

**PRODUCE FOR®  
BETTER HEALTH  
FOUNDATION**

# **LET'S DO THIS!:** Inspiration And Ideas For Plant- Forward Eating

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**Tuesday, January 26, 2021**



**In partnership with  
California Walnut Board  
& Commission**



# 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 and enjoying more fruits and vegetables, in every form, each and every day.

PBH, along with its strategic partners, will elevate new fruit and vegetable consumption behaviors as a national priority – *accelerating growth and serving the public good.*

# THE AWARD-WINNING HAVE A PLANT® MOVEMENT REACHES MILLIONS

The award-winning Have A Plant® Movement is a way to inspire lasting behavior change by tapping into the emotional connection consumers have to the fruit and vegetable eating experience.

PBH is an undeniable resource for health & wellness professionals, given its trusted third-party credibility, breadth of nutrition and behavioral research, and strong consumer, influencer and industry reach.



**500  
Million**  
social media  
impressions

**700  
Million**  
traditional media  
impressions

# HOUSEKEEPING

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**1 CPEU available through the Commission on Dietetic Registration (CDR)**

**You will receive a link to the certificate of attendance, the webinar recording and PDF of the presentation!**

**Type your questions into the Question box at the bottom of your Control Panel at any time during the webinar.**

**have a  
plant.**  
fruitsandveggies.org

# OUR PARTNER

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**The California Walnut Commission (CWC) was established in 1987 to represent the walnut growers and handlers of California and is funded by mandatory assessments of the growers.**

**The Commission is an agency of the State of California that works in concurrence with the Secretary of the California Department of Food and Agriculture (CDFA) and is mainly involved in health research on the consumption of walnuts and export market development activities.**

# LEARNING OBJECTIVES

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At the completion of the webinar, you will be able to:

1

Understand the latest US consumer consumption numbers for key produce categories including fruits, vegetables and nuts

2

Describe the lexicon used to talk about plant forward eating in order to gain consumer acceptance

3

Identify multiple techniques for sectors within the food industry to enact immediately for change in consumer behavior

# TODAY'S SPEAKERS

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**WENDY**

**Reinhardt Kapsak**

MS, RDN

**PRESIDENT & CEO**



**AMY**

**Myrdal Miller**

MS, RDN, FAND

**CULINARY AND FOODSERVICE  
SPECIALIST**



**ANNETTE**

**Maggi**

MS, RDN, LD, FAND

**RETAIL SPECIALIST**

# US Consumption: State Of The Plate & What We Know

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Presented by:

**Wendy Reinhardt Kapsak, MS, RDN**

*President & CEO*

*Produce for Better Health Foundation*

**Amy Myrdal Miller, MS, RDN, FAND**

*PBH Culinary & Foodservice Specialist*

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**Annette Maggi, MS, RDN, LD, FAND**

*PBH Retail Specialist*

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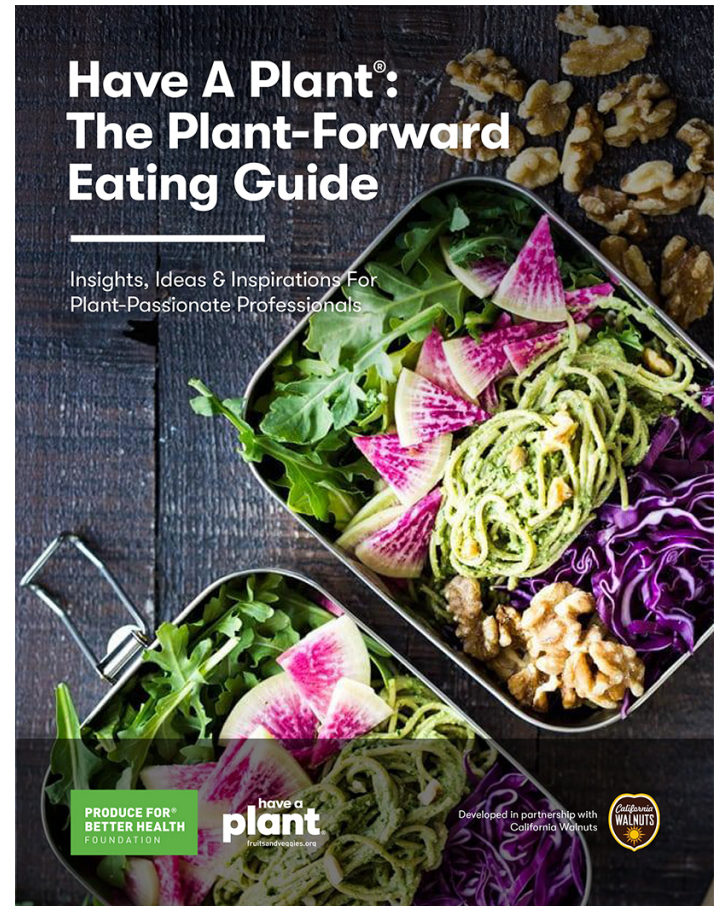
# WHAT WE KNOW

