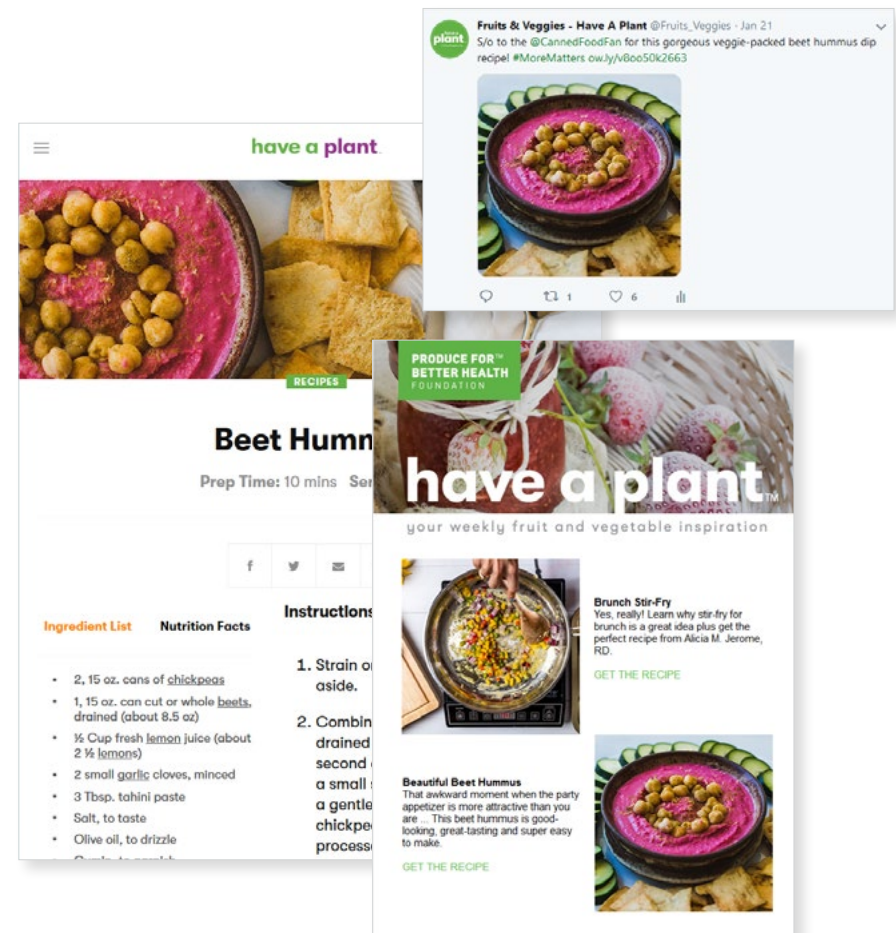
One piece of content (recipe or tips article):

Starting at \$3,825

Two or more pieces of content (recipes or tips articles):

Starting at \$7,225

All content is subject to approval by PBH before going live.
For content suggestions, please see our [Brand Guidelines](#).



Digital and Social Media Amplification

2020 PBH Messaging Pillars

These messages were developed to demonstrate how fruits and vegetables can be the “delicious ingredients” to health and happiness. We’d love to showcase your content around any or all of the following pillars:

1. Fruit and Vegetable Consumption

- Taste and flavor
- Convenience
- Barriers
- 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

- Recipes and 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



Digital and Social Media Amplification

2020 PBH Content Calendar

Mark every health and wellness day, celebrate seasonal fruit and veggie programs, and even create customized opportunities with sharp, relevant content that appeals to consumers, influencers, and industry professionals alike.

Our 2020 PBH content calendar was developed with Gen Z and millennial consumers in mind. These monthly themes serve as a guidepost to tell a more compelling story that stands out from the rest. #haveaplant

