

PRODUCE FOR®
BETTER HEALTH
FOUNDATION

2021 MEMBER ENGAGEMENT PROSPECTUS

Transforming Happier,
Healthier Lives
TOGETHER



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OUR PURPOSE

The Produce for Better Health Foundation (PBH), a 501(c)3, is the only national non-profit organization committed to helping people live happier, healthier lives by eating more fresh, frozen, canned and dried fruits and vegetables, as well as 100% juice every day.

PBH's Have A Plant® Movement is a way to inspire long-term behavior change by tapping into the emotional connection consumers have to the fruit and vegetable eating experience. And it does so with a no-nonsense approach that's simple, understandable, and, most importantly for the Millennial and Gen Z audience, non-prescriptive.

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



MEMBER BENEFITS AND SERVICES

Contributing to PBH goes beyond philanthropy. PBH members experience unique value and maximum ROI with access to research and consumer insights, thought leadership platforms, digital and social media engagement, and exclusive programming that directly connects you with consumers and influencers.

Partnering with you ensures our efforts seamlessly integrate with your marketing plan and help you achieve your strategic goals — all while serving the public good.

Member Benefits and Services

Advocate \$50,000+

Board Member Benefits*

- Board seat, plus Executive Committee opportunity
- Tailored benefits package to align with your strategic efforts
- 1:1 strategic counsel with PBH expert team
- Committee engagement and participation**
- Priority access to sponsorships
- Access to research and consumer insights archive
- Access to The Have A Plant® Movement (includes logo usage on qualifying packages, messaging and promotional materials)
- PBH e-news and communications
- Recognition in PBH Annual Report

Digital, Social Media and Advertising Benefits*

- Priority scheduling for all benefits
- One (1) FVAA promotional mailing
- Access to one (1) FVAA*** influencer to support a customized content package
- Four (4) content promotion packages
- One (1) sponsored content series
- Eight (8) social media posts****
- Four (4) display ads in PBH consumer e-newsletter
- Four (4) banner ads on fruitsandveggies.org
- Full member profile page on fruitsandveggies.org with logo and links to your website and social media channels

*Benefits are non-transferable and cannot be exchanged or substituted.

**PBH Committees include: Marketing and Communications (consumer and influencer engagement); Research and Consumer Insights; and Member Engagement Committee (member and partner engagement).

***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.

****Maximum 4 social media posts per member per month.

Member Benefits and Services

Promoter \$25,000+

Board Member Benefits*

- Board seat, plus Executive Committee opportunity
- Tailored benefits package to align with your strategic efforts
- 1:1 strategic counsel with PBH expert team
- Committee engagement and participation**
- Preferred access to sponsorships
- Access to research and consumer insights archive
- Access to The Have A Plant® Movement (includes logo usage on qualifying packages, messaging and promotional materials)
- PBH e-news and communications
- Recognition in PBH Annual Report

Digital, Social Media and Advertising Benefits*

- Preferred scheduling for all benefits
- Two (2) content promotion packages
- One (1) sponsored content series
- Three (3) social media posts***
- Two (2) display ads in PBH consumer e-newsletter
- Two (2) banner ads on fruitsandveggies.org
- Full member profile page on fruitsandveggies.org with logo and links to your website and social media channels

*Benefits are non-transferable and cannot be exchanged or substituted.

**PBH Committees include: Marketing and Communications (consumer and influencer engagement); Research and Consumer Insights; and Member Engagement Committee (member and partner engagement).

***Maximum 2 social media posts per member per month.

Member Benefits and Services

Delegate \$15,000+

Board Member Benefits*

- Board seat, plus Executive Committee opportunity
- Tailored benefits package to align with your strategic efforts
- Committee engagement and participation**
- Access to research and consumer insights archive
- Preferred access to sponsorships
- Access to The Have A Plant® Movement (includes logo usage on qualifying packages, messaging and promotional materials)
- PBH e-news and communications
- Recognition in PBH Annual Report

Digital, Social Media and Advertising Benefits*

- Preferred scheduling for all benefits
- One (1) content promotion package
- Two (2) social media posts***
- Two (2) display ads in PBH consumer e-newsletter
- One (1) banner ad on fruitsandveggies.org
- Full member profile page on fruitsandveggies.org with logo and links to your website and social media channels

*Benefits are non-transferable and cannot be exchanged or substituted.

**PBH Committees include: Marketing and Communications (consumer and influencer engagement); Research and Consumer Insights; and Member Engagement Committee (member and partner engagement).

***Maximum 2 social media posts per member per month.

Member Benefits and Services

Enthusiast \$5,000+

Member Benefits*

- Access to sponsorships
- Access to The Have A Plant® Movement (includes logo usage on qualifying packages, messaging and promotional materials)
- PBH e-news and communications
- Recognition in PBH Annual Report

Digital, Social Media and Advertising Benefits*

- One (1) social media post
- Two (2) display ads in PBH consumer e-newsletter
- Recognition on fruitsandveggies.org with logo and link to your website

Supporter \$2,000+

Member Benefits*

- Access to sponsorships
- Access to The Have A Plant® Movement (includes logo usage on qualifying packages, messaging and promotional materials)
- PBH e-news and communications
- Recognition in PBH Annual Report

Digital Benefits*

- Recognition on fruitsandveggies.org with logo and link to your website

*Benefits are non-transferable and cannot be exchanged or substituted.

Member Benefits and Services

Tailored Services and Special Projects

Though most of our 2021 offerings can be tailored to your needs, we can create an exclusive opportunity just for you. PBH is in the unique position, given our credibility, network of experts and influencers, as well as our digital and social assets, to seamlessly integrate and align with your strategic goals.

Experience PBH signature service, our expertise and network of notable, vetted experts in any of the following areas:

Research and Evidence Synthesis

PBH is a leader in ideating and executing 360° research approaches designed to increase demand for produce (i.e. scientific and behavioral research as well as consumer and health professional insights). Partner with us to develop systematic reviews, comprehensive narrative reviews, clinical trials, epidemiological analyses, and/or NHANES analysis.

Influencer-Based Communications

As an influencer and seasoned communicator, PBH can customize and convey compelling content tailored for your audience. Work with us to enhance your messaging and visually bring it to life. We can also lend our expertise for social media integration, and expert bylined or ghost-written articles.

