

## **The Produce for Better Health Retail Dietitian of the Year Award**

**The Retail Dietitian of the Year Award** recognizes a retail dietitian who has gone above and beyond to promote the consumption of fruits and vegetables at his/her retailer.

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](mailto:engage@pbhfoundation.org) by **February 1, 2020**. The winner will be notified by the end of February.

### **Award Criteria:**

- Applicant must be a registered dietitian or nutritionist.
- Applicant must be employed by a retailer at the part-time or full-time level or consult to a retailer (minimum of 10 hours per week).
- Programs and work presented in application must have occurred during 2019.
- Work included in the application must be directed and/or executed by you. Programs can be designed for shoppers and/or employees.
- Applications will be evaluated based on the breadth of promotions and programs, inclusion of more than one form (fresh, canned, frozen, dried, 100% juice) in work, success metrics, and use of PBH's call-to-action (Have A Plant™, More Matters).

### **Application/Nomination Questions:**

Name and Credentials as you would like presented on the award:

Title:

Role level (corporate, regional, store):

Name of Retailer:

Email address:

Social media handles and number of followers:

Please describe the fruit and vegetable promotions or programs you have directed or executed at your retailer in 2019, including target audience and any community or vendor partners. (500 words or less).

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Please provide relevant metrics for these promotions and programs (200 words or less) and attach a resource or social media post related to the promotion.

In 2019, how many social media posts by you included fruits and/or vegetables? Please attach a link to a sample post.

Does your retailer currently use Have A Plant™ or Fruits & Veggies—More Matters on private label packaging or produce bags?

In 2019, were you a content contributor to PBH? If yes, please include a link to a sample post.