January	February	March	April
Refresh Yourself Nothing like healthy fluids to start 2020 off right! Cleanse your body for the New Year by adding fruits and veggies to your everyday bottle of water AND by getting your nutrients in with all the juice!	Eat Your Heart Out In honor of American Heart Month and National Canned Food Month, use fruits and veggies to fill and fuel your heart.	Sustainable Eats Are the Best Eats In honor of National Nutrition Month, snack smart by prepping foods at home more often and learning more about where they come from. Our planet will thank you because after all, fruits and veggies are the truest of plants!	Better-For-You Munchies Who doesn't love to snack? Whether it's the on-the-go snacks you pack for work or your go-to-post-cannabis munchies, be better to your body and feed it the munchies it deserves — fruits and veggies!
May	June	July	August
Mindful May Mental health is just as important as physical health! Dedicate your May to treating your mind with positivity-boosting fruits and veggies! #lifewins	Outdoor Adventures — Yes, You Can Fuel your summertime outdoor adventures with the convenience of delicious and nutritious fruits and veggies!	Produce-Packed Snack Hacks Pack the perfect fruit and veggie snacks, like dried fruits and veggies, for all your summertime travels with these hacks!	Frozen Not Forgotten How are you staying cool for the summer? If it's not with frozen fruits and veggies, you're doing it all wrong!
September	October	November	December
Happy Fruits & Veggies Month What better month for fruits and veggies than back-to-school season? Take the Have A Plant™ Pledge for yourself AND boost your kids' street (or should we say, school) cred by stocking up their lunches with fruits and veggies!	Fruit and Veggies for the Win Happy tailgate season! Deck out your sporty spread with fruits and veggies!	Let's Dish What are you bringing to the table this holiday season? Get the scoop on all the best veggie side dishes and sweet fruit treats with these recipes.	Have A Plant™ Party We all know December is the month for hosting friends and family. Make your life easier with these fruits and veggies dishes everyone will love!





INFLUENCER PARTNERSHIPS

FRUIT AND VEGETABLE AMBASSADORS IN ACTION

Tap our Fruit and Vegetable Ambassadors in Action (FVAA) to amplify your content.

The FVAA network is a top-tier, diverse group of food, nutrition and lifestyle influencers who are passionate about fruits and vegetables in all forms. They primarily reach Gen Z and Millennial consumers through their own digital/social channels, which collectively reach nearly one million people. FVAA members represent an elite group of advocates who are passionate about extending PBH's purpose and who focus on changing consumer behaviors through emotional, meaningful connections.

Secure one of these VIP influencers to promote your brand exclusively at a PBH member rate. PBH and the FVAA member will provide complimentary amplification of your content on respective platforms.

All content is subject to approval by PBH before going live. For content suggestions, please see our [Brand Guidelines](#).



Influencer Engagement

Influencer Amplification

Above and beyond your member benefits, our influencer sponsorship opportunities include à la carte pricing to amplify your message through beloved advocates. These prices include compensation for FVAA members. Please note that the prices for à la carte Twitter chats, Facebook Live and IGTV include costs for FVAA member inclusion.

Sponsored post + social amplification: \$1,800

Video development: \$4,500

Instagram Live/Story: \$4,500

Sponsored content in one influencer e-newsletter: \$2,250

Sponsored content in one consumer e-newsletter: \$2,250

Inclusion in 1+ media interviews (print, broadcast, online), as available, within one year of sponsorship: \$1,500

30-min meeting with FVAA member and PBH: Varies, starting at \$1,500



Influencer Engagement

Influencer-Led Twitter Chats

Twitter continues to be a hub for influencers looking to consume and share the latest news. Through our influencer-focused Twitter chats, we tap our Fruit & Vegetable Ambassadors in Action (FVAA) network to extend your messages to other health professionals and lifestyle experts online.

Member highlighted as exclusive Twitter chat co-host or in partnership with up to two other supporters

- Receive tools to cross-promote on supporter social channels
- Tap a PBH FVAA member as the host to expand the reach of messages with cross-promotion on his/her social channels. Can highlight a supporter expert instead, if appropriate
- Enhance your sponsorship with member-branded giveaways for consumer participants to boost engagement

One sponsored Twitter chat per month

(typically Tuesdays at 2 p.m. ET, but flexible)

- Up to 3 sponsorships per Twitter chat
- 1 sponsor: **\$6,000**
- 2-3 sponsors: **\$4,000 each**

NOTE: Pricing above does not include the cost or procurement of giveaways (e.g. product coupons, gift cards, etc.). Sponsor is solely responsible for all costs associated with providing a giveaway to participants.