Targeted Engagement

Maximize results by leveraging PBH relationships to actively engage with highly-coveted audiences. Our team of experts can develop and execute high-engagement plans that target stakeholders, influencers, consumers, policymakers, scientists and/or media.

Expert Training

Collaborate with PBH experts to provide targeted training on dietary guidance, consumer behavior, science gaps and/or other food- and nutrition-related topics.





LEAD THE CHANGE MOVEMENT

- One Purpose.
- One Voice.
- One Call-to-Action.

We have a global fruit and vegetable consumption crisis impacting our culture, society and economy. LEAD THE CHANGE unifies produce industry stakeholders and food system thought leaders to close the consumption gap and develop innovative, behavior-based solutions that help people enjoy more fruits and vegetables for happier, healthier lives.

The Opportunity

Maximize the power of PBH's credible thought leadership, influencer network, members and partners to coalesce around fruit and vegetable consumption with one purpose, one voice and one call-to-action.

3-Part Plan

Consumption Research and Behavioral Expertise

Elevate new fruit and vegetable consumption behaviors as a national priority, informed by PBH's consumption research, consumer insights and KNOW-FEEL-DO behavioral framework.

One Purpose.

Consumption Coalition

Develop a multi-sector coalition of influential stakeholders to activate the KNOW-FEEL-DO behavioral framework, motivating consumers to act on fruit and vegetable consumption intentions as well as leveraging the Have A Plant® Movement and digital ecosystem.

One Voice.

Consumption Summit

Convene multi-sector food system thought leaders to magnify the consumption crisis; build sector-specific and cross-sector solutions; and generate a unified call-to-action for lasting behavior change.

One Call-to-Action.

“This is a pivotal time for produce stakeholders to stand together, united in one common goal of closing the fruit and vegetable consumption gap to benefit the public, as well as our industry, now and for the future.”

- Roger Pepperl, Marketing Director, Stemilt Growers LLC and serving PBH Past Chairman of the Board

Research Leadership Opportunity

Exclusive Package for PBH Members

2020 State of the Plate Research on America's Consumption of Fruits and Vegetables

- Receive National Eating Trends (NET) Consumption Analyses
- Receive Customized Segmentation Analyses
- Receive company recognition

2020 State of the Plate Top Commodity Snapshot Collection

- Receive full collection of top 20 fruit and vegetable commodity snapshots, including top pairings and consumption volume for each commodity

2021 Custom KNOW-FEEL-DO Fruit and Vegetable Consumer Behavior Survey

- Inform custom survey scope, approach, and multi-pronged communications, distribution and amplification plans
- Receive full research report and extracted key learnings for use within your organization
- Receive company recognition

2022 National Fruit and Vegetable Consumption Summit

- Invitation to attend and participate as a strategic partner in the 2022 National Fruit and Vegetable Consumption Summit

Contribution Minimum: \$10,000

Commit by June 30, 2020 to receive pre-release sneak peek in Q3 2020.

“With the Lead The Change Movement, we can finally work across and within sectors – and with other food group partners – to identify a collaborative approach to solve the consumption challenge facing us all.”

- Matt Middleton, Vice President of Retail Sales, Ventura Foods/Marie's and PBH Vice Chairman of the Board

A photograph of three women of diverse backgrounds laughing joyfully in front of a chain-link fence. The woman on the left has curly hair and wears a yellow dress with a leaf pattern. The woman in the middle has long brown hair and wears a dark blue dress. The woman on the right has short grey hair, wears sunglasses and a white tank top with shorts, and carries a woven basket. They are all holding colorful smoothies in clear plastic cups with straws. The background is slightly blurred, showing greenery and a building.

CONSUMER AND INFLUENCER ENGAGEMENT

PBH's digital ecosystem consists of fruitsandveggies.org, social media channels, and e-newsletters. We are dedicated to bringing people delicious, yet simple solutions, so they can easily add fruits and vegetables to more meals and snacks every day.

In addition to reaching consumers, PBH connects with the food, nutrition and health influencers who shape their decisions, from retail registered dietitians and bloggers, to fitness trainers and culinary experts.

PBH'S DIGITAL ECOSYSTEM BY THE NUMBERS



325,000+
Website Visitors
Per Month



1,023,000+
Facebook Likes



62,400+
Twitter Followers



20,000+
Instagram Followers



1,300
Average Webinar
Registrants



2,833,145
Average Tweet Chat
Impressions



61,500+
Have A Plant®
Consumer E-Newsletter
Subscribers



35,000+
PBH Connection
Influencer E-Newsletter
Subscribers

Consumer and Influencer Engagement

Fruitsandveggies.org

PBH's highly-interactive and visually-enticing website, fruitsandveggies.org, immerses Gen Z and millennial consumers in an inspirational fruit and vegetable culture. The interactive editorial style layout offers a variety of opportunities to integrate branded content and advertising.

