

# 2021 MEMBER ENGAGEMENT PROSPECTUS

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Transforming Happier,  
Healthier Lives  
**TOGETHER**



Refreshed October 2020

Photo courtesy of Fruit & Vegetable Ambassador in Action, Andrea Mathis, RD

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# OUR PURPOSE

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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

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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+

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#### 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 full research reports and consumer insights archive
- Access to The Have A Plant® Movement (includes logo usage on qualifying packages, messaging and promotional materials)
- Access to PBH Experts, including President and CEO, Wendy Reinhardt Kapsak, MS, RDN for media interviews, quotes and thought-leadership perspectives
- 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) social media posts\*\*\*\*
- Three (3) [banner ads](#) on fruitsandveggies.org
- One (1) [sponsored content series](#)
- Four (4) [content promotion packages](#)
- Four (4) custom questions in [Expert Advice](#) section on fruitsandveggies.org
- Four (4) [display ads](#) in PBH consumer e-newsletter
- Full member profile page on fruitsandveggies.org with logo and links to your website and social media channels

### Use #haveaplant on all your social posts to reach more consumers and influencers and to help spread the movement!

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\*Benefits are non-transferable and cannot be exchanged or substituted without PBH approval.

\*\*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+

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#### 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 full research reports and consumer insights archive
- Access to The Have A Plant® Movement (includes logo usage on qualifying packages, messaging and promotional materials)
- Access to PBH Experts, including President and CEO, Wendy Reinhardt Kapsak, MS, RDN for media interviews, quotes and thought-leadership perspectives
- PBH e-news and communications
- Recognition in PBH Annual Report

#### Digital, Social Media and Advertising Benefits\*

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

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**Use #haveaplant on all your social posts to reach more consumers and influencers and to help spread the movement!**

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\*\*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+

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#### Board Member Benefits\*

- Board seat, plus Executive Committee opportunity
- Tailored benefits package to align with your strategic efforts
- Committee engagement and participation\*\*
- Access to full research reports 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)
- Access to PBH Experts, including President and CEO, Wendy Reinhardt Kapsak, MS, RDN for media interviews, quotes and thought-leadership perspectives
- PBH e-news and communications
- Recognition in PBH Annual Report

#### Digital, Social Media and Advertising Benefits\*

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

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### Use #haveaplant on all your social posts to reach more consumers and influencers and to help spread the movement!

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\*\*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+

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#### Member Benefits\*

- Access to sponsorships
- Access to The Have A Plant® Movement (includes logo usage on qualifying packages, messaging and promotional materials)
- Access to PBH Experts, including President and CEO, Wendy Reinhardt Kapsak, MS, RDN for media interviews, quotes and thought-leadership perspectives
- PBH e-news and communications
- Recognition in PBH Annual Report

#### Digital, Social Media and Advertising Benefits\*

- One (1) social media post
- One (1) custom question in [Expert Advice](#) section on fruitsandveggies.org
- One (1) [recipe](#) on fruitsandveggies.org
- One (1) [display ad](#) in PBH consumer e-newsletter
- Full member profile page on fruitsandveggies.org with logo and links to your website and social media channels

### Supporter \$2,000+

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#### Member Benefits\*

- Access to sponsorships
- Access to The Have A Plant® Movement (includes logo usage on qualifying packages, messaging and promotional materials)
- Access to PBH Experts, including President and CEO, Wendy Reinhardt Kapsak, MS, RDN for media interviews, quotes and thought-leadership perspectives
- PBH e-news and communications
- Recognition in PBH Annual Report

#### Digital Benefits\*

- Recognition on [fruitsandveggies.org](https://fruitsandveggies.org)