Estimated reach: 60,000 - 100,000

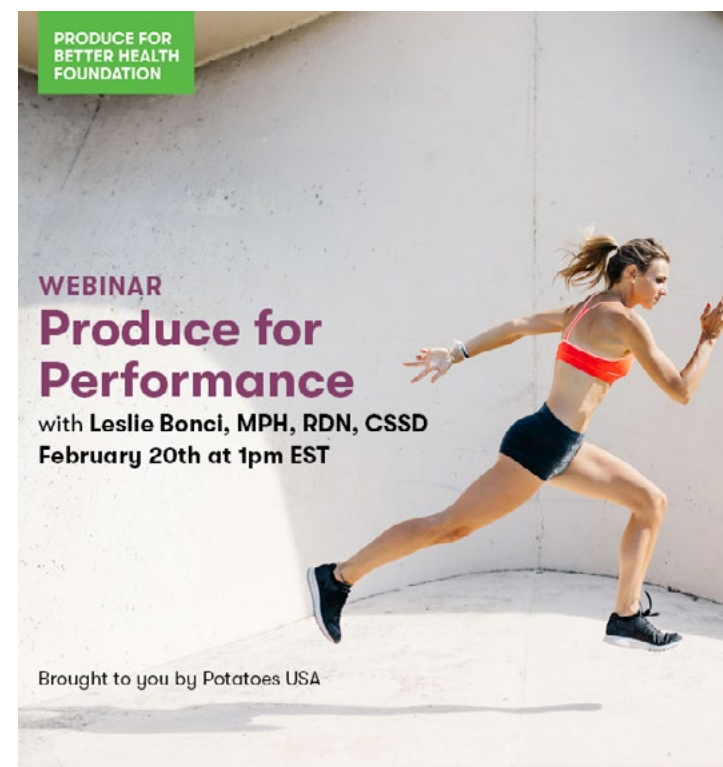


INFLUENCER-LED WEBINARS

Collaborate with PBH to develop a relevant cutting-edge webinar, made available to more than 42,700 food, nutrition and health professionals and influencers. Breathe new life into research, trends, product innovations and culinary inspirations using our diverse network of Fruit & Vegetable Ambassadors in Action (FVAA) members and expert speakers. We're also happy to collaborate with your influencers and/or experts.

60-minute Webinar Package: \$5,000

- Highlight diverse topics — from educational content to myth-busting research and more
- Collaborate with the PBH team to identify an FVAA member or expert to serve as the content provider
- The PBH team will analyze and submit webinar content for continuing education credits with Academy of Nutrition and Dietetics
- Benefit from an omni-channel promotional package featuring the webinar topic on fruitsandveggies.org, social platforms and influencer e-newsletter.
- PBH signature service, coordination and execution to optimize content, attendance and engagement.
- Post-webinar performance report with key insights and analytics.
- Access post-webinar attendee list.
- On-Demand webinar recording added to PBH's virtual education library for continuous on-demand access.



Influencer Engagement

PBH Connection Influencer E-Newsletter

Connect with more than 42,700 health and wellness professionals — retail RDs, bloggers, RD communicators, media contributors, fitness trainers and more — in PBH's monthly influencer e-newsletter. We crowdsourced content needs straight from the audience itself, to deliver fresh ideas and useful resources that help inspire Americans to enjoy more fruits and vegetables. Showcase your product in a e-newsletter ad, linking to your site and product-specific content for food, lifestyle and nutrition influencers, as well as featured content, recipes, meal plans and more. Our e-newsletter subscriber list is growing fast so confirm your spot now!

Average open rate: 10.7%

Average click through rate: 6.4%

E-Newsletter Ads (includes link to member site)

Up to 2 ad placements available per e-newsletter

1 ad: \$750

2 ads: \$675 each (\$1,350)

3 ads: \$650 each (\$1,950)

4+ ads: \$550 each (\$2,200)

Sponsored Content

Up to 4 editorial placements (recipe, tips, research, etc.) available per e-newsletter

1 placement: \$1,500

2 placements: \$1,250 each (\$2,500)

3 placements: \$1,000 each (\$3,000)

4+ placements: \$800 each (\$3,200)



The image shows a preview of the PBH Connection Influencer E-Newsletter. At the top, there's a header with the 'PRODUCE FOR BETTER HEALTH FOUNDATION' logo and a photo of a hand holding a bowl of fruit. Below this is the title 'PBH CONNECTION' and the subtitle 'fruit & veggie insights for health & wellness professionals'. The main content area features two images: one of a bowl of fruit with the text 'have a plant fruitsandveggies.org' and another of a plate of food with a similar logo. Below the images are two columns of text. The left column is titled 'Here's a plan: Have A Plant™' and describes the foundation's mission and the 'Have A Plant' movement. The right column is titled 'Sharing Is Caring' and encourages sharing the message on social media. At the bottom, there are two links: 'READ MORE' and 'DOWNLOAD SOCIAL POSTS'. The footer shows a photo of a woman speaking at a podium.

PRODUCE FOR BETTER HEALTH FOUNDATION

PBH CONNECTION

fruit & veggie insights for health & wellness professionals



Here's a plan: Have A Plant™
Produce for Better Health Foundation is thrilled to introduce a new fruit and vegetable movement, Have A Plant™! Rooted in behavioral science and extensive consumer research, Have A Plant™ was created to answer consumers' call for a simple, straightforward dialogue that speaks to their emotional food drivers and gets to the root of what all fruits and vegetables are — plants.

