

**PRODUCE FOR®  
BETTER HEALTH  
FOUNDATION**

# 2021 MEMBER ENGAGEMENT PROSPECTUS

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Transforming Happier,  
Healthier Lives  
**TOGETHER**



*Refreshed February 2021*

*Photo courtesy of PBH Have A Plant® Ambassador, Andrea Mathis, RD*

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FOUNDATION**

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# OUR PURPOSE

Produce for Better Health Foundation (PBH) is the only national 501(c)3 nonprofit organization dedicated to helping people live happier, healthier lives by eating and enjoying more fruits and vegetables, in every form, every single day.

# OUR MOVEMENT

The award-winning **Have A Plant® Movement** reaches millions of consumers and influencers by tapping into the emotional connection felt during the fruit and vegetable eating experience and in turn, inspiring lasting behavior change.



# OUR VALUE

PBH is an undeniable business-building asset for the industry, given its credibility as a trusted resource with significant consumer reach and influencer relationships.



**500 Million**  
social media  
impressions  
in 2020

**700 Million**  
traditional  
media  
impressions  
in 2020



# 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.

The **LEAD THE CHANGE Movement** is an industry-led initiative that 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.

Be among these **Industry Agents of Change** who have demonstrated their commitment to consumption by contributing to this pivotal initiative (as of February 1, 2021):




## Our Purpose

### Reaching Consumers & Influencers Every Day

PBH’s audience is a mix of mostly millennial and Gen Z consumers, health & wellness professionals, consumer influencers, and produce industry professionals. We engage with them daily through targeted programs, events, and our omni-channel digital ecosystem, which includes fruitsandveggies.org, social media channels, and e-newsletters.

#### fruitsandveggies.org

  
**340,000**  
Average Monthly Website Visitors


#### Social Media


 **1,000,000+**  
Facebook Followers

 **20,000+**  
Instagram Followers

 **62,000+**  
Twitter Followers

#### E-Newsletters

 **32,000+**  
PBH Connection Influencer E-Newsletter Subscribers

 **57,000+**  
Have A Plant® Consumer E-Newsletter Subscribers

### PBH’s Audience



# INFLUENCER ENGAGEMENT

Combined with PBH, our 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 believe in you!

*Photo courtesy of PBH Have A Plant® Ambassador Manuel Villacorta, MS, RD*

## Influencer Engagement

### Introducing PBH's Have A Plant® Ambassador Network

**An inspiring group of 250+ plant-passionate advocates spanning four major points of influence.**

PBH has the relationships, platforms and networks to create meaningful connections among top-tier influencers who inspire new & lasting fruit and veggie eating behaviors and purchase decisions among Gen Z and Millennials.

#### Retail

Retail dietitians are credentialed advisors who inspire health and happiness at the [point-of-sale](#).

#### Culinary

Culinary educators, chefs and foodservice leaders set consumption trends at the [point-of-flavor](#).

#### Lifestyle & Nutrition Communicators

Expert online communicators create cravings and amplify messaging online at the [point-of-inspiration](#).

#### Media

Trendsetting journalists and food editors determine newsworthy information and disseminate facts at the [point-of-awareness](#).



## Influencer Engagement

### **NEW! Have A Plant® Train The Trainer** **Retail Dietitian Cook Along Training Session**

Collaborate with PBH to develop a 1-hour retail dietitian training session that will arm them with high-value tactics and tools to conduct their own successful Cook Along and in-store demonstrations for shoppers – staged around your product/commodity and key messaging. Package includes:

- PBH to invite 20-25 strategically-selected retail dietitian attendees and collect appropriate registration information, including mailing address.
- PBH to develop and distribute co-branded Have A Plant® Training Guide for retail dietitians. Guide will include sponsor's key messaging, recipe, ingredient list, tips and other tools to execute a successful cook-a-long after the training.
- One sponsor-selected recipe featured during training will be added to PBH's high-traffic recipe database on [fruitsandveggies.org](https://fruitsandveggies.org), with a cross-link to your member profile page for optimal reach and maximum searchability.
- Analysis and submission of webinar content for continuing professional education credits with the Commission on Dietetic Registration (CDR).
- Receive registration list prior to event, and post-event performance report with key insights and analytics.
- Hosted from PBH's Zoom account, end-to-end management by the PBH team.

