

The Produce for Better Health Foodservice Leader of the Year Award

The Foodservice Leader of the Year Award recognizes a volume foodservice professional who has done an exceptional job of promoting increased fruit and vegetable consumption in his or her foodservice operation.

One award will be given for 2019. PBH will cover travel expenses for the award winner to participate at the [Consumer Connection Annual Conference](#) in Scottsdale, Arizona April 13-16, 2020.

Applications should be emailed to engage@pbhfoundation.org by **February 1, 2020**. The winner will be notified by the end of February.

Award Criteria

- Applicant or nominee must be an employee of a volume foodservice operation (e.g., contract foodservice company, regional or national chain restaurant, large campus dining operation) or a foodservice distributor.
- Programs and work presented in the application or nomination must have occurred during 2019.
- Applicants or nominees must provide evidence of how their programs or work have supported increased fruit and vegetable consumption (e.g., increase in produce purchases, metrics from a marketing campaign that promotes increased fruit and vegetable consumption, etc.)
- Key consideration will be given to applicants or nominees whose companies are members of PBH that have supported the PBH *Have A Plant™* campaign in 2019.

Application/Nomination Questions:

Name as you would you like presented on the award:

Title:

Company Name as you would like it to be presented on the award:

Email address:

Social media handles and number of followers:

How many meals per day does your company serve?

Who is your core customer?

Does your company promote Have A Plant™ in advertising/marketing, on menus or menu boards, in digital communications, or on social media? If so, please provide examples (PDFs, jpg files, audio files, video files, etc.).

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How has your company promoted increased fruit and vegetable consumption? Be as descriptive as possible so judges fully understand your work or program.

What evidence can you provide that shows how your work or program increased fruit and vegetable consumption? Please provide metrics for measuring success or impact.

What promotional materials, if any, did you use in your program?

Did the success of your program or work rely on any partners? If so, please share who they are and how they contributed to your success.