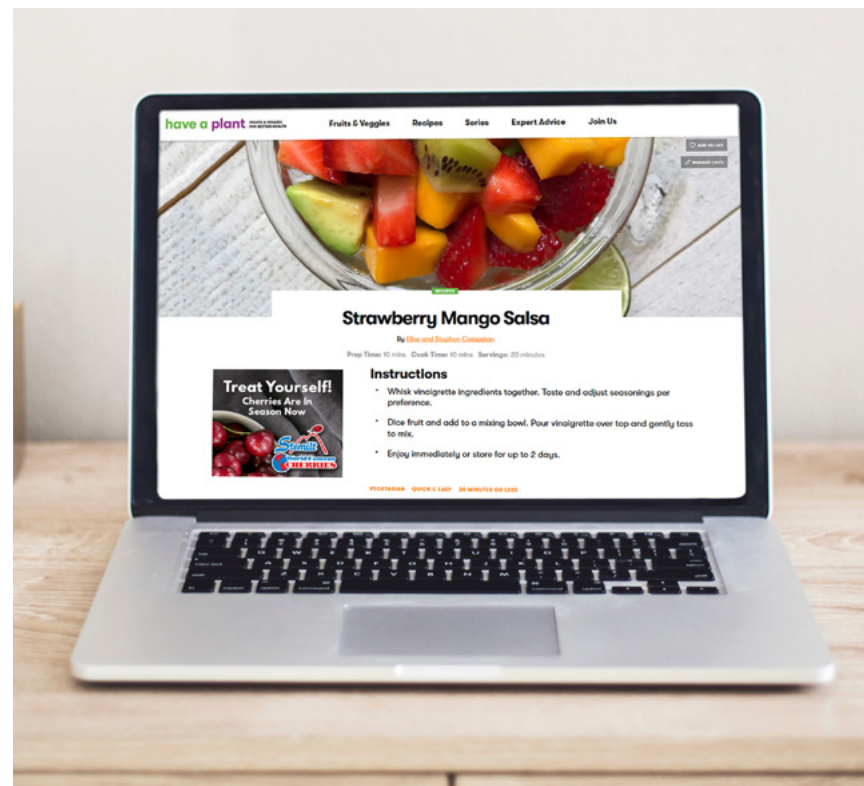
Banner Ads

Our site has 26 banner placements between desktop and mobile applications. These ads are an ideal opportunity to put your message in front of a relevant audience and drive users to your own channels.

- Receive all 26 placements for a one-month timeframe.
- Your ad may rotate with up to 2 other ads.

Price: \$1,500

Anticipated impressions: 150,000



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

Consumer and Influencer Engagement

Sponsored Content Series

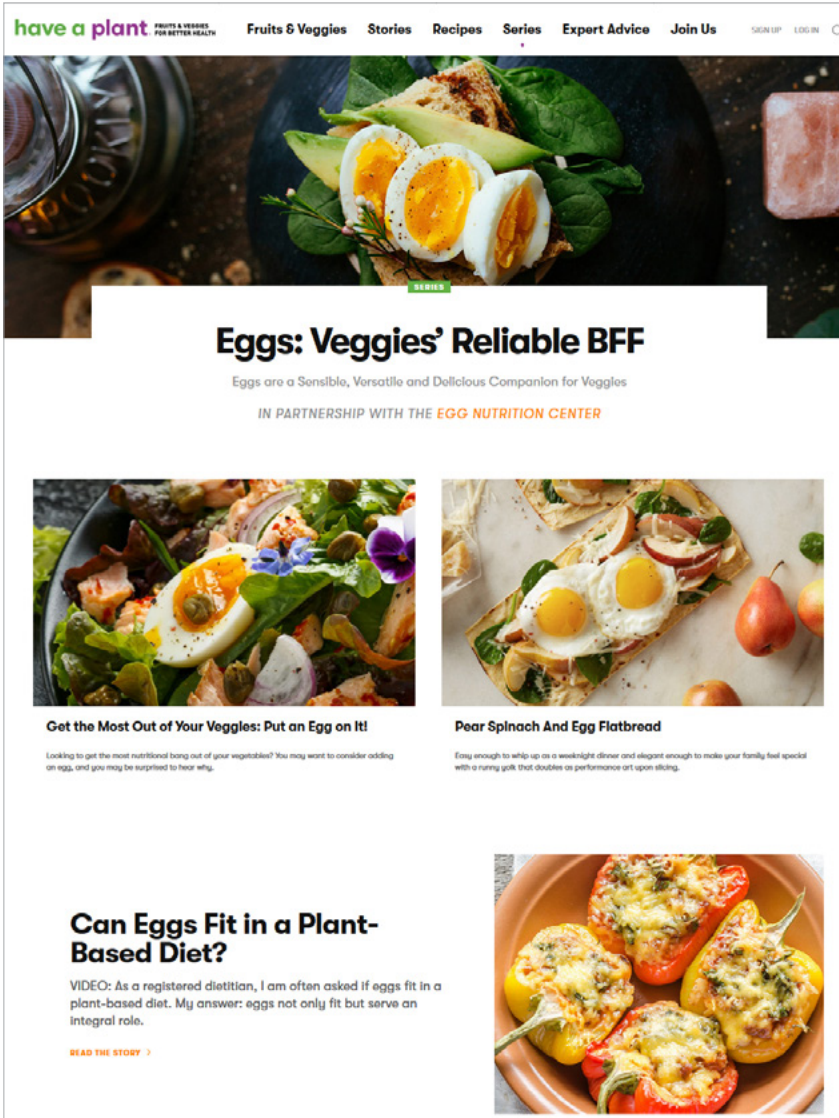
Stop visitors in their tracks with an exclusive homepage series on fruitsandveggies.org. Series are a curated collection of recipes, stories and/or other content that attract, intrigue and fascinate visitors.

- Feature up to 7 of your product-focused recipes, stories, research articles and consumer-friendly resources
- Series will live on the homepage for one week
- Receive full scale amplification through PBH's e-newsletters and social media channels throughout the month

Price: \$13,000

Anticipated impressions: 110,000 - 170,000

**Estimated page views: 4,500 per promotion period
+ 700 per month ongoing**



The screenshot shows the homepage of 'have a plant' (PRODUCE FOR BETTER HEALTH). The navigation bar includes links for Fruits & Veggies, Stories, Recipes, Series, Expert Advice, and Join Us, along with Sign Up and Log In options. The main header image features a bowl of food with hard-boiled eggs, avocado, and spinach. Below this, a series banner titled 'Eggs: Veggies' Reliable BFF' is displayed, noting a partnership with the Egg Nutrition Center. The series includes two featured items: 'Get the Most Out of Your Veggies: Put an Egg on It!' and 'Pear Spinach And Egg Flatbread'. A video titled 'Can Eggs Fit in a Plant-Based Diet?' is also featured, with a 'READ THE STORY' link. The video content states: 'As a registered dietitian, I am often asked if eggs fit in a plant-based diet. My answer: eggs not only fit but serve an integral role.'