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America needs to eat more plants. The challenge is that America already knows it needs to eat more plants.

This session focuses on motivation, inspiration and ideas for food and nutrition professionals to move consumers from just knowing to actually doing.

**That's why the Produce for Better Health Foundation is launching *Have a Plant®: The Plant-Forward Eating Guide*, with support from California Walnuts.**



[www.fruitsandveggies.org/plantforwardguide](http://www.fruitsandveggies.org/plantforwardguide)

# STATE OF THE PLATE

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**There has been a fruit and vegetable consumption crisis on our hands for a while—but what are the year over year changes and trends we need to know?**



**CONSUMPTION LEVELS MIXED**



**LOSSES TIED TO KEY BEHAVIORS**



**YOUNGER CONSUMERS EATING MORE**



**WHILE STILL HIGHEST, OLDER CONSUMERS TRENDING DOWN**

# STATE OF THE PLATE

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**What are some ways we can solve for this decline in consumption and shift what consumers know to be true – that consuming more plants is good for their health – to true action?**



**BECOME RELEVANT AGAIN TO OLDER CONSUMERS**



**EXTEND PARTNERSHIPS**



**REMEMBER PRICING STRENGTHS**



**ADVANCE AWAY-FROM-HOME DINING OPPORTUNITIES**

# Introducing Have A Plant®: The Plant-Forward Eating Guide

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The why, the what and the how  
of defining and applying a  
plant-forward eating

Presented by:

**Wendy Reinhardt Kapsak, MS, RDN**

President & CEO

Produce for Better Health Foundation

[www.fruitsandveggies.org/plantforwardguide](http://www.fruitsandveggies.org/plantforwardguide)

# THE PURPOSE

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**Through our research it became clear that there was a growing gap between what consumers understood to be ‘plant-based’ and what other stakeholders understood it to mean. That’s exactly why we decided to create this guide. With the guide’s insights, tools and resources we aim to:**

**1**

Cut through the confusion and meet consumers where they are, so that we all can help dispel misperceptions and focus on what really matters

**2**

Help all Americans enjoy more plant foods more often.

**3**

Show Americans how incorporating more plants into their everyday eating habits is not only something they should do, but something they’re inspired and excited to do.

# PLANT-FORWARD EATING DEFINED

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Vegan. Vegetarian. Flexitarian. Mediterranean/Med-Style. Plant-forward. Plant-based. Plant-centric.

To limit confusion and encourage a style of eating that prioritizes plants — vegetables, fruits, nuts, seeds, legumes and whole grains — without excluding other food groups.

**73%**

of survey respondents said they  
have heard of plant-based diets<sup>5</sup>

**51%**

were interested in learning  
more about them<sup>5</sup>

**33%**

say “plant-based” means  
vegetarian or vegan<sup>5</sup>

# PLANT-FORWARD EATING DEFINED

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Plant-Forward Eating is a style of eating that is full of flavorful fruits and vibrant vegetables, satisfying whole grains and a variety of wholesome, nutrient-packed foods such as legumes, nuts and seeds, edamame and tofu, are the mainstays. Low-fat milk and dairy products, seafood, lean meat, poultry and eggs are also parts of this balanced diet and complement plant foods deliciously and nutritiously.