**Price: \$15,000**





## Influencer Engagement

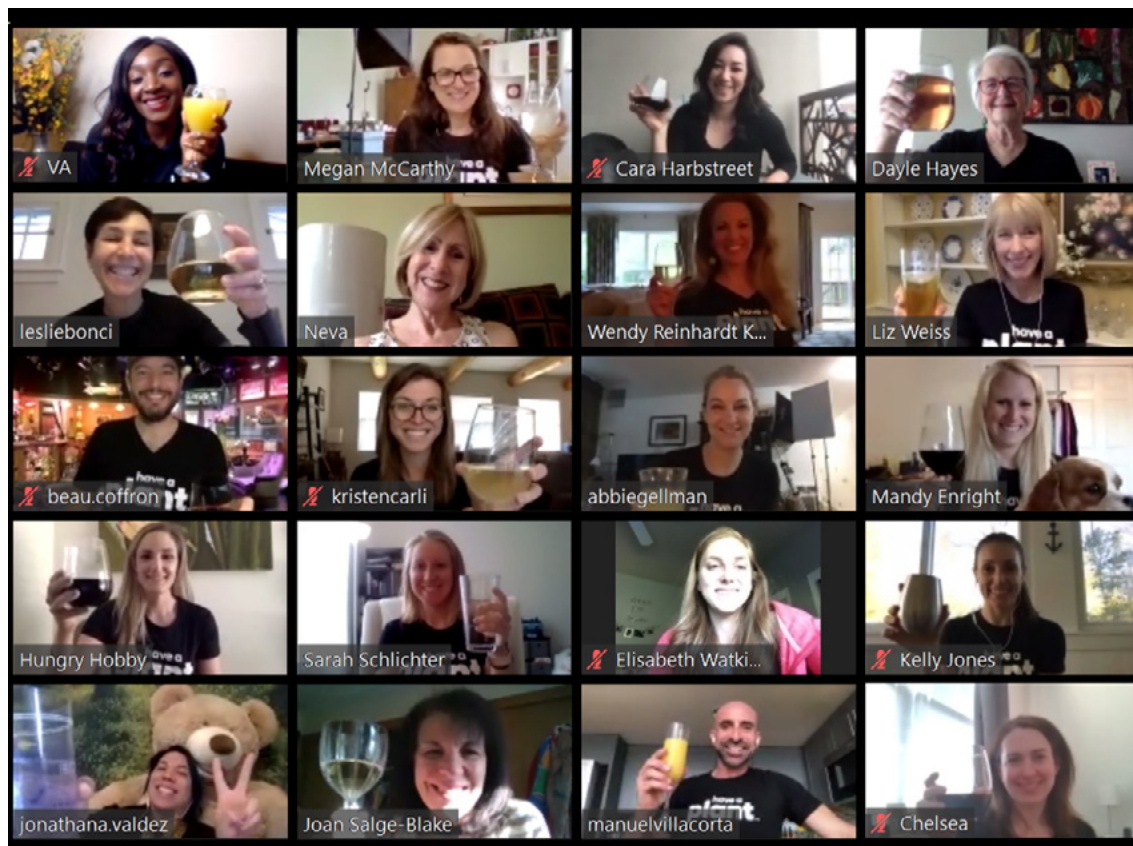
### NEW! Private Ambassador Roundtable Discussion

Gain business-informing insights, test consumer messaging, and better understand perceptions and misconceptions around your product through the eyes of PBH Ambassadors who communicate and work with hundreds of thousands of consumers every day.

- Collaborate with PBH to conduct a private 1-hour roundtable discussion with up to 10 handpicked PBH Ambassadors, comprised of retail dietitians, culinarians and lifestyle and nutrition communicators.
- Leverage the expertise of a PBH-provided facilitator to develop a discussion guide that meets your needs and achieves your desired outcome.
- PBH will provide a post-discussion summary report with key findings, analysis, and recommendations for future activation.