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Consumer and Influencer Engagement

Content Promotion Package

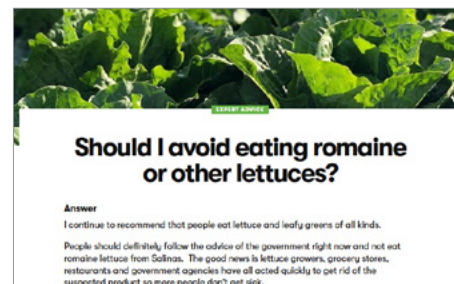
Full omni-channel content promotion package amplifies your content piece on fruitsandveggies.org and through our weekly consumer e-newsletter, social media channels. It's also cross-linked from your member profile and commodity page for optimal reach and maximum searchability. Choose one of the following types of content:

- **Recipe:** Showcase your recipe within our high-traffic recipe database
- **Story:** Feature your products, research, culinary techniques or inspirational advice, editorial style, with visitors exploring fruitsandveggies.org
- **Expert Advice:** As an expert of your category, address a common question and provide a proper answer in a place that consumers trust and cherish. Driving the most organic traffic from search engine to site, our Expert Advice section is the ultimate opportunity to deliver fact-based information and/or provide context to consumers

Price: \$3,000

Anticipated impressions: 50,000 - 80,000

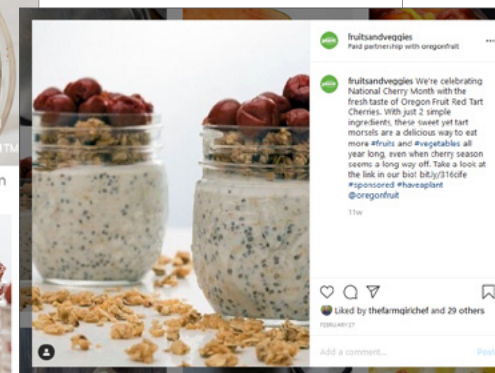
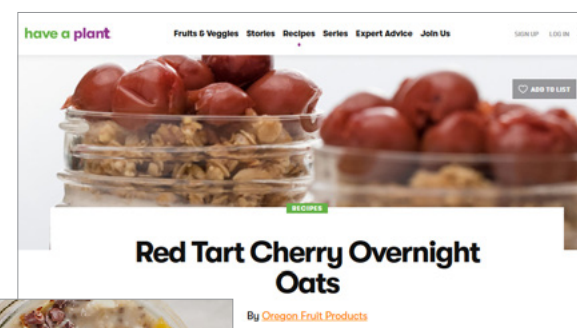
**Estimated page views: 600 per promotion
+ 100 per month ongoing**



Expert Advice



Story



Recipe featured in full promotion package

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

Consumer and Influencer Engagement

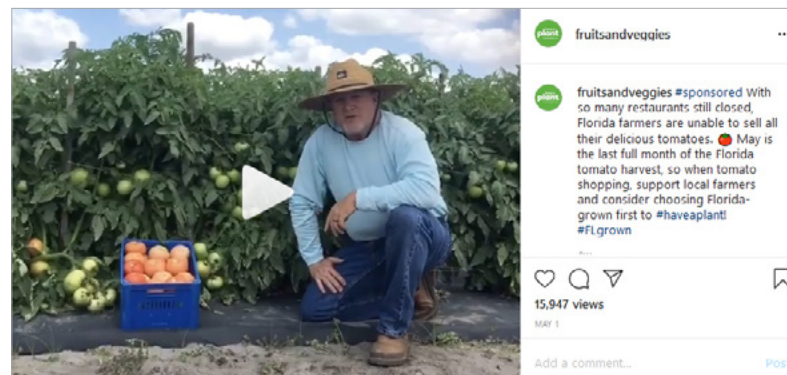
Sponsored Video Amplification

PBH will share your promotional video with our vast community of fruit and veggie fanatics, and provide full-scale promotion through our consumer e-newsletter and social media channels.

- Perfect for grower stories, how-to videos, short cooking demonstrations, crave-worthy recipes, food hacks, myth-busting messaging and more
- Amplification available through Facebook, Instagram and/or Twitter

Price: \$3,000 per video

Anticipated reach: 50,000 - 100,000



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

Consumer and Influencer Engagement

Health and Wellness Webinar

Collaborate with PBH to develop a relevant cutting-edge 1-hour webinar, promoted to more than 35,000 food, nutrition and health professionals and influencers through our health & professional e-newsletter and beyond through our social media channels.

- Highlight diverse topics — research, trends, product innovations, culinary inspirations and more
- Omni-channel promotional package with graphic for amplification on PBH social media platforms and influencer e-newsletter
- Analysis and submission of webinar content for continuing professional education credits with the Commission on Dietetic Registration (CDR)
- Post-webinar performance report with key insights and analytics, including registration and attendee lists
- On-Demand webinar recording added to PBH's virtual education library on fruitsandveggies.org for continuous on-demand access

Price: \$7,500

Anticipated Reach: 800 - 1,500 registrants, 500 - 1,000 attendees



Pantry Pulse Webinar yielded 1,800 registrants!

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

Consumer and Influencer Engagement

Have A Plant® Tweet Chat, #haveaplantchat

Twitter continues to be a hub for influencers and highly-engaged consumers looking to share ideas on hot topics and the latest news. Through our Have A Plant® Tweet Chats, we tap our Fruit & Vegetable Ambassadors in Action (FVAA)* to amplify your messages to other health and lifestyle experts as well as consumers online.

- Celebrate your fruit or veggie by infusing your key messaging into the party Q&A and hashtags
- Engage Twitter fans with PBH-created promotional graphics and full-scale promotion through our e-newsletters and social media platforms for optimal reach
- Gain new followers and fans through promotional efforts and exposure that include your @account and #hashtag
- Receive post-party performance report with key insights and analytics
- Enhance your sponsorship with member-branded giveaways for participants to boost engagement**

Price: \$6,000

Anticipated impressions: 2,000,000

**All Fruit & Vegetable Ambassadors in Action (FVAA) sponsorship opportunities include rights for using content on member platforms. Based on availability. Additional fees may apply.*

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

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



Mindful May Tweet Chat yielded nearly 7 million impressions

Consumer and Influencer Engagement

Contest Creation and Amplification

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 brand or product with incentives and/or prizes.

- Receive full-scale amplification for up to one month through a digital banner ad on fruitsandveggies.org, PBH's weekly consumer e-newsletter and social media channels
- PBH will randomly select winners and coordinate with your team to distribute incentives or prizes supplied by your organization

Price: \$5,000 to promote your contest

\$8,000 to develop and promote a new contest

Anticipated impressions: 250,000



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

Consumer and Influencer Engagement

Have A Plant® Consumer E-Newsletter

Connect with 60,000+ consumers in our weekly e-newsletter for fruit and vegetable lovers.