[READ MORE](#)

Sharing Is Caring
We encourage you to share the I have A Plant™ message and "be the movement." Through your #phone, in your home and community, over a meal or during a snack break—however you like. If there's food and fun being had, the people having it have a lot to gain from having a plant. So, let them know! This May we're talking about making fruits and vegetables part of your brunch crew. Join the conversation! #haveaplant

[DOWNLOAD SOCIAL POSTS](#)





RETAIL PARTNERSHIPS

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.

Retail Activations



EDUCATION 2ACTION

RETAIL DIETITIAN SUMMIT

October 14-17, 2020
Dallas, Texas

Create. Collaborate. Cultivate.

PBH's Education2Action Retail Dietitian Summit provides an intimate and collaborative networking opportunity to explore and create omni-channel retail partnerships — in-store, socially and virtually — with 20-25 influential retail dietitians from across North America.

Hosted alongside Produce Marketing Association's (PMA) annual Fresh Summit Convention & Expo, retail dietitians gain actionable education tailored to their unique in-store role. Exclusive networking events and pre-scheduled booth visits on the PMA expo floor generate excitement and inspiration for brands and promotions well beyond the summit. Effortlessly maximize your PMA Fresh Summit investment with meaningful connections and valuable engagement.



Partnership Packages

Partnership Benefits	Grand Platinum \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$8,000	Bronze \$4,000
Exclusive 60-minute education session or half-day agricultural immersion experience	•				
Questions in post-event survey	•	•			
Exclusive product-focused meal design		•			
Networking Reception menu feature			•		
Pre-scheduled booth visits at PMA Expo	20-min visits	20-min visits	10-min visits	10-min visits	
Post-Summit Report with retail-focused insights	•	•	•		
Access to Exclusive Networking Events	3 attendees	3 attendees	2 attendees	1 attendee	1 attendee
Exclusive Networking Reception Engagement Station	•	•	•	•	•
Retail RD Profile Networking Guide and Pre-Summit Webinar	•	•	•	•	•
Brand Recognition before, during and after conference	•	•	•	•	•

POWERFUL PRODUCE PAIRINGS

A path-to-purchase retail program.

Energize your retail partnerships and sales while engaging shoppers at the point-of-purchase as well as online with the PBH Powerful Produce Pairings program. Launched as a pilot test in 2018, this program has been a HUGE hit with several retail partners, resulting in:

- Significant sales and volume lifts for both produce and paired products;
- Tens of thousands of consumers reached in social media through Facebook Live segments, “hands and pans” videos, Twitter and Instagram posts; and
- Shopper education by trusted, credentialed nutrition professionals.



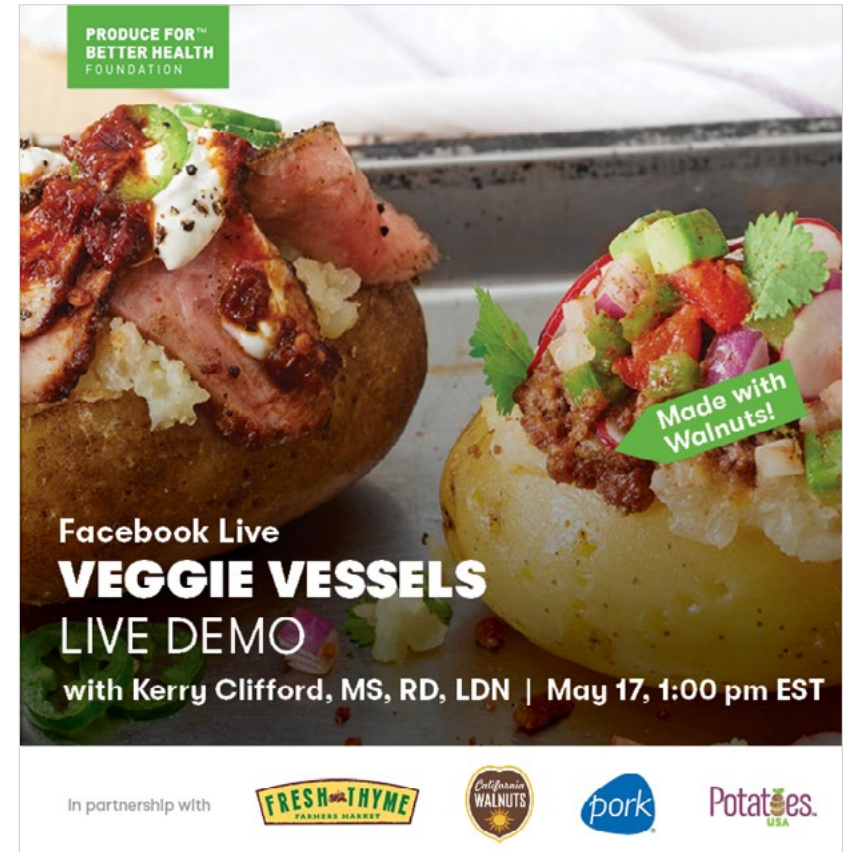
Photo courtesy of PBH Fruit & Vegetable Ambassador in Action
Kristina LaRue, RD of Love & Zest