**Price: \$15,000**

*\*All Have A Plant® Ambassador sponsorship opportunities include rights for using content on member platforms. Based on availability. Additional fees may apply.*



## Influencer Engagement

### NEW! Targeted Email Blasts

Share your new product, key messaging, research insights and/or turnkey tools to inform and support PBH's highly-coveted and highly-engaged ambassador networks. Target retail, foodservice, culinary, and/or lifestyle and nutrition communicators.

Collaborate with PBH to develop an email that helps you achieve your goals and yields the impact you desire:

- Introduce new products or culinary techniques.
- Gain insights through a targeted survey.
- Broaden the reach of your carefully-curated content.
- Expose influencers to new trends and research insights.

**Price: \$5,000**



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

## Influencer Engagement

### Health & Wellness Professional 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**

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

Webinar

# PANTRY PULSE

How a Balanced Pantry Can Address Food Waste and Sustainability in Today's Everchanging Kitchen Landscape

TUESDAY, APRIL 28<sup>TH</sup> AT 2 PM ET

Presented by

  Sharon Palmer, MSFS, RDN and Joan Salge Blake, EdD, RDN, LDN, FAND

Pantry Pulse Webinar yielded 1,800 registrants!

## 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 Have A Plant® Ambassador Network\* 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 Have A Plant® Ambassador 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.*



Mindful May Tweet Chat yielded nearly 7 million impressions

## Influencer Engagement

### Have A Plant® Promotional Mailing

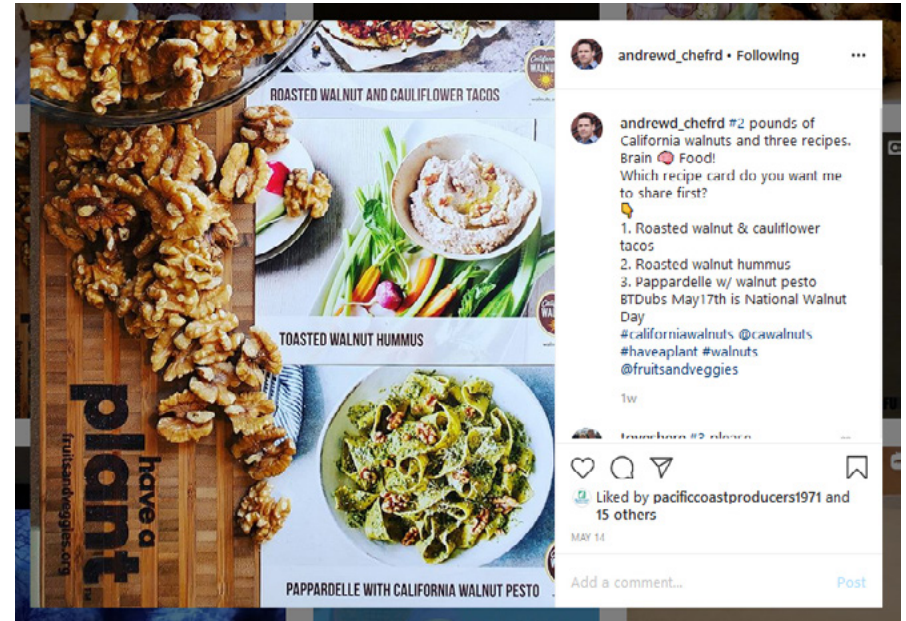
What better way to introduce your brand to our elite Have A Plant® Ambassador Network than getting your product directly into their hands! Based on a recent Ambassador survey, this group LOVES receiving product, inspiring content, swag and recipes. And, more than half said they would most likely share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

- Strategically curate your mailing to share new products, key messaging, innovative culinary techniques, and/or turnkey tools that equip passionate influencers to share this information with their unique consumer base.
- Collaborate with PBH to target up to 25 recipients from PBH's Ambassador Network to ensure your mailing has the right content, for the right people.
- PBH will manage communications before, during and after to notify and verify mailing information, as well as provide a post-mailer report, including key insights, feedback and social media highlights.