**Use #haveaplant on all your social posts to reach more consumers and influencers and to help spread the movement!**

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



## Member Benefits and Services

### Tailored Services & 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.

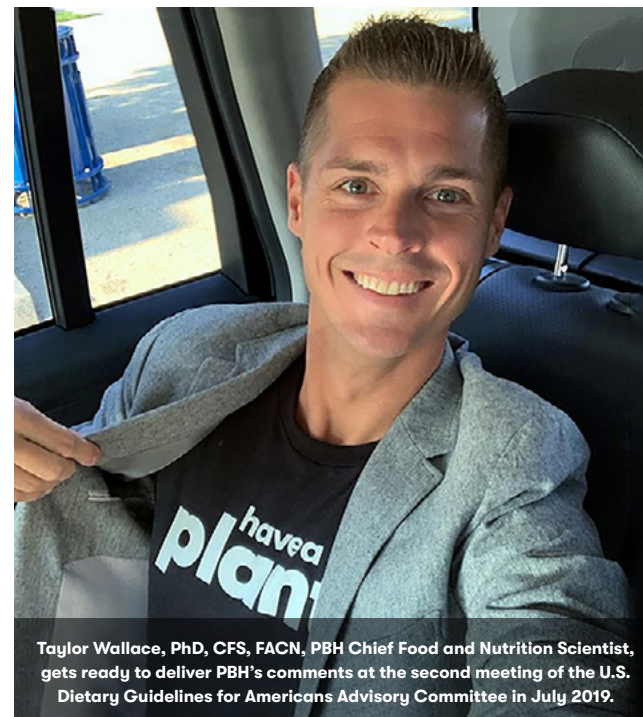
Experience PBH signature service, our expertise and network of notable, vetted experts in any of the following areas:

#### 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. Tap any of our experts, including President and CEO, Wendy Reinhardt Kapsak, MS, RDN as a resource for your next press release or if approached by the media for a fruit and veggie resource.



Taylor Wallace, PhD, CFS, FACN, PBH Chief Food and Nutrition Scientist, gets ready to deliver PBH's comments at the second meeting of the U.S. Dietary Guidelines for Americans Advisory Committee in July 2019.

#### 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**

*Exclusive sneak peek for contributors available now.*

**“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

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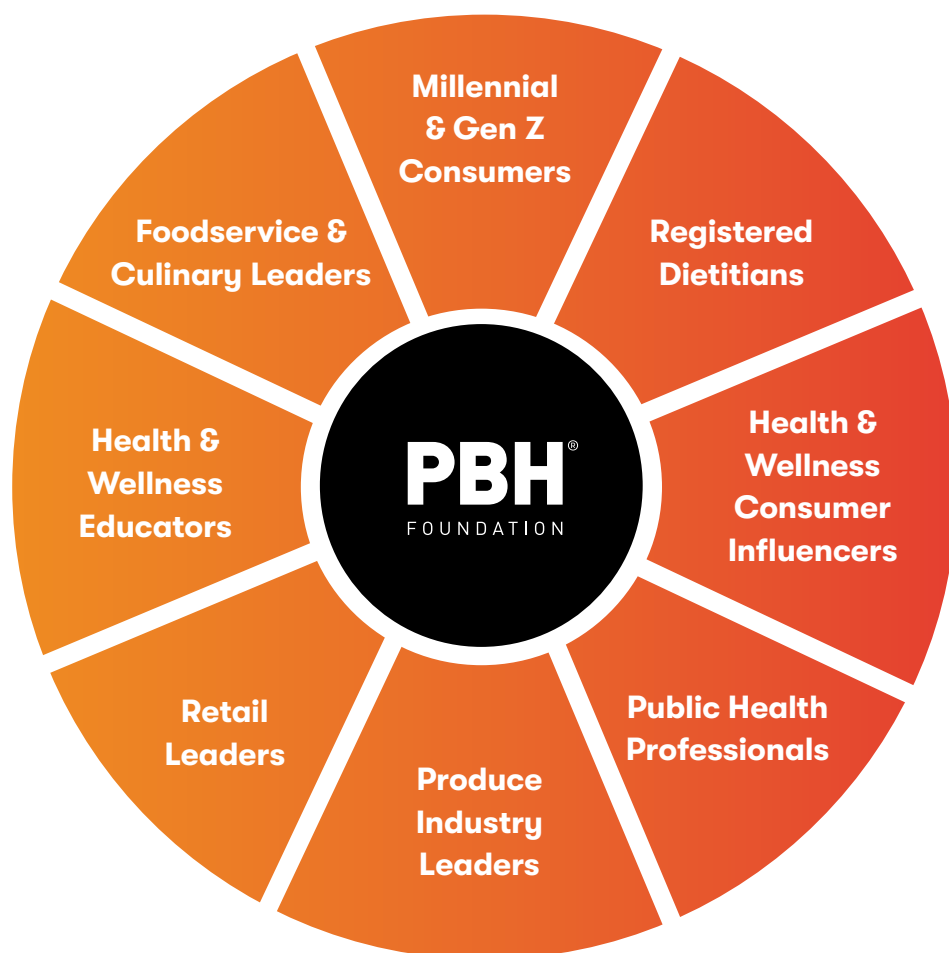
PBH's digital ecosystem consists of [fruitsandveggies.org](https://fruitsandveggies.org), social media channels and e-newsletters. We are dedicated to bringing people delicious, yet simple solutions, so they can easily add fruits and vegetables to more meals and snacks every day.