**Mediterranean vs. Plant-Forward**



**Vegan vs. Plant-Forward**



**Vegetarian vs. Plant-Forward**

# INCLUSIVITY IS KEY

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A plant-forward diet is not about excluding or limiting food groups; it's about being more mindful of how to add and enjoy more plants on the plate.



Fewer people are familiar with the term “plant-forward” than “plant-based,” but more willing to follow “plant-forward” eating styles now and in the future



Fruits



Veggies



Whole  
Grains



Seafood



Eggs



Nuts  
and Seeds



Legumes



Edamame  
and Tofu



Lean  
Meats



Low-Fat Milk  
and Dairy  
Products

# HEALTH BENEFITS ARE CLEAR

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As plant-forward patterns grow in popularity, so does the evidence supporting their role in optimizing health including:



**Weight  
Management**



**Heart Health**



**Long Term  
Health**



**Immunity with  
Gut Health**



**Cancer**

# KNOW – FEEL – DO

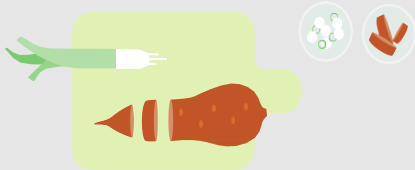
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Interventions which focused on this last category, “doing”, were the most effective, followed by “feeling” interventions. “Knowing” interventions, such as those that educate people on what they should eat and why, were the least effective.<sup>43</sup>



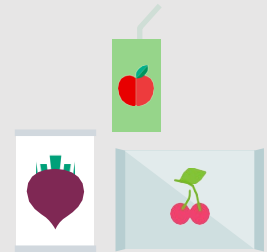
# KNOW – FEEL – DO

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**Meal prep, meal prep, meal prep!**

## TIPS FOR ACTION



**Consider all forms!**



**Make vegetables, beans, and grains a prominent place in an entrée.**



**Include nuts in menu or product options in a simple way.**



**Balance plant proteins along with animal proteins and high-quality ingredients.**

# TOOLS YOU CAN TAKE TO CONSUMERS

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A custom toolkit that will give you resources and insights to leverage your learnings with consumers



**Educational  
Graphics and  
Other Assets**



**Socialization  
Inspiration**



**Plant-Forward  
Recipes**



**Social Playbook**



**Key  
Messages**

# CULINARY INSPIRATION

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## Creamy

Boiling or steaming and pureeing vegetables like potatoes, cauliflower, carrots, squash, onions and zucchini can create creamy textures.



## Crunchy

We all appreciate the crunch of raw fruits and veggies, or a great nut or seed, maybe even a toasted grain.



## Crispy

Foods that are crispy typically contain very little water. Most fruits and vegetables contain greater than 90% water by weight.



## Smoky

Smoky flavors aren't just for grilled or smoked meats and fish — they're also delicious in vegetables, which can be simply achieved by grilling.

# Foodservice: Inspiration & Ideas For Plant-Forward Success At Restaurants

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Presented by:

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



# Plant-Forward Insights From The Restaurant Industry

1. Plant-forward menu innovation is not new.
2. Plant-forward menu innovation is best done with strategic intent.
3. Plant-forward menu innovation does not mean low calorie, low fat, no meat, vegan, keto, or other “diet of the day.”
4. Plant-forward menu innovation is often inspired by world cuisines.
5. Plant-forward menu items appear in every sector of the restaurant industry.

**the Habit**  
BURGER GRILL

# Plant-Forward At Breakfast



Language ▾

Sign Up for Email

Careers

Q Search

📍 5008 Auburn Blvd [Change](#)

Order Now

**Our Menu** ▾

McCafé

About Our Food

Deals & Our App

Trending Now

Locate



## Fruit & Maple Oatmeal

320 Cal.

Our Fruit and Maple Oatmeal has two full servings of whole-grain oats and a touch of cream. McDonald's oatmeal is loaded with red and green apples, cranberries, and two varieties of raisins for a hearty, wholesome breakfast of whole-grain oatmeal and fruit. You can have it just how you like it, with or without brown sugar! Pair it with a [McCafé® Premium Roast Coffee](#) to complete your breakfast.