**Price: \$5,000**

*\*All Have A Plant® Ambassador sponsorship opportunities include rights for using content on member platforms.*

*Based on availability. Additional fees may apply.*



## Influencer Engagement

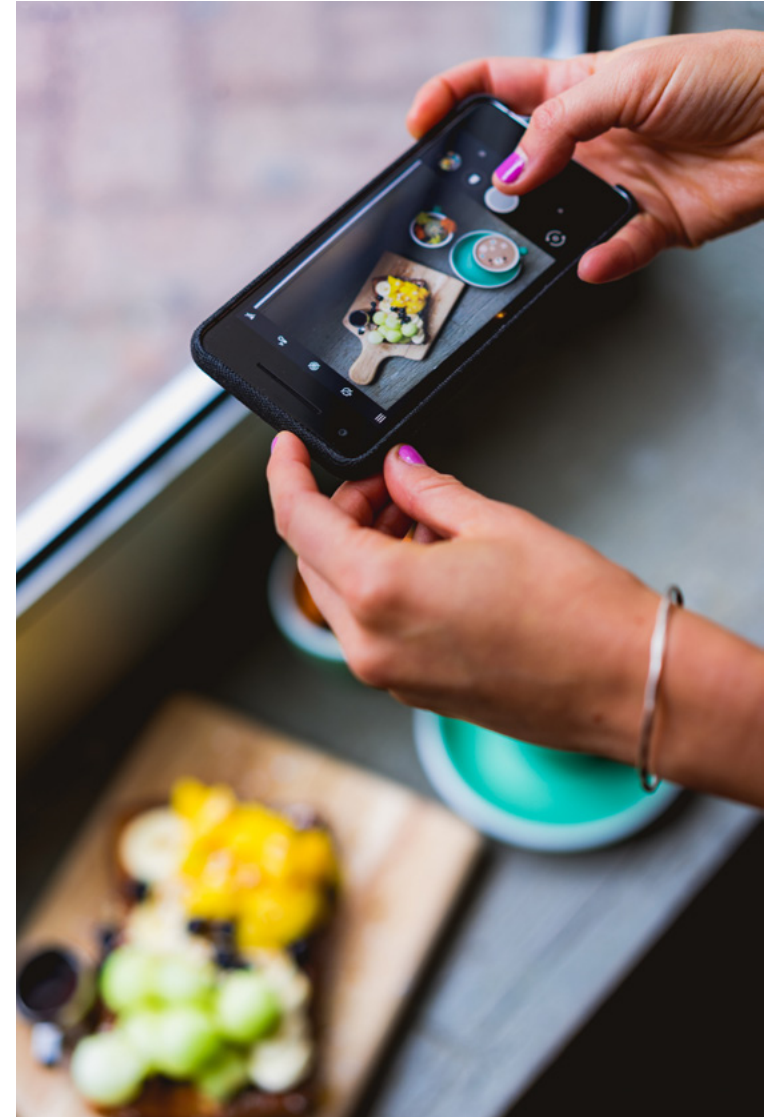
### Custom Content Creation

PBH's Have A Plant® Ambassador 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 Have A Plant® Ambassadors 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)

*\*All Have A Plant® Ambassador sponsorship opportunities include rights for using content on member platforms.*



*Based on availability. Additional fees may apply.*

# INDUSTRY-TO-INFLUENCER EVENTS

PBH's 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.

## Industry-To-Influencer Events

### NEW! Have A Plant® Media Meet Up Event

An intimate half-day immersion event to build fruitful relationships with 15-20 trendsetting food editors and top-tier journalists from major food and nutrition consumer media outlets (print and online) reaching and directly affecting the food decisions of Gen Z and Millennials at the point-of-awareness.

- Before the event, you will receive media influencer profiles with a photo, bio and contact information to get to know attendees better, and target your conversations and follow ups.
- Be featured in our post-event media insights reports – a tool intended to compile the education and learnings of the day for use long after the event.
- Join us for the full event experience with two (2) complimentary sponsor registrations.
- Be recognized as a thought leader and event partner in an event-exclusive press release, and within event-specific communications.
- Receive best-in-class PBH sponsorship concierge service.