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.

## Consumer and Influencer Engagement

### Our Audience

PBH's audience is a mix of mostly millennial and Gen Z consumers, health & wellness professionals, consumer influencers, and produce industry professionals.



**1,000,000+**

Facebook Followers



**20,000+**

Instagram Followers



**62,000+**

Twitter Followers



**4,000,000+**

Average Tweet Chat Impressions



**32,000+**

PBH Connection Influencer  
E-Newsletter Subscribers



**57,000+**

Have A Plant® Consumer  
E-Newsletter Subscribers



**340,000**

Average Monthly Website  
Visitors



**1,000**

Average Webinar Registrants



## Consumer and Influencer Engagement

### [Fruitsandveggies.org](https://fruitsandveggies.org)

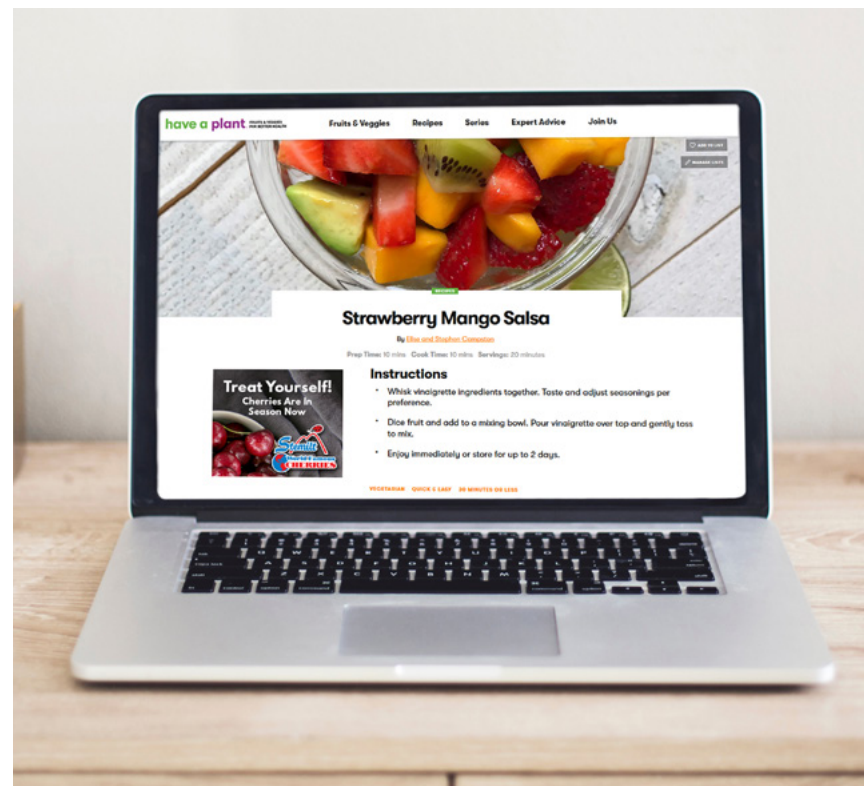
PBH's highly-interactive and visually-enticing website, [fruitsandveggies.org](https://fruitsandveggies.org), immerses Gen Z and millennial consumers in an inspirational fruit and vegetable culture. The interactive editorial style layout offers a variety of opportunities to integrate branded content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

- Ads run for a one-month period
- Your ad may rotate with up to 3 other ads accross the 26 placements
- **Price: \$1,500**