Display Ad

Includes your ad graphic with a link to your preferred url.

Price: \$800

Sponsored Editorial Content Promotion

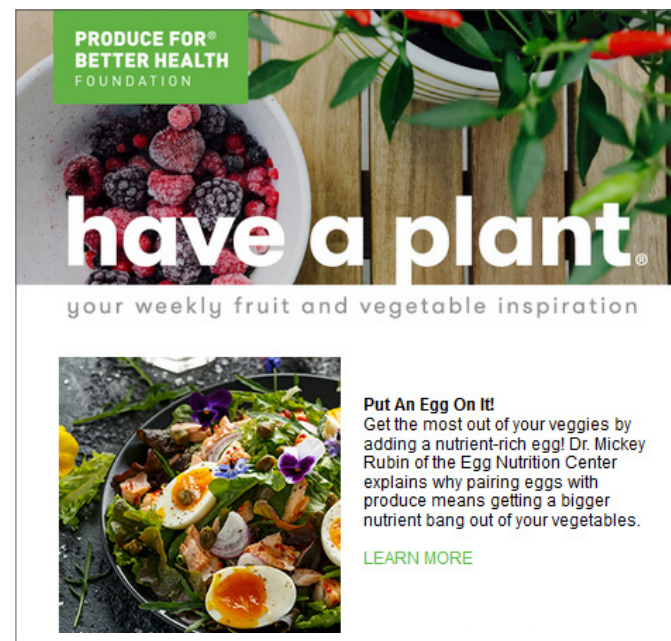
Highlight new trends, culinary tips, recipes and more in our e-newsletter and on fruitsandveggies.org for increased exposure.

Price: \$1,200

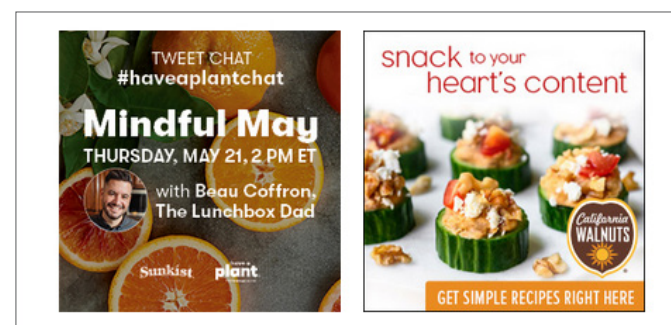
Average open rate: 11%

Average click through rate: 18%

Anticipated impressions: 6,500



Sponsored Editorial Content Promotion



Display Ads

NOTE: If you're interested in PBH's industry newsletter (8,500+ subscribers) please contact a member of the PBH team.

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

Consumer and Influencer Engagement

PBH Connection Influencer E-Newsletter

Connect with more than 35,000 health and wellness professionals — retail RDs, bloggers, RD communicators, media contributors, fitness trainers and more — in PBH's monthly influencer e-newsletter.

Display Ad

Includes your ad graphic with a link to your preferred url.

Price: \$800

Sponsored Editorial Content Promotion

Highlight new research, nutrition benefits, culinary tips, recipes and more in our e-newsletter and on fruitsandveggies.org for increased exposure.

Price: \$1,200

Average open rate: 11%

Average click through rate: 11%

Anticipated impressions: 4,000



**PRODUCE FOR®
BETTER HEALTH
FOUNDATION**

PBH CONNECTION

fruit & veggie insights for health & wellness professionals



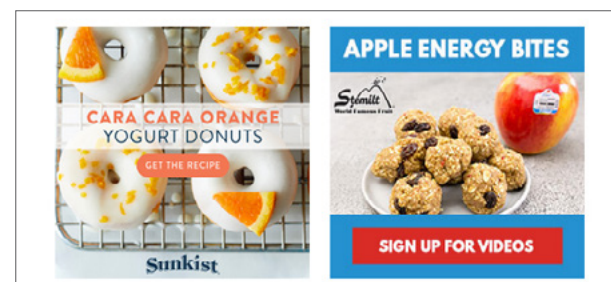

Happy & Healthy News
Did you know seniors who eat 1+ servings of strawberries per week appear to have a 34% lower risk of developing Alzheimer's dementia? Check out the research from Rush University's Memory and Aging Project to learn more.

[READ THE FULL REPORT](#)

Sharing is Caring
In honor of National Nutrition Month®, we are thinking about sustainability, literally "bite by bite" by prepping more foods at home more often and learning about where they come from. Help us spread the word by using these sample social media posts!

[DOWNLOAD SOCIAL POSTS](#)

Sponsored Editorial Content Promotion



**CARA CARA ORANGE
YOGURT DONUTS**

GET THE RECIPE

Sunkist

APPLE ENERGY BITES

SIGN UP FOR VIDEOS

Display Ads

NOTE: If you're interested in PBH's industry newsletter (8,500+ subscribers) please contact a member of the PBH team.

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

2021 PBH Content Calendar

The 2021 PBH Content Calendar was developed with Gen Z and millennial consumers in mind.

These monthly themes serve as a guidepost to help curate content that tells a compelling story.

Though it's not required to sync your content up with our calendar, we recommend it for maximum impact.