Powerful Produce Pairings

PBH starts with fresh fruits and vegetables and pairs them with other nutrient-rich products — including other produce items, whole grains, seeds and nuts, low-fat dairy and/or lean protein — to create meal and snack solution promotions for retail shoppers. The promotions come to life by combining various shopper marketing tactics and retail dietitian activations including cross-merchandising, digital coupons, in-store display and social media contests, signage, RD demos, video development and social media posts.

PBH's Powerful Produce Pairings program creates delicious, new fruit and vegetable experiences for consumers where they plan and make food decisions — as well as innovative partnerships for the industry to work together to boost consumption — and sales!

Customized retail promotion pricing starting at \$7,500.



PRODUCE FOR™
BETTER HEALTH
FOUNDATION

Facebook Live
VEGGIE VESSELS
LIVE DEMO
with Kerry Clifford, MS, RD, LDN | May 17, 1:00 pm EST

Made with Walnuts!

In partnership with

FRESH THYME
FARMERS MARKET

California
WALNUTS

pork

Potatoes.
USA



Hy-Vee Have A Plant™ Retail Promotion

Hy-Vee Have A Plant™ Retail Promotion March 2020

A month-long promotion program, curated and amplified by Hy-Vee's 165 in-store dietitians, will engage shoppers and inspire easy, approachable plant-based meal creations where it matters most — at the point of purchase.

Promotion will include in-store displays, activations and signage, inclusion in classes, media segments, newspaper articles, social media, and MORE.

Endless Plant-Centric Possibilities:

- Veggie Stir-Fry
- Smoothie Bowls
- Bento Boxes

Simultaneous live social media event, led by Hy-Vee RDs and amplified to PBH's 1M+ followers.

Partnership Investment: \$10,000

*Exclusive offer limited to first 6 fruit and vegetable products



Have A Plant™ Retail Shelf Tag Attribute

Have A Plant™ Retail Shelf Tag Attribute

In their healthyAisles® program, Vestcom currently offers shelf tag attribute communication to shoppers in more than 15,000 retail grocery stores representing 35 chains. The tags define specific nutrition, health and lifestyle claims to help consumers more quickly identify foods that meet their health and wellness goals. The majority of attributes are based on nutrition and health claims defined by the Food and Drug Administration (FDA) or U.S. Department of Agriculture (USDA); others are considered “lifestyle attributes.” Retailers select which attributes to highlight in their stores; as many as three attributes are featured in conjunction with an individual food product. Stores are responsible for posting the printed tags in store. Shelf tags highlight attributes on UPC products only.

In partnership with PBH, a Have A Plant™ attribute will be developed within the healthyAisles® program. This unique opportunity allows manufacturers to determine the products that get tagged at retail. Additionally the attribute creates a message for all forms of fruits and vegetables – fresh, frozen, canned, dried and 100% juice – across the store format. Based on criteria defined by PBH, the attribute will feature foods that meet core nutrition criteria and include a specific amount of fruit and/or vegetable per serving.

NOTE: Program will be developed with PBH members in 2019 and available in early 2020.





FOODSERVICE PARTNERSHIPS



Foodservice Engagement



FRESH CONCEPTS

FOODSERVICE AND CULINARY EVENT

July 23-25, 2020
Monterey, California

Our annual Fresh Concepts Foodservice Program, hosted in conjunction with the PMA Foodservice Conference & Expo, unites industry and foodservice leaders for solution-driven conversations that address the unique needs and challenges of foodservice companies.

Connect with 8-10 foodservice trendsetters with the power and prowess to directly influence menus across America, while inspiring consumers to make produce center plate. Event partners receive exclusive time to share key messaging, collect business-shifting insights, and make meaningful, long-lasting connections with elite foodservice influencers.



Partnership Packages

Full Engagement Package \$10,000

Exclusive Networking Meal

An exclusive meal at a local restaurant to enjoy intimate networking and focus-group-style conversations with foodservice leaders.

Influencer Profiles

Before the conference, you will receive foodservice influencer profiles with a photo, bio and contact information to get to know the group better and target your conversations.

Social Amplification

Extend your brand beyond the conference, and tap into PBH's 1+ million influencer and consumer followers with one targeted digital communication featuring your company, brand or commodity. PBH's skilled communication team will tailor an informative and inspiring social post with a hashtag of your choice that aligns with your social efforts. The post will be shared on a channel of your choice (Facebook, Twitter or Instagram).