**Anticipated impressions: 110,000**



*All content is subject to approval by PBH before going live.*

## Consumer and Influencer Engagement

### Content Series

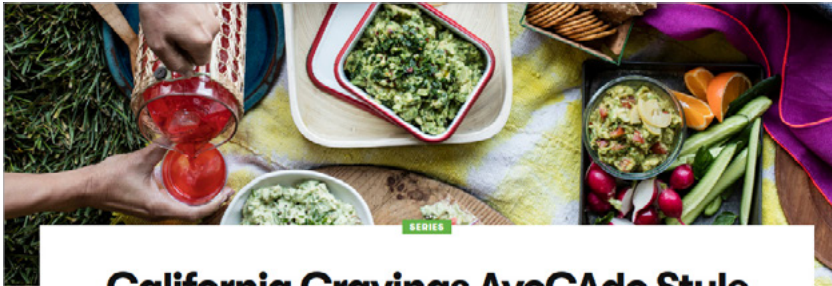
Stop visitors in their tracks with an exclusive [content series](#) on fruitsandveggies.org. Series are a curated collection of recipes, stories and/or other content that attract, intrigue and fascinate visitors.

- 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

**Price: \$13,000**

**Anticipated impressions: 110,000 - 170,000**

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



## California Cravings AvoCAdo Style



California Avocados are the taste you crave and nutrition your body needs. These "oldies but goodies" never go out of style!

IN PARTNERSHIP WITH THE CALIFORNIA AVOCADO COMMISSION

### The Mother Of All Hass Avocados Is A California Native


Hass avocados are an oldie but goodie with the original Mother Hass Tree being a California native

[READ THE STORY >](#)

#### Get Ready For The Ultimate Craving – Desserts Made With Love And Avocados

The versatility of avocados along with the rich, creamy flavor and good nutrition, makes it a perfect dessert ingredient. Homemade ice cream or chocolate chip...



#### Start Your Day With Creamy, Delicious Avocados For A Nutrient Boosting Breakfast

No matter how you top it, you can never go wrong with avocado toast as part of a make-a-great-nutrient-boosting-breakfast... Avocados are one of those creamy...

All content is subject to approval by PBH before going live.



## Consumer and Influencer Engagement

### Content Promotion Package

Full omni-channel content promotion package amplifies your content piece on fruitsandveggies.org, through our weekly consumer e-newsletter and on social media. It's also cross-linked from your member profile 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

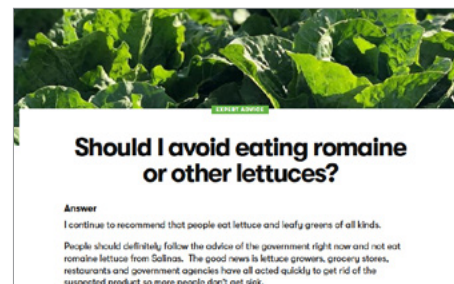
**Story:** Feature your products, research, culinary techniques or inspirational advice, editorial style, with visitors exploring fruitsandveggies.org