#haveaplant

January	February	March	April
"Plant-entions" Kick 2021 into full gear by moving away from quick fix resolutions and toward filling the fruit and veggie consumption gap. Set long-term intentions to boost your nutrition and mood!	And the Award for Best Plant Goes to... It's Academy Award season! Time to celebrate by nominating award-worthy fruits and veggies all month, highlighting their starring health & wellness qualities. May the best plant win!	March Madness – Recruiting for Team Plant! In honor of National Nutrition Month, let's play a little plant-packed March Madness. We're talking smart swaps when it comes to plants and how to match up fruits & veggies in your favorite recipes.	Plants with a Purpose In honor of the second anniversary of the Have A Plant® Movement and Earth Day, let's talk ways to enjoy all parts of plants and produce zero waste!
May	June	July	August
The ABCs of How Fruits & Veggies Are Rooted In A Better Mood It's stress awareness month! Let's take a mindful moment to reflect on how plants can boost your mood. Every day will feature a different letter of the alphabet and a corresponding plant, along with mood boosting tips & tricks.	Celebrate Fruit & Veggie Farms Fuel your summertime fruit and veggie favorites by celebrating the farmers and growers who bring produce to our table in all varieties, from fresh to canned. #HAPNation	Fire and Ice Summer means it's time to fire up the grill and chill by the pool with a plant-packed snack. We've got you covered with hot and cold plant hacks to keep you satisfied all summer long.	From Fermentation Nation to a Well-Stocked Cantry Eat more fruits and veggies by getting creative this summer. From fermenting your favorite produce to a pantry-to-CANtry makeover!
September	October	November	December
Cheers to National Fruits and Veggies Month It's National Fruits and Veggies Month and we couldn't be happier! Celebrate and take the Have A Plant® Pledge to show us which fruit or veggie gives you a plant-packed smile.	Color Your Mood with Food The leaves are changing and so are our plates and palates. Taste the harvest – and boost your mood – by eating fruits and veggies of all colors, from canned and dried to frozen, 100% juice and fresh.	Have A Plant®, Give A Plant Happy "Plantsgiving" – a month long celebration of showing appreciation for all plants and the great things we know, feel and do surrounding fruits and veggies.	Happy "Plant-astic" Holidays Elevate your holiday entertaining by incorporating more plants! From classic holiday favorites to celebratory cocktails, it's a plant-tastic party you won't want to miss!



FRUIT & VEGETABLE AMBASSADORS IN ACTION

Combined with PBH, this diverse network of elite influencers has the potential to reach more than 1.5 million, mostly Millennial and Gen Z consumers. They are passionate about fruits and vegetables, believe in our mission, and they believe in you!



Fruit & Vegetable Ambassadors in Action (FVAA)*

Content Creation and Amplification

The FVAA network is a top-tier, diverse group of food, nutrition, culinary, fitness and lifestyle influencers who are passionate about fruits and vegetables in all forms. Leverage PBH's FVAA to create original content to amplify your message across PBH's digital and social media channels.

Pricing is determined based on the selected influencer(s), tactic(s) and/or content creation costs.

Content ideas include, but are not limited to:

- Sponsored post + social amplification
- Podcasts
- TikTok content
- Speaking engagements
- Video development
- Instagram Live or Story
- Facebook Live
- Editorial content development
- Recipe development
- Inclusion in media interviews (print, broadcast, online)

Meet Our 2020 FVAA Network



**All Fruit & Vegetable Ambassadors in Action (FVAA) sponsorship opportunities include rights for using content on member platforms. Based on availability. Additional fees may apply.*



Fruit & Vegetable Ambassadors in Action (FVAA)*

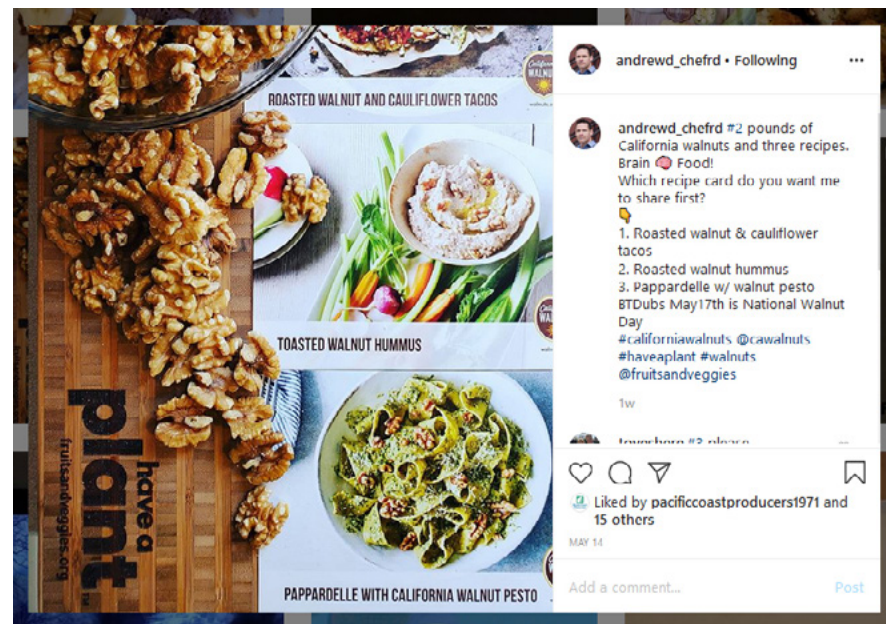
Have A Plant® Promotional Mailing

What better way to introduce your brand to our elite ambassador network than getting your product directly into their hands! Based on a recent Ambassador survey, this group LOVES receiving product, inspiring content, swag and recipes. And, more than half said they would most likely share and post about promotional packages on social media (at no cost) when affiliated with the Have A Plant® Movement.

- Send a promotional package to our 24 highly influential Fruit & Vegetable Ambassadors in Action (FVAA), and entice them to share your key messaging broadly with their fans and followers online
- PBH will provide key insights and digital and social media highlights, post-mailer

Price: \$5,000

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Fruit & Vegetable Ambassadors in Action (FVAA)*