Brand/Company Recognition

Your brand or company will be recognized as a thought leader and event partner in an event-exclusive press release, and on the event website.

Expo ROI Package \$5,000

Pre-Scheduled Booth Visit

Exclusive 20-min small group booth visits on PMA Foodservice Produce Expo floor.

Influencer Profiles

Before the conference, you will receive foodservice influencer profiles with a photo, bio and contact information to get to know the group better and target your conversations.

Brand/Company Recognition

Your brand or company will be recognized as a thought leader and event partner in an event-exclusive press release, and on the event website.



**THE CONSUMER
CONNECTION**

OUR SIGNATURE EVENT

April 13-16, 2020 | The Omni Resort & Spa at Montelucia | Scottsdale, Arizona

The Consumer Connection creates business boosting relationships that inspire and ignite consumer-driven collaboration. It is the only conference that unifies produce industry titans, acclaimed thought leaders, and top-tier consumer influencers that are fueling the plant-forward movement each day.

Inspire. Influence. **IGNITE.**



About the Conference

225+

Industry Titans,
Thought Leaders and
Consumer Influencers.

40+

top-tier consumer influencers that
represent retail, culinary,
foodservice, fitness and healthy
living communication platforms.

100%

of attendees said conference
met or exceeded expectations.

1.2M

social media
impressions in 3 days.

- Engage in intimate high-caliber networking with the influential people that matter most.
- Attain business-boosting insights that consider every player on the board.
- Indulge in a daily produce-prominent culinary exploration that showcases what's next on America's menus.



TIER 1 Partnerships

The á-la-carte-style partnerships below include exclusive benefits, PLUS a set of perks based on tier level. For full partnership details, see our 2020 Consumer Connection prospectus (available July 2019).

VIP Focus Group: \$20,000

Gain business-informing insights from a hand-picked group of VIP influencers.

Exclusive Breakfast: \$20,000

Impress attendees with a custom-designed breakfast experience to showcase your product.

Keynote Presentation: \$20,000 (4 co-sponsorships)

Showcase your thought leadership during an inspiring all-attendee keynote presentation, and feature your product during the corresponding meal.

Tier 1 PERKS

(included with all Tier 1 partnership packages)

- (3) Complimentary Registrations
- Pre-conference Planning Call
- Customized Social Amplification
- Exclusive Engagement Table
- Exclusive Mobile App Ad Banner and Push Promo
- Post-conference Performance Report and Attendee Insights
- 1:1 Appointment Priority Scheduling with Early Access
- Unlimited 1:1 CONNECT Appointments
- VIP Consumer Influencer Guide and Pre-Conference Webinar
- Pre- and Post-Conference Attendee Email List
- Customizable Mobile App Company Profile
- Brand recognition before, during and after conference
- Best-in-class Partnership Concierge Service

TIER 2 Partnerships

The á-la-carte-style partnerships below include exclusive benefits, PLUS a set of perks based on tier level. For full partnership details, see our 2020 Consumer Connection prospectus (available July 2019).

General Session Education: \$15,000

A powerful 75-minute thought leadership opportunity to share your message with the full attendee population.

VIP Influencer Transportation: \$15,000

Gain immediate adoration with welcoming black car service for each VIP Influencer.

Awards & Recognition Program: \$15,000

Our revamped awards and recognition program will celebrate beloved honorees during a delectable brunch occasion featuring your product. Share your brand story while introducing an awards category.

Tier 2 PERKS

(included with all Tier 2 partnership packages)

- (2) Complimentary Registrations
- Pre-conference Planning Call
- Customized Social Amplification
- Exclusive Engagement Table
- Exclusive Mobile App Ad Banner and Push Promo
- Post-conference Performance Report and Attendee Insights
- 1:1 Appointment Priority Scheduling with Early Access
- Unlimited 1:1 CONNECT Appointments
- VIP Consumer Influencer Guide and Pre-Conference Webinar
- Pre- and Post-Conference Attendee Email List
- Customizable Mobile App Company Profile
- Brand recognition before, during and after conference
- Best-in-class Partnership Concierge Service

TIER 3 Partnerships

The à-la-carte-style partnerships below include exclusive benefits, PLUS a set of perks based on tier level. For full partnership details, see our 2020 Consumer Connection prospectus (available July 2019).

Social Soirée Max Exposure: \$12,500

Create an exclusive tasting experience with your own food station and pre-assigned influencer companion to excite more than one million consumers with an exclusive live stream event, customized messaging, and optimum amplification.

Exclusive Break Bar: \$12,500

Boast your brand and signature product line during a high-traffic break session.