**Full Engagement Package:** Host a 30-min Culinary Demo/Cook Along Session PLUS Exclusive Pre-Event Shipment: **\$15,000**

**Supporting Sponsor Package:** Host a general session with an introduction up to 3-minutes: **\$8,000**

May 2021 | Virtual Platform

### 2021 Attendee Sneak Peek



Francesca Cocchi,  
Associate Editor



The Washington Post  
**yahoo!**  
Katie Workman,  
Freelance Writer



Sarah Klein,  
Managing Editor



mindbodygreen  
Abby Moore,  
Writer



EVERYDAY HEALTH  
Denise Maher,  
Senior Editor



**Mashable**  
**BuzzFeed**  
Alyse Whitney,  
Freelance Writer



REAL SIMPLE  
Betty Gold,  
Senior Digital Food Editor



**allrecipes!**  
Kimberly Holland,  
Senior Editor



## Industry-To-Influencer Events



September 28-30, 2021 | Virtual Platform

### Have A Plant<sup>®</sup> Nation Influencer Event

An invitation-only event where stimulating education leads to actionable solutions for 50+ strategically-selected PBH Ambassadors to activate at the point-of-sale (retail), point-of-flavor (culinary), and point-of-inspiration (online).

- Intimately network with consumer influencers from retail, culinary, and healthy lifestyle communication platforms.
- Introduce your products, messaging, insights and trends during small group discussion and one-on-one business appointments.
- Gain insights through sponsor-driven engagement such as live polling, scavenger hunt product promotion, and gamification.



**Inform influencers during an exclusive 45-min General Session: \$20,000**

**Host an Exclusive Experiential Session:** 1) Tasting Experience or Culinary Demo, 2) Orchard/Farm/Facility Tour, or 3) Networking Party — PLUS each includes one pre-event shipment: **\$15,000**

**Intrigue PBH Ambassadors and share your story during 1:1 appointments: \$10,000**

**Engage PBH Ambassadors and build lasting relationships: \$5,000**

**2020 event yielded 2 Million Impressions in 2 days**

### Benefits Included with All Sponsorship Packages

- Pre-scheduled 1:1 virtual business appointments with influencers
- Pre- and post-event survey question + (1) live poll during session
- Complimentary sponsor registrations
- Access to searchable influencer showcase (includes contact info)
- Exclusive sponsor showcase with opportunity to share content, video, images, and other materials
- Sponsor product included in pre-event scavenger hunt
- Post-conference performance report and attendee insights
- Brand recognition before, during and after conference
- Best-in-class PBH sponsorship concierge service

## Industry-To-Influencer 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 PBH's highly-coveted Have A Plant® Ambassadors, including social media influencers, nationwide retail dietitians, 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

# 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

### NEW! Celebrating The Seasons Retail Dietitian Toolkit

61% of retail RDs promote fruits and vegetables every day and seek turnkey resources from credible sources.\* Place your product at the forefront of 200+ retail dietitians' seasonal plans by infusing your story, key messaging, and products into PBH's new Have A Plant® Retail Toolkits.

PBH will curate, write and design each seasonally-themed digital toolkit with fresh, relevant content that meets the needs of retail. Your content will be integrated throughout for maximum penetration.

#### Toolkits will include:

- In-store and online activation ideas
- Cook-along inspirations
- Media pitches
- Recipes (branded or commodity-centric)
- Infographics
- Social media posts

**Toolkits will be distributed to retail dietitians in time for summer, fall and winter seasonal promotions.**

*\*Based on proprietary Produce for Better Health Foundation survey data*

#### Exclusive Sponsor Package: \$20,000

- Inclusion of up to three (3) recipes with accompanying photos for use in cook-along ideation, media segments, and videos/live streams
- Provide up to five (5) key talking points for inclusion in social posts, media pitches, infographic, retailer website content, and/or intercom messages
- Suggest up to five (5) product usage tips and/or product promotional ideas
- Potential to include up to two (2) product videos (featuring how to select or prepare item, agriculture segment, etc.)
- Prominent brand and logo recognition on front cover and/or toolkit homepage