# Spinach, Feta & Egg White Wrap





## **Southwest Veggie Wrap**

An inviting mixture of cage-free scrambled eggs, black beans, and sous vide potatoes combined with the delicious flavors of Cotija cheese, pico de gallo and jalapeño cream cheese wrapped in a salsa tortilla. A satisfying start to your day!

















# Plant-Forward At Lunch



*Taco Bell Veggie Power Bowl*



# OUR MENU

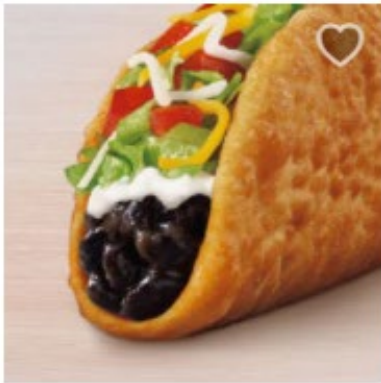
 <b>MY CRAVINGS</b>	 <b>NEW</b>	 <b>ONLINE EXCLUSIVES</b>	 <b>COMBOS</b>
 <b>TACOS</b>	 <b>BURRITOS</b>	 <b>NACHOS</b>	 <b>QUESADILLAS</b>
 <b>SPECIALTIES</b>	 <b>SIDES &amp; SWEETS</b>	 <b>DRINKS</b>	 <b>GROUPS</b>
 <b>VALUE MENU</b>	 <b>VEGGIE CRAVINGS</b>	 <b>POWER MENU</b>	 <b>BREAKFAST</b>



VALUE MENU

**VEGGIE CRAVINGS**

POWER MENU



**Black Bean Chalupa**

\$3.29 | 330 Cal



Add To Order

Customize



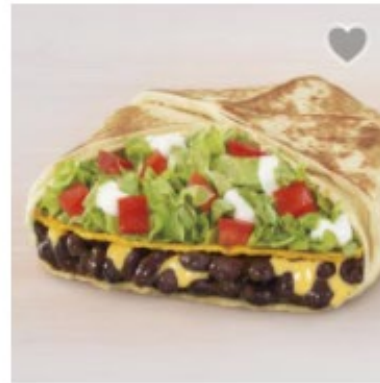
**Black Bean Quesarito**

\$3.19 | 630 Cal



Add To Order

Customize



**Black Bean Crunchwrap  
Supreme®**

\$3.79 | 510 Cal



Add To Order

Customize



**Power Menu Bowl -  
Veggie**

\$5.59 | 430 Cal



Add To Order

Customize

**SUBWAY**





**NEW**

# **CILANTRO-LIME CAULIFLOWER RICE**

A NEW WAY TO START YOUR BOWL

KETO • WHOLE30® • VEGAN • PALEO





**The Original Sonic Slinger,  
a Blended Mushroom Burger**

# Plant-Forward At K-12 Schools



**Edamame Salad**



**Baby Spinach & Cherry Tomato Salad**

# Plant-Forward At Dinner



**MAGGIANO'S**  
■ LITTLE ITALY ■



**Walnut Steakhouse Burger**

# 6 Tips For Increasing Success Of Plant-Forward Menu Items



1. Focus first on **flavor!**
2. Use #droolworthy **photos** on menus and menu boards.
3. Use **descriptive menu language** that evokes positive emotions (e.g., think creamy, crunchy, crispy, smoky, etc.).
4. Avoid menu language and icons that make people think of deprivation (e.g., steamed, poached, “lite”, heart-healthy, etc.).
5. Put an emphasis on **encouragement**.
6. Make it easy to **customize and add more fruits & veggies**.