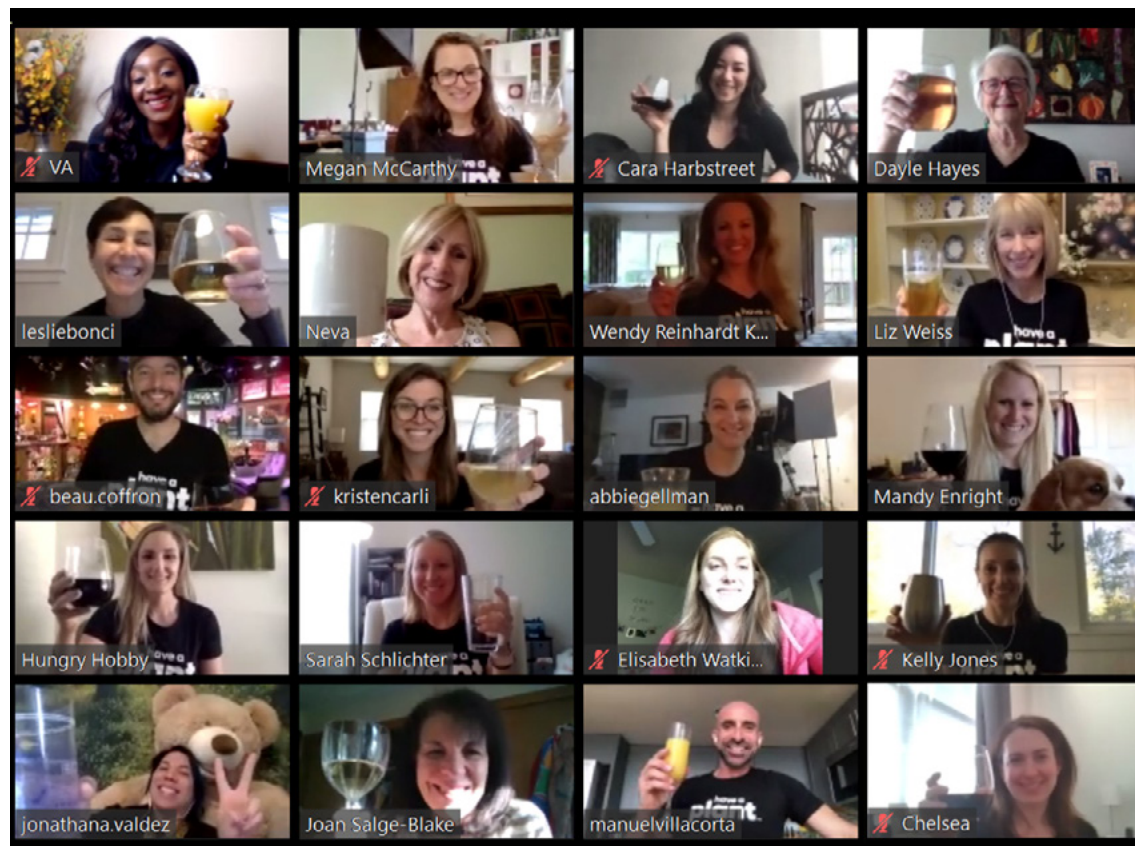
Virtual Influencer Focus Group

Gain business-informing insights, as well as perceptions and misconceptions around your product or category from influencers that talk, work and create content for consumers each day.

- Plan and conduct a virtual 1-hour Focus Group Q&A session with PBH's highly-coveted Fruit and Vegetable Ambassadors in Action (FVAA) influencer network
- Collaborate with the PBH team to strategically-select, prioritize and personally invite up to 10 influencers to participate
- PBH can provide the facilitator, or you may use your own, to discuss your research needs and goals for the focus group
- PBH facilitator (if used) will provide a post-session summary report with findings, analysis, and recommendations for future activation

Price range: \$10,000 - \$15,000

Based on chosen facilitator and post-session summary report needs.



**All Fruit & Vegetable Ambassadors in Action (FVAA) sponsorship opportunities include rights for using content on member platforms. Based on availability. Additional fees may apply.*

A background image showing a person's hand pushing a shopping cart filled with groceries through a supermarket aisle. The cart contains items like tomatoes, a head of lettuce, and a yellow bag. The shelves in the background are stocked with various products.

RETAIL ENGAGEMENT

PBH retail programs offer inspiration through omni-channel shopper engagement, boosting sales, volume and consumption. Our retail programs offer third-party endorsement, credible, craveable content, and custom social amplification through our channels to reach shoppers before they hit the store or the online shopping cart.

Retail Engagement

Powerful Produce Pairings Retail Promotion

PBH Powerful Produce Pairings retail promotions pair fruits and vegetables with other nutrient-dense foods, providing easy, healthy shopper solutions, and increasing sales of healthier choices in the store.

- Promotions start with fruits and vegetables and pair them with other nutrient-rich products — including other produce items, whole grains, seeds and nuts, dairy and/or lean protein
- Promotions come to life by combining various shopper marketing tactics and retail dietitian activations including cross-merchandising, digital coupons, in-store displays, media segments, live RD demonstrations, video development and social media contests and posts
- PBH creates turnkey opportunities, managing all the details and content development
- Custom, pre-planned and individual product/commodity promotions available as well
- Receive post-promotion report with key insights and analytics

Price range: \$8,000-\$20,000

Based on availability and retailer engagement fees.

2019 Powerful Produce Pairings Retail Promotions yielded incredible results.

3.3 million+
consumers reached

600%
average sales lift



Retail Engagement

Have A Plant® Retail Shelf Edge Attribute Program

Today, more than 15,000 retail grocery stores representing 35 chains highlight nutrition and lifestyle attributes to their shoppers at the shelf edge. Food manufacturers and produce companies can manage product messaging presented about their products with the Have A Plant® Retail Shelf Edge Attribute Program.

- Manage product messaging at the retail shelf
- Capitalize on consumer interest in plant-based foods
- Differentiate products in merchandising sets
- Promote the fruit and vegetable contributions of mixed dishes
- Boost sales of fruits and vegetables in all forms – canned, dried, fresh, frozen and 100% juice – and in all aisles of the grocery store
- Leverage the national Have A Plant® Movement

How It Works

- Products must contain a meaningful amount of fruit and/or vegetable and meet FDA Disclosure levels
- Manufacturers determine the products that get tagged at retail
- Retailers choose to carry the Have A Plant® attribute in their shelf edge programs

Price: \$100 per formulation first year, \$50 per formulation second year (assumes no formula change).



Retail Engagement

Custom Retail Promotions and Enhancements

Partner with the PBH team to energize your retail engagement and boost sales at the point-of-purchase as well as online with these exciting options:

In-Store Product Promotion

For new product launches or items seeking greater visibility, access PBH's vast retail registered dietitian network and/or Fruit and Vegetable Ambassadors in Action (FVAA) for omni-channel product promotions and shopper-friendly enhancements to influence shopper purchase decisions.

Retail Promotion Digital and Social Media Enhancement

Amplify your already planned in-store promotion with content cross-promotion on PBH digital platforms and social media channels.

