

## **The Produce for Better Health Influencer of the Year Award**

In 2019, PBH enlisted a group of elite digital and social influencers who we called Fruit and Vegetable Ambassadors in Action (FVAA). In addition to working with FVAA, PBH works with other influencers who contribute content and who we recognize as super fans of PBH's Have A Plant™ Movement. Influencers span from lifestyle bloggers and fitness gurus, registered dietitians, educators and health professionals, chefs and cookbook authors, to recipe developers and more. **The Influencer of the Year Award** recognizes an individual who has gone above and beyond to promote the consumption of fruits and vegetables on his/her own social channels and in their own day-to-day professional activities.

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). The winner will be notified by the end of February.

### **Award Criteria:**

- Applicant must be a credentialed influencer within the health and wellness space.
- Applicant must have significant following on personal social media channels, showcasing an influence on behavior change in promoting fruit and vegetable consumption.
- Programs and work presented in application must have occurred during 2019.
- Work included in application must be directed and/or executed by you.
- Applications will be evaluated based on 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™).

### **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:

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

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.

Do you currently use #HaveAPlant in most if not all of your social posts that talk about fruits and vegetables?

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