**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**

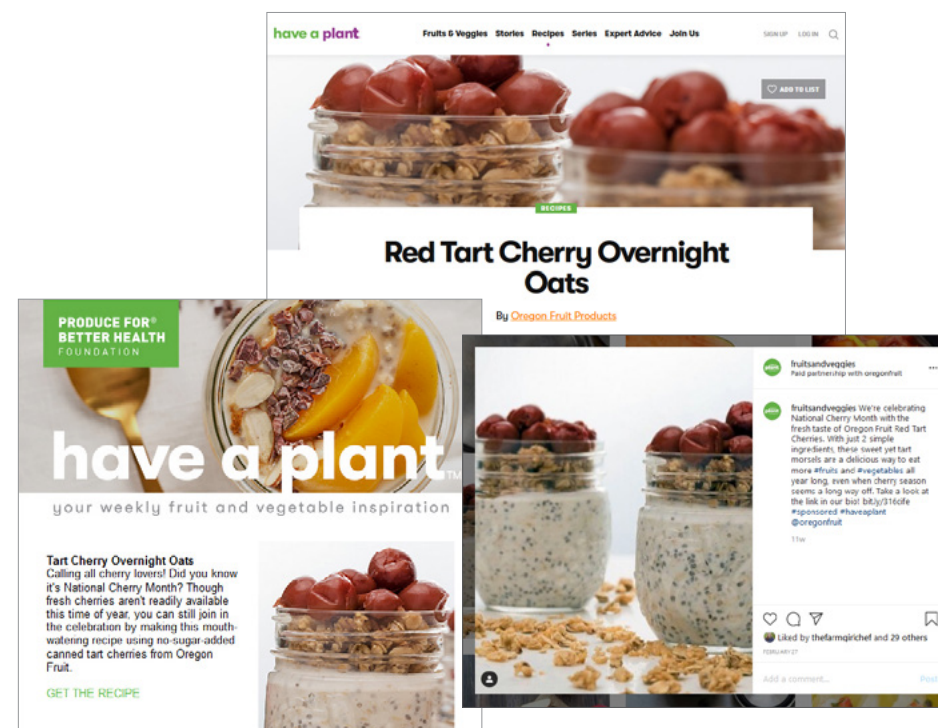
**Estimated page views: 600 per promotion  
+ 100 per month ongoing**



Expert Advice



Story



Recipe featured in full promotion package

All content is subject to approval by PBH before going live.

## Consumer and Influencer Engagement

### Video Amplification

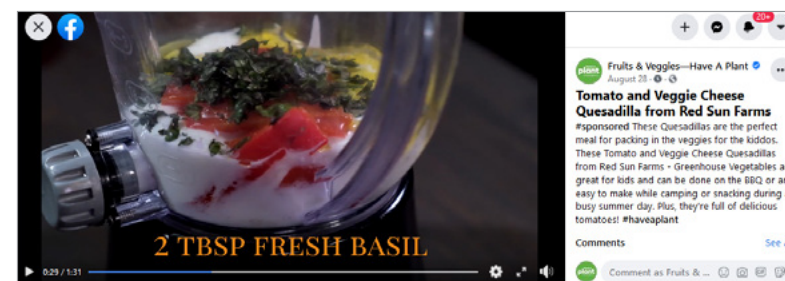
PBH will share your promotional video with our vast community of fruit and veggie fanatics, and provide full-scale promotion through our consumer e-newsletter and social media channels.

- 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**

Click to view the videos



All content is subject to approval by PBH before going live.

## Consumer and Influencer Engagement

### Health and Wellness Webinar

Collaborate with PBH to develop a relevant cutting-edge 1-hour [webinar](#), promoted to more than 31,000 food, nutrition and health professionals and influencers through our health & wellness 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 in 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](https://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.*



## 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 influencers 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 - 4,000,000**

*\*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.*

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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: 500,000**



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## Consumer and Influencer Engagement

### Have A Plant® Consumer E-Newsletter

Connect with 57,000+ 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**

#### Editorial Content Promotion

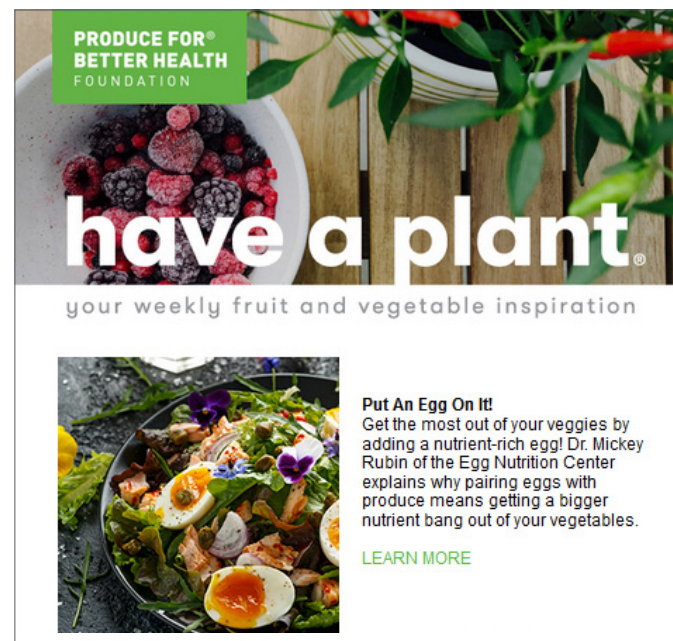
Highlight new trends, culinary tips, recipes and more with an image, teaser text and a link to your preferred url.