# LET'S DO THIS!

Inspiration & Ideas for  
Plant-Forward Success  
at Restaurants

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

Produce for Better Health Foundation

# Retail: Practical Applications Of The Plant-Forward Eating Guide

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Educating shoppers on the  
flexibility of plant-forward  
eating

Presented by:

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

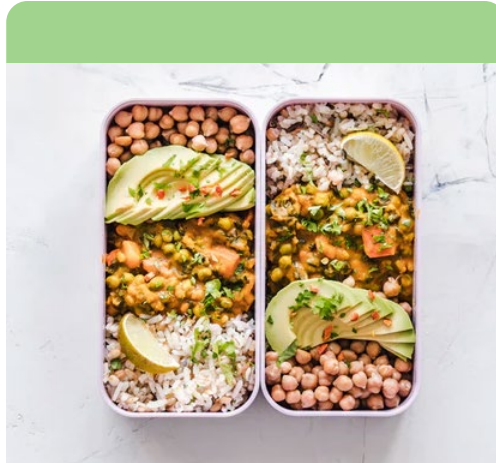


# RETAILERS POSITIONED FOR “DO”

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**BUILD  
ROUTINE**



**DRIVE  
REPETITION**



**ESTABLISH  
HABITS**

# DRIVING CHANGE ALONG THE PATH-TO-PURCHASE



## PRE-STORE

Preparing trip and  
selecting store

## IN-STORE

Shopping the total  
store

Shopper Behaviors  
in-store

## IN-AISLE

Shopping the aisle

Role of adjacencies

Cross category  
purchases

## IN-SECTION

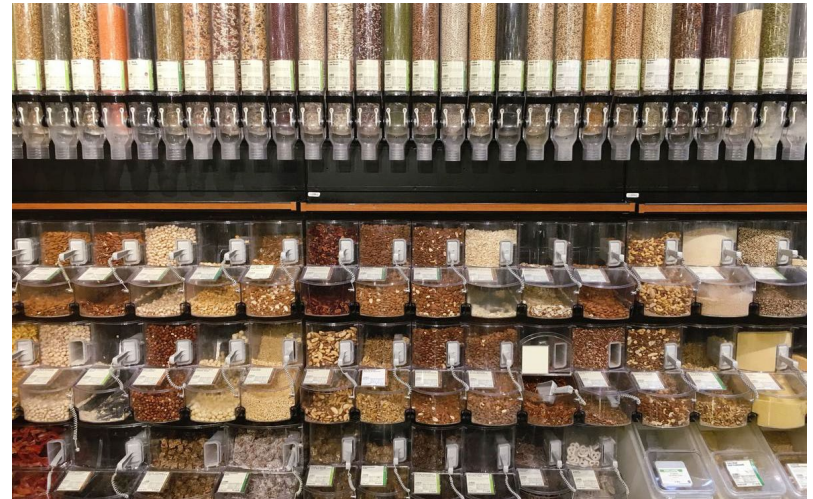
Selecting a product

Purchasing the  
product

# IN-STORE



# IN-STORE



# E-COMMERCE

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- Landing Pages
  - Plant food growing methods: in the ground, in a bush, on a tree, on a stalk, on a vine
  - RD-curated bundles
- Calculators of fruit and veggie servings
- Pantry staple plant-food list
- Plant-forward meal kits



# SOCIAL & DIGITAL



Field-to-market segments



Plant-forward virtual cooking classes



Routine Social Campaigns

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FOUNDATION

# WRAP UP

# A SUMMARY OF TODAY'S LEARNINGS

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With the help of the guide, you have the tools to:

- 1** Understand the latest US consumer consumption numbers for key produce, the background to speak to plant-forward eating defined and how to gain consumer acceptance
- 2** The behavioral science to bring this information to consumers to help them Know-Feel-DO
- 3** Information on the multiple techniques for sectors within the food industry to enact immediately for change in consumer behavior