Powerful Produce Pairings Culinary Max Exposure: \$11,000

Inspired by our Powerful Produce Pairings program, this culinary demonstration and tasting experience indulges the senses with expertly-paired produce items and nutrient-dense complementary ingredients.

General Session Wi-Fi: \$10,000

Subliminally reinforce your brand and message with your own password and landing page.

Welcome Party for Produce Experience Station: \$10,000

Your product and swag will be featured at an exclusive food station during this fun, high-engagement welcome party that celebrates produce, unity and collaboration.

Tier 3 PERKS

(included with all Tier 3 partnership packages)

- (1) Complimentary Registration
- Unlimited 1:1 CONNECT Appointments
- VIP Consumer Influencer Guide and Pre-Conference Webinar
- Pre- and Post-Conference Attendee Email List
- Customizable Mobile App Company Profile
- Brand recognition before, during and after conference
- Best-in-class Partnership Concierge Service

TIER 4 Partnerships

The á-la-carte-style partnerships below include exclusive benefits, PLUS a set of perks based on tier level. For full partnership details, see our 2020 Consumer Connection prospectus (available July 2019).

Networking Reception Feature: \$8,000

Answer cravings with a two-bite recipe that infuses your product in a memorable way.

Concurrent Education Session: \$7,500

Share your latest research or guidance during a 45-min concurrent education session.

All-day Coffee and Hydration Station: \$6,000

Snatch their attention with thirst-quenching beverages, snacks and giveaways at this high-traffic hydration station.

Charging Station: \$6,000

Be the savior in their darkest hour by delivering the “juice” they need to stay connected with a fully-customizable charging station.

Shared Breakfast Feature: \$5,000

Pick your favorite recipe or culinary application to feature during an all-attendee breakfast buffet.

Produce Pairings Culinary Demonstration Feature: \$5,000

Your product will be expertly-paired and featured in the Powerful Produce Pairings culinary demonstration.

CONNECT Cocktail Lounge Feature: \$4,000

A signature cocktail created to savor and honor your product during this after-hours networking lounge.

Welcome Party for Produce Entertainment: \$4,000

Set the mood for a festive welcome party, and seize the opportunity to introduce the band and your brand.

FVAA Fitness Class Takeover: \$4,000

Spark excitement with a hand-picked fitness class led by one of PBH’s Fruit & Veggie Ambassadors in Action, and share your own energy-fueling snack or beverage.

Hotel Room Key: \$4,000

Be the first to “greet” conference attendees with your branded design prominently featured throughout their stay.

VIP Influencer Gift Delivery: \$3,000

Make a lasting first impression with an in-room welcome gift to our entire VIP Influencer population.

Snack Share: \$2,500

Introduce your new pre-packaged snack to conference attendees for immediate and post-conference consumption.

CCTV 60-second Video Segment: \$2,000

Extend the life, reach and visibility of your promotional video by showing on our large 60” HD screens, positioned in the high-traffic foyer area.

Swag Share: \$1,500

Keep their attention and adoration long after the conference by sharing your swag.

Tier 4 PERKS

(included with all Tier 4 partnership packages)

- Customizable Mobile App Company Profile
- Brand recognition before, during and after conference
- Best-in-class Partnership Concierge Service

Partnership Perks

In addition to your exclusive partnership benefits, each tier level adds on a set of high-value perks. Tier levels are based on total sponsorship spend. Combine packages to TIER-UP for more perks.

Perks by Tier	Tier 1 \$20,000+	Tier 2 \$15,000-\$19,999	Tier 3 \$10,000-\$14,999	Tier 4 \$9,999 or less
Complimentary Registrations	3	2	1	0
Pre-conference Planning Call	•	•		
Customized Social Amplification	•	•		
Exclusive Engagement Table	•	•		
Exclusive Mobile App Ad Banner and Push Promo	•	•		
Post-Conference Performance Report and Attendee Insights	•	•		
1:1 Appointment Priority Access with Early Scheduling	•	•		
Unlimited 1:1 CONNECT Appointments	•	•	•	
VIP Consumer Influencer Guide and Pre-Conference Webinar	•	•	•	
Pre- and Post-Conference Attendee Email List	•	•	•	
Customizable Mobile App Company Profile	•	•	•	•
Brand Recognition Before, During and After Conference	•	•	•	•
Best-in-class Partnership Concierge Service	•	•	•	•

EXCLUSIVE SERVICES



Exclusive Services

STRATEGIC COUNSEL AND PROJECTS

It is PBH's preeminent value to provide all members with next-level service and cost-effective access to exceptional programming opportunities and specialized experts.