**Price: \$1,200**

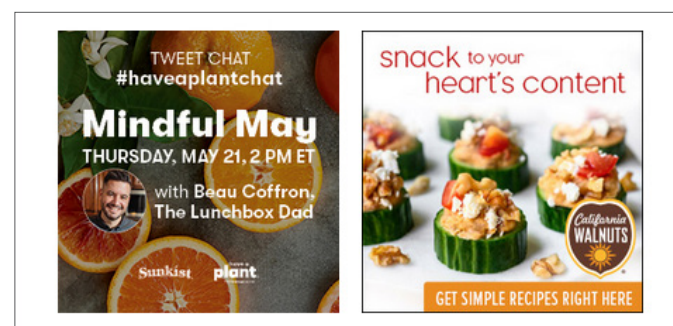
**Average open rate: 11%**

**Average click through rate: 18%**

**Anticipated impressions: 6,500**



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.

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## Consumer and Influencer Engagement

### PBH Connection Influencer E-Newsletter

Connect with more than 31,000 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**

#### Editorial Content Promotion

Highlight new research, nutrition benefits, culinary tips, recipes and more with an image, teaser text and a link to your preferred url.

**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



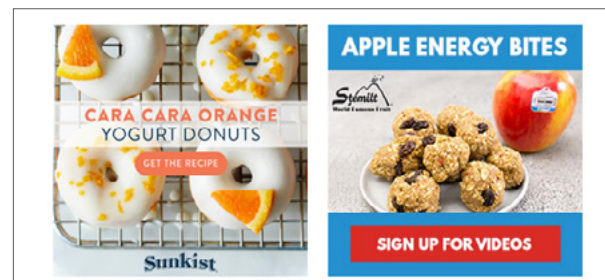

**Happy & Healthy News**  
Did you know seniors who eat 1+ servings of strawberries per week appear to have a 34% lower risk of developing Alzheimer's dementia? Check out the research from Rush University's Memory and Aging Project to learn more.


[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](#)


Editorial Content Promotion





**CARA CARA ORANGE  
YOGURT DONUTS**

GET THE RECIPE



**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.

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## 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
<b>“Plant-entions”</b> 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!	<b>And The Award For Best Plant Goes To...</b> 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!	<b>March Madness – Recruiting For Team Plant!</b> 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.	<b>Plants With A Purpose</b> 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
<b>The ABCs Of How Fruits &amp; Veggies Are Rooted In A Better Mood</b> 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.	<b>Celebrate Fruit &amp; Veggie Farms</b> 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.	<b>Fire And Ice</b> 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.	<b>From Fermentation Nation To A Well-Stocked Cantry</b> 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
<b>Cheers To National Fruits &amp; Veggies Month</b> It's National Fruits & 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.	<b>Color Your Mood With Food</b> 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.	<b>Have A Plant®, Give A Plant</b> 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.	<b>Happy “Plant-astic” Holidays</b> 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!

\*Monthly themes subject to change





# FRUIT & VEGETABLE AMBASSADORS IN ACTION

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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!

Photo courtesy of Fruit & Vegetable Ambassador in Action, Mandy Enright, MS, RDN, RYT