# Q&A

# Have A Plant®: The Plant-Forward Eating Guide

Find the guide at

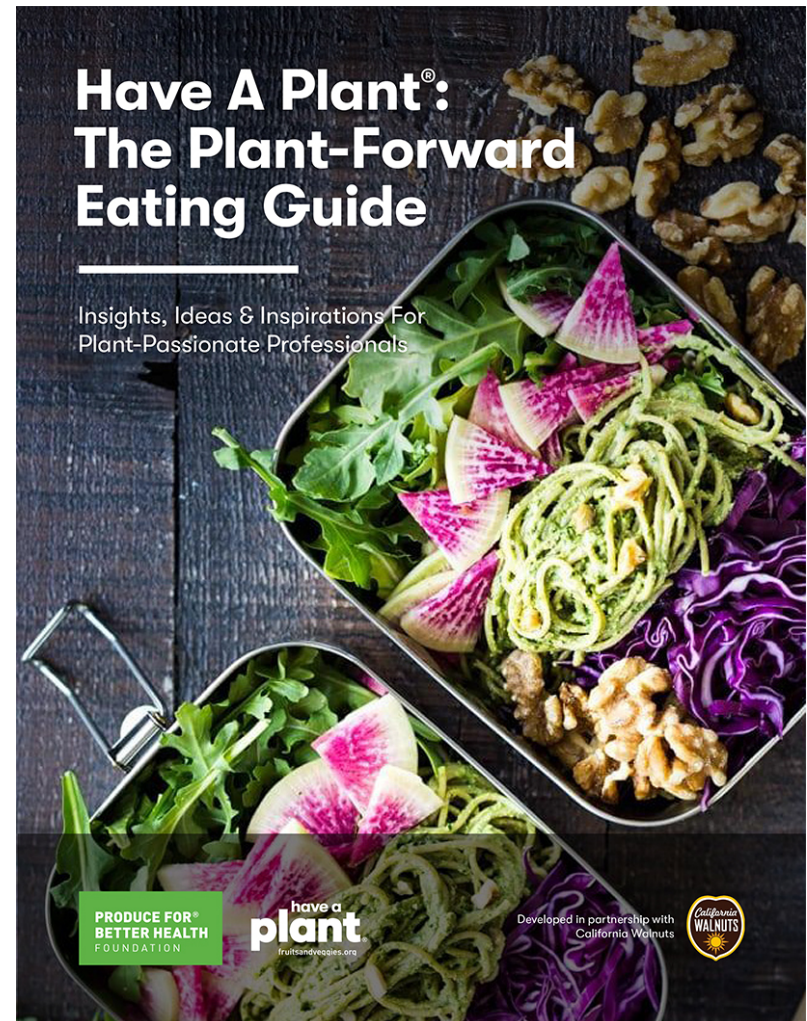
[www.fruitsandveggies.org/plantforwardguide](http://www.fruitsandveggies.org/plantforwardguide)

Turnkey resources are also available to put your plans into action at

[www.fruitsandveggies.org/plantforwardtoolkit](http://www.fruitsandveggies.org/plantforwardtoolkit)

Lastly, check out “Plant-Forward Plates,” a curated collection of stories and recipes at

[www.fruitsandveggies.org/series/plant-forward-plates/](http://www.fruitsandveggies.org/series/plant-forward-plates/)



# JOIN THE MOVEMENT



Show your support by taking and sharing the Have A Plant® pledge at [fruitsandveggies.org](https://fruitsandveggies.org). While you're there, check out the useful resources to equip you with the tools you need to enhance your nutrition knowledge and empower consumers to enjoy more fruits and vegetables every day.

**Follow PBH's social channels to keep up to date on all the insights and inspiration. #haveaplant**

 @fruitsandveggies

 @fruitsandveggies

 @fruits\_veggies

 Produce for Better Health Foundation

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September is National Fruits & Veggies Month and each year we celebrate Have A Plant® during this monumental moment.

How can you help consumers enjoy more fruits and vegetables during the month of September and beyond to support greater health and happiness?

**Start planning today for next year's celebration with our National Fruits & Veggies Month Toolkit!**



<https://fruitsandveggies.org/nfvm-toolkit/>

# PBH WEBINAR ARCHIVE

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A catalog of PBH's past webinars is available at [fruitsandveggies.org/expert-professionals/webinars](https://fruitsandveggies.org/expert-professionals/webinars)

Continuing professional education units (CPEU) are available for live and pre-recorded webinars.



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**THANK YOU**