Coming Soon! PBH Retail Ambassador Network

Later this year, PBH will launch our first-ever Retail Ambassador Network. With nearly 1,000 retail health influencers at 10,000 stores nationwide directly impacting consumer purchase decisions, PBH members will be introduced to several unique opportunities to build relationships and capitalize on their consumer reach.

Let's Share Happy!

Emerging research suggests enjoying fruits and veggies more days of the week can help improve happiness, life satisfaction and emotional well-being.





PBH SIGNATURE EVENTS

Our signature events showcase the undeniable power of collaboration and the connectivity from industry to influencer to consumer. Each one is anchored with business-boosting insights, high-caliber networking, plant-forward culinary showcases, and broad-spectrum digital and social media amplification for maximum influence, reach and ROI.

In addition to our signature events, PBH can partner with you to host influencers at your event or design an exclusive influencer event with your goals in mind.



April 5-8, 2021 | Scottsdale, Arizona
The Omni Scottsdale Resort & Spa at Montelucia

Registration Opens September 2020

THE CONSUMER CONNECTION CONFERENCE

This is the only event that convenes value chain stakeholders, top-tier consumer influencers and acclaimed thought leaders for the purpose of advancing the food dialogue and elevating fruit and vegetable consumption to a national priority.



200+

industry titans and thought leaders



40+

top-tier consumer influencers



100%

agree conference met or exceeded expectations



1.2M

social media impressions in 3 days



"The only way to shift consumption behaviors is through collaboration. This conference has the right people in the right place to do so. Change begins here."

- Bil Goldfield, Director of Corporate Communications,
Dole Food Company and 2020 PBH Chairman of the Board

CONSUMER CONNECTION SPONSORSHIPS

Maximize your value, visibility and leadership through sponsorship.

- Meet 1:1 with hosted VIP consumer influencers from retail, culinary, foodservice, fitness, and healthy lifestyle platforms
- Boost brand love and ROI with custom digital and social amplification, including live streams, with our influencer network
- Introduce a new product or culinary preparation during our plant-centric tasting experiences for a must-share social media opportunity
- Showcase your thought leadership by taking the general session stage

Sponsorship range: \$2,000 - \$25,000*

Full sponsorship opportunities will be released industry-wide in September 2020.

*Customized activations also available.

April 5-8, 2021 | Scottsdale, Arizona
The Omni Scottsdale Resort & Spa at Montelucia

Registration Opens September 2020



EDUCATION2ACTION DIETITIAN SUMMIT

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



20+

retail dietitians representing
10,000+ stores nationwide



90%

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



100%

would choose this event
over all other events



60,000+

social media impressions in 3 days

October 19-23, 2021 | New Orleans, Louisiana
Hosted in conjunction with the PMA Fresh Summit Convention & Expo



“Shifting the conversation around eating more produce to the immediate experience one has when doing so AND layering the emotional connection to food and why we choose the foods we do is bold, intentional and an awesome way to lead the conversation of so many dietitians and nutrition experts to where it needs to be.”

- Carrie Taylor, RDN, LDN, RYT, Lead Registered Dietitian Nutritionist, Big Y Foods

EDUCATION2ACTION SPONSORSHIPS

Drive shopper solutions and create omni-channel retail partnerships through sponsorship.

- Intimately network with 20+ influential retail dietitians representing 10,000+ stores coast-to-coast
- Design experiential education that inspires in-store activations and influences shopper product experiences
- Expose retail dietitians to myth-busting messaging, insights, trends, and tips for broad consumer circulation
- Increase sales and volume, while boosting your Fresh Summit ROI with pre-scheduled booth visits on the PMA expo floor to generate excitement and inspiration for your next campaign or promotion

Sponsorship range: \$4,000 - \$20,000*

Full sponsorship opportunities will be released industry-wide in Q1 2021.

*Customized activations also available.

October 19-23, 2021 | New Orleans, Louisiana
Hosted in conjunction with the PMA Fresh Summit Convention & Expo



PBH Signature Events

Exclusive Events

In addition to the unique opportunities provided through our signature events, PBH welcomes the opportunity to partner with you for your own event and/or design one with you in mind.

3 reasons to include PBH in your next event:

1. **Influence:** Excite, engage and mobilize our highly-coveted Fruit and Vegetable Ambassadors in Action influencers, nationwide retail dietitian network, foodservice leaders and/or notable, vetted experts.
2. **Exposure:** Introduce your brand story, product family, culinary concepts, and myth-busting messaging to trusted, credentialed communicators.
3. **Engagement:** Boost your ROI and reach with targeted digital exposure and social media engagement and amplification to 1+ million consumers and influencers.

Consider these high-value opportunities in your 2021 plans:

Event Enhancement and Amplification

Host a PBH leadership team member to attend your event as an influencer and amplify the experience, including content and messaging, on PBH digital and social media channels.

Hosted PBH Influencer Event

Host a strategically-selected group of influencers at your pre-planned event. PBH will provide influencer recommendations and invitations based on your strategic goals. Includes enhanced exposure through PBH digital and social media channels.

Exclusive Influencer Event Co-Creation

Collaborate with PBH to design an exclusive live, experiential, culinary, and/or immersion event that exposes a strategically-selected group of influencers into your world. PBH will provide strategic counsel and end-to-end signature service to help achieve your goals and optimize your budget. Event packages may include:

- Influencer recommendation and invitations
- Tailored educational content and messaging
- Venue research and sourcing
- Travel planning and coordination
- Plant-forward culinary explorations and demonstrations
- Farm, field and/or facility tours
- Networking receptions, parties, games and outings
- Digital and social media engagement and amplification

MEET YOUR PBH TEAM

We look forward to working with you.



Wendy Reinhardt Kapsak, MS, RDN
President & CEO



Carrie Casey
Finance & Operations Senior Director



Candice Gordon
Digital Marketing & Communications
Manager



Allison Kissel
Member Engagement & Operations
Coordinator



Annette Maggi, MS, RDN, LD, FAND
Retail Specialist



Shelly Maniscalco, MPH, RD
Food & Nutrition Communications
Specialist



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



Jason Riis, PhD
Chief Behavioral Scientist



Sharese Roper
Member Engagement Director



Katie Toulouse
Marketing & Communications Director



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



We live at the center of produce,
partnership and passion. JOIN US!