## 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)\*

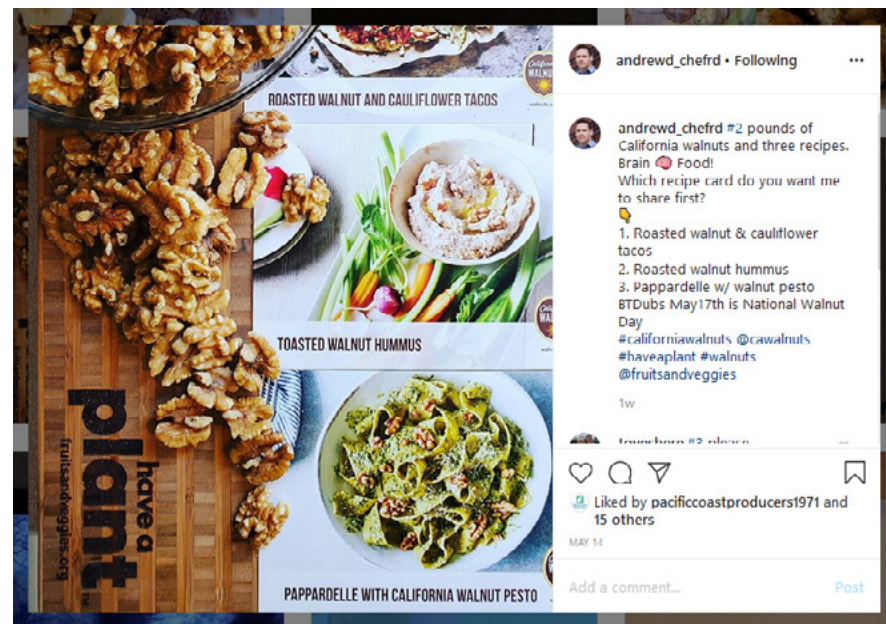
### Have A Plant® Promotional Mailing

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 22 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)\*

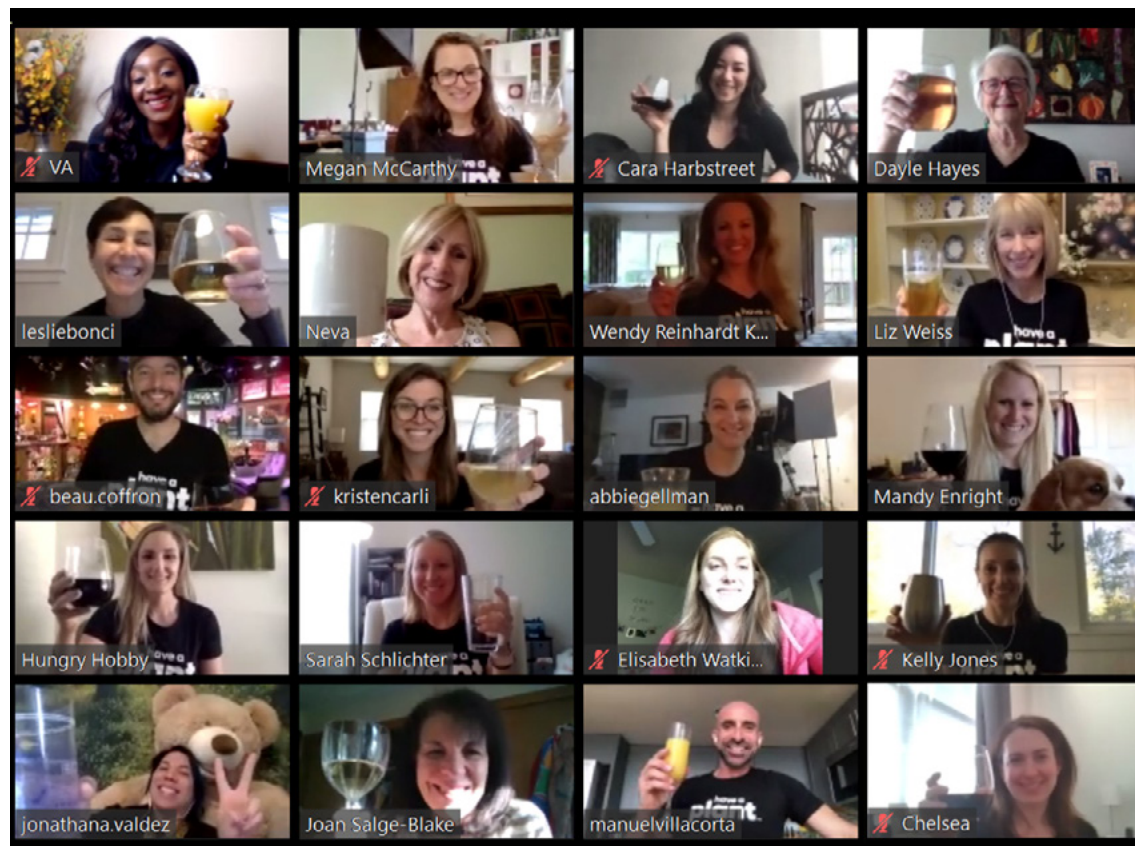
### Virtual Influencer Focus Group

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.*



# RETAIL ENGAGEMENT

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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

### 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.





## 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

Click to view the video



## 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).







# PBH SIGNATURE EVENTS

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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.