Historically, we have chosen our best offerings and presented them to members for partnership. This is different. We know that, in addition to our shared mission, individual brands and companies will always have distinct business mandates. PBH has generated the following exclusive offerings to support you given your unique needs.

All our 2020 offerings can be tailored to the needs of your brand and/or organization. The following areas further represent significant opportunities to leverage PBH's strategically-cultivated expertise and our well-vetted expert network.

We believe it all begins with strategic intent.

Strategic Counsel

PBH's team includes those with extensive and direct experience and expertise including, but not limited to, strategic engagement of priority audiences; consumer behavior; proactive policy and regulatory management; research and evidence synthesis; and communication. Tap into these experts to supplement and complement your existing efforts and programming.



Exclusive Services

Targeted Engagement

Engagement starts with vision; requires the right relationships with a credible and compelling platform; and ultimately culminates in execution. PBH checks all the boxes with a long-standing and effective track record in active engagement for maximum results. Our expert network is poised to develop and execute plans to successfully engage the following audiences:

- Stakeholders and influencers
- Consumers
- Policymakers
- Scientists
- Media

Research and Evidence Synthesis

Successful, enduring nutrition movements are based in research. PBH is a leader in ideating and executing 360° research approaches designed to increase demand for produce. Research specialties include attitudinal, trending, behavioral, consumer, marketplace, health professional, and messaging.

Sample research designs include:

- Systematic reviews and meta-analyses
- Comprehensive narrative reviews
- Clinical trials
- Epidemiological analyses
- NHANES analysis
- Qualitative research
- Quantitative surveys

Customized PBH Consumer Insights

Additional analysis of PBH-generated data, and customized research opportunities, are available. If your company is interested in digging into a datapoint or answering a specific research question for your brand or commodity, let's talk about ways we can collaborate for the greater good.

Audience-based Communication

Have a compelling message, but at a loss for bandwidth or how to convey it in the most effective way for your audience? Let PBH lead the way with:

- Graphic visualization and design
- Digital copy
- Social media integration
- Expert bylined and ghost-written articles
- And more!

Next-level Events

Yes, you can participate in PBH events — and you should. But, what if we told you that PBH can bring our expertise to develop events customized to your organization's goals, objectives and needs? And, provide hands-on concierge service all along the way? Let's partner on your next-level event.

Expert Training

Need a primer on dietary guidance or other food- and nutrition-related topics? Consumer behavior? Science gaps? Call on PBH's experts to provide targeted training on a specific topic to your organization.



PBH IS ON THE MOVE!

Creating partnerships, exhibiting to stakeholders, presenting the latest research and/or empowering influencers to amplify and support our mission. Join us at these industry and influencer events. Let's connect!

Remaining 2019

United Fresh Convention & Expo | Chicago, IL | June 10-12, 2019

IDEA World® | Anaheim, CA | June 26-30, 2019

Produce Marketing Association (PMA) Foodservice Conference & Expo
Monterey, CA | July 26-27, 2019

Southeast Produce Council Southern Innovations Organics & Foodservice Expo | Nashville, TN | September 12-14, 2019

United Fresh Washington Policy Conference | Washington, DC
September 16-19, 2019

New England Produce Council | Boston, MA | September 18-19, 2019

Florida Fruit and Vegetable Association Annual Conference
Palm Beach, CA | September 25-27, 2019

PMA Fresh Summit International Convention & Expo | Anaheim, CA
October 17-19, 2019

Academy of Nutrition and Dietetics FNCE® | Philadelphia, PA
October 26-29, 2019

The New York Produce Show and Conference | New York, NY
December 10-13, 2019

2020*

United Fresh Foundation FreshStart | TBD

United Fresh BrandStorm™ | TBD

Southeast Produce Council Southern Exposure 2020
Tampa, FL | February 27-29, 2020

Viva Fresh Expo | San Antonio, TX | April 30-May 2, 2020

New England Organic Produce Council | TBD

United Fresh Convention & Expo | San Diego, CA | July 17-18, 2020

IDEA World® | Anaheim, CA | July 8-12, 2020

PMA Foodservice Conference & Expo | Monterey, CA | July 24-25, 2020

Southeast Produce Council Southern Innovations Organics & Foodservice Expo | TBD

United Fresh Washington Policy Conference | TBD

New England Produce Council | TBD

Florida Fruit and Vegetable Association Annual Conference | TBD

PMA Fresh Summit International Convention & Expo | Dallas, TX
October 15-17, 2020

Academy of Nutrition and Dietetics FNCE® | Indianapolis, IN
October 17-20, 2020

The New York Produce Show and Conference | TBD

*Subject to change.



MEET YOUR PBH TEAM

We look forward to working with you.



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



We live at the center of produce,
partnership and passion.
We hope you'll join us!