#### Supporting Sponsor Package: \$10,000

- Inclusion of one (1) recipe with accompanying photo for use in cook-along ideation, media segments, and videos/live streams
- Provide three (3) key talking points for inclusion in social posts, media pitches, infographic, retailer website content, and/or intercom messages
- Suggest up to two (2) product usage tips and/or product promotional ideas
- Brand and logo recognition as toolkit contributor

## Retail Engagement

### Coborn's Have A Plant® E-Commerce Landing Page With Shoppable Recipes

Coborn's, a Minnesota-based retailer with 50+ grocery and 30+ convenience stores, on a Have A Plant® e-commerce landing page that will introduce shoppers to how fruits and vegetables are grown (i.e. on a tree, in the ground, on a vine, etc.).

#### Sponsors can select ONE featured opportunity:

1. **Crop Agriculture Insights** (presented as a video or content included in a blog written by Coborn's RD team)
2. **"How To Video"** (such as hands-and-pans video on how to prepare a fruit or vegetable)

#### Both options include these benefits:

- One branded recipe linked directly to shoppers' e-commerce carts.
- Click-to-activate digital coupon (coupon redemption is separate and the responsibility of the sponsor).
- Inclusion in targeted email featuring Have A Plant e-commerce page, sent to 250,000+ Coborn's shoppers.
- Linked push notification to Coborn's MORE Rewards mobile app users.
- Two social media posts on Coborn's Facebook and Instagram page.
- Full omnichannel promotion of sponsor content on fruitsandveggies.org, PBH's social media channels, and within consumer e-newsletter. Also, cross-linked from PBH member profile.
- Materials posted on Coborn's landing page for one-month, digital coupon active for one week during month.

**Price: \$7,500**



#### Sponsorship Package Add-ons:

- 3-minuted pitched television media segment to include recipe and product promotion (40,000-75,000 live viewers): **\$3,500**
- In-ad Product Dietitian Tip (distributed to 850,000 households): **\$1,250**
- In-ad Recipe (distributed to 850,000 households): **\$2,000**