## PBH Signature Events\*

**We, at PBH, design our signature events with three points of influence in mind:**

**1) point-of-sale (retail), 2) point-of-service (foodservice), and 3) point-of-inspiration (online).**

Whether virtual or in-person, each event serves as a dynamic, engaging venue for actionable education, intimate networking, and plant-first culinary exploration. Share your brand(s), product(s), key messages and turnkey content with passionate influencers throughout the year.



**September 2021 | Virtual Experience**

An invitation-only virtual event where stimulating education leads to actionable solutions for PBH Influencers to activate at point-of-sale (retail), point-of-service (foodservice), and point-of-inspiration (online).



**April 5-8, 2021 | Scottsdale, Arizona**

The ONLY conference that convenes thought leaders and consumer influencers for the purpose of elevating fruit and vegetable consumption to a national priority.



**July 21-24, 2021 | Monterey, California**

Influence what's next on America's menus with prominent menu R&D leaders.



**October 19-23, 2021 | New Orleans, Louisiana**

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

*\*Event dates and locations subject to change.*

## PBH Signature Events

# PBH® FOUNDATION HAVE A PLANT NATION VIRTUAL INFLUENCER EVENT

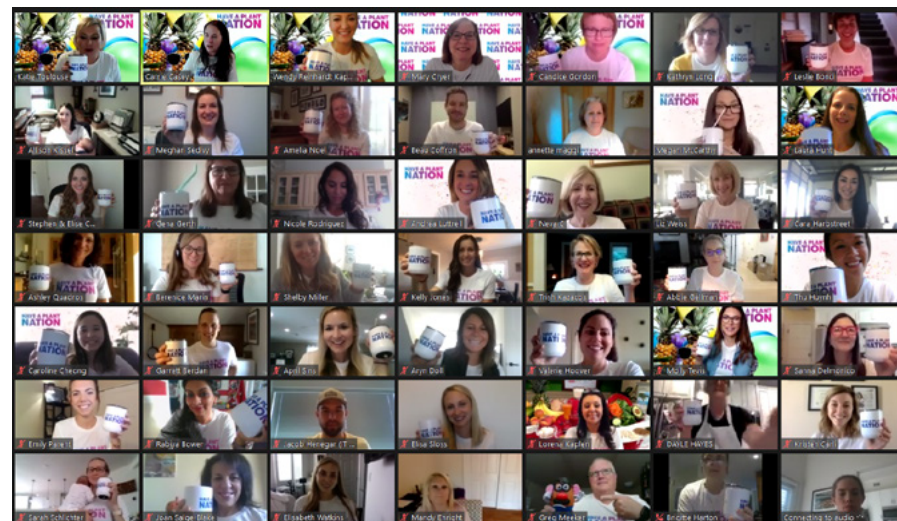
September 2021 | Virtual Platform

At a time when Americans simply are not eating enough fruits and vegetables, take a leap for your business to evolve your marketing programs and meet the demands of a new virtual world. Join fifty-plus VIPs spanning three points of influence: 1) point-of-sale (retail), 2) point-of-service (foodservice), and 3) point-of-inspiration (online) for meaningful, memorable connectivity.

**Sponsorship Range: \$5,000-\$20,000**

***“The level of engagement far surpassed our expectations and the love on our social channels was phenomenal.”***

- Lorinda Oscarson, Marketing Coordinator, Chelan Fresh



## PBH Signature Events

### Exclusive & Customized 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 serving 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

A group of people are clinking their smoothie cups in a toast at an outdoor event. In the foreground, a man with a beard and a baseball cap is smiling broadly, holding a yellow smoothie cup. Behind him, another man is also smiling. To the left, a woman is holding a pink smoothie cup. The background is slightly blurred, showing greenery and a building.

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