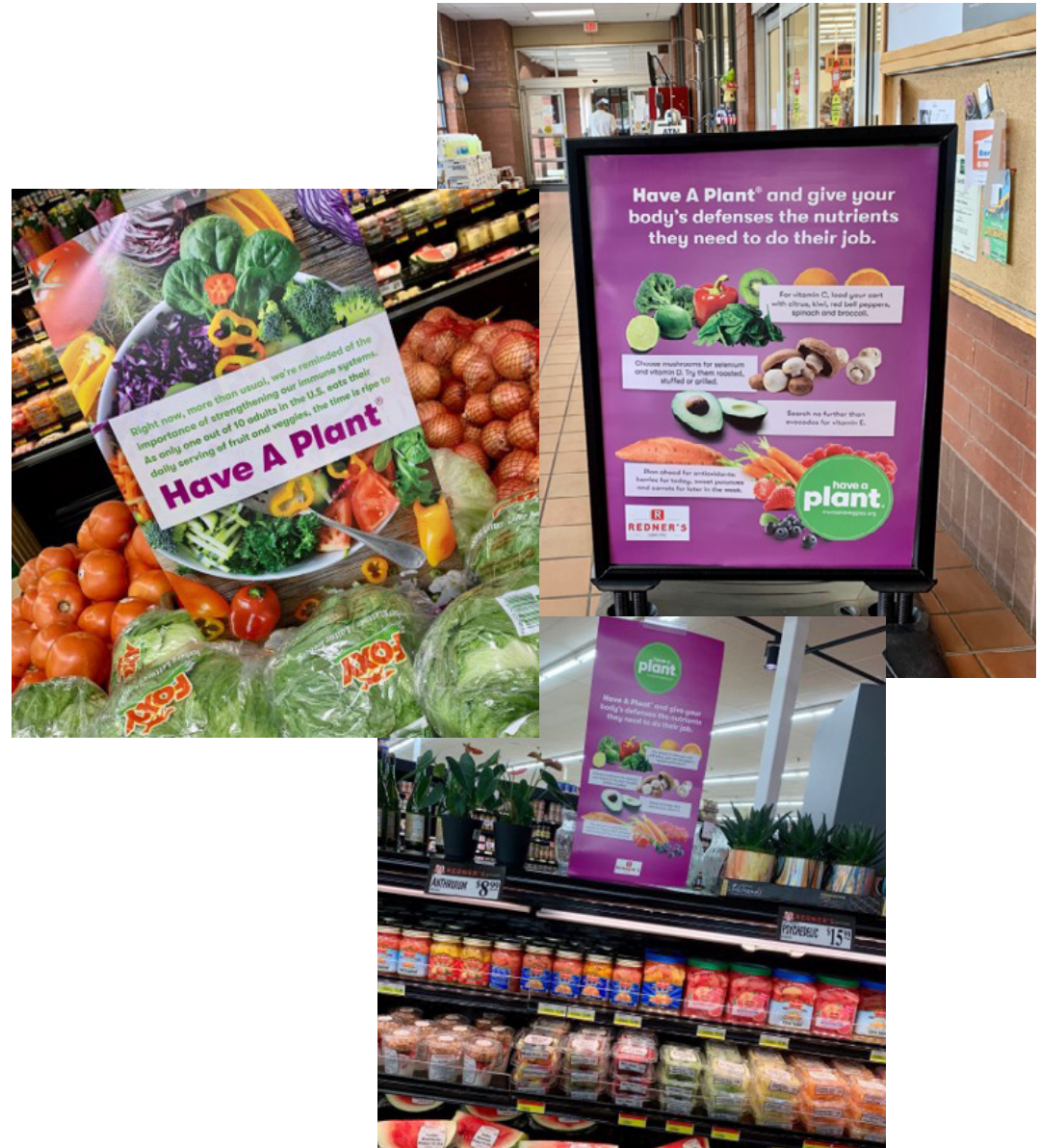
## Retail Engagement

### NEW! Retail Signage Series

Highlight the powerful attributes of your commodity or product with a print-ready, in-store signage campaign, promoted to 200+ retail dietitians, representing 50+ retail chains.

- A series of 10-12 signs (shelf edge, aisle blades, tabletop) focused on a theme or topic relevant to produce and the Have A Plant® Movement (i.e. food safety, snack pairings, food waste, product selection/storage).
- Sponsor messaging, product and/or commodity will be featured in a four (4) signage set within the series.
- Signage shared and promoted to 200+ retail dietitians in PBH's Ambassador Network as a complimentary downloadable tool, and featured in PBH's Have A Plant® Retail Playbook (released Q1 2021, refreshed on a quarterly basis).

**Price: \$5,000**



## 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

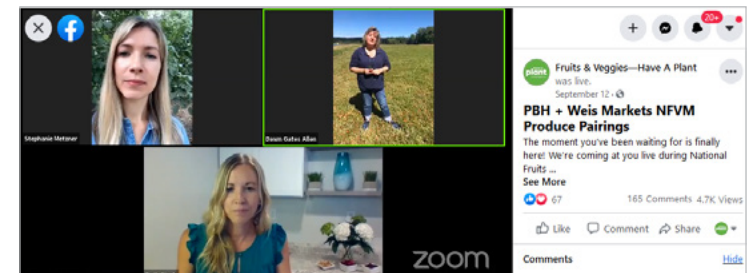
**Price range: \$8,000-\$20,000**

*Based on availability and retailer engagement fees.*

**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).





## Retail Engagement

### Custom Retail Promotions & 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 Have A Plant® Ambassador network 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.



A photograph of three women laughing joyfully in front of a chain-link fence. The woman on the left is wearing a yellow dress with a leaf pattern. The woman in the middle is wearing a black dress. The woman on the right is wearing a white tank top and shorts, and is holding a drink. The background is a chain-link fence with greenery behind it.

# DIGITAL & SOCIAL MEDIA ACTIVATIONS

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PBH's highly-interactive and visually-enticing website, [fruitsandveggies.org](https://fruitsandveggies.org), social media channels, and e-newsletters immerse Gen Z and millennial consumers in an inspirational fruit and vegetable culture. These interactive and engaging platforms offer a variety of opportunities to integrate branded content and advertising.

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.

## Digital & Social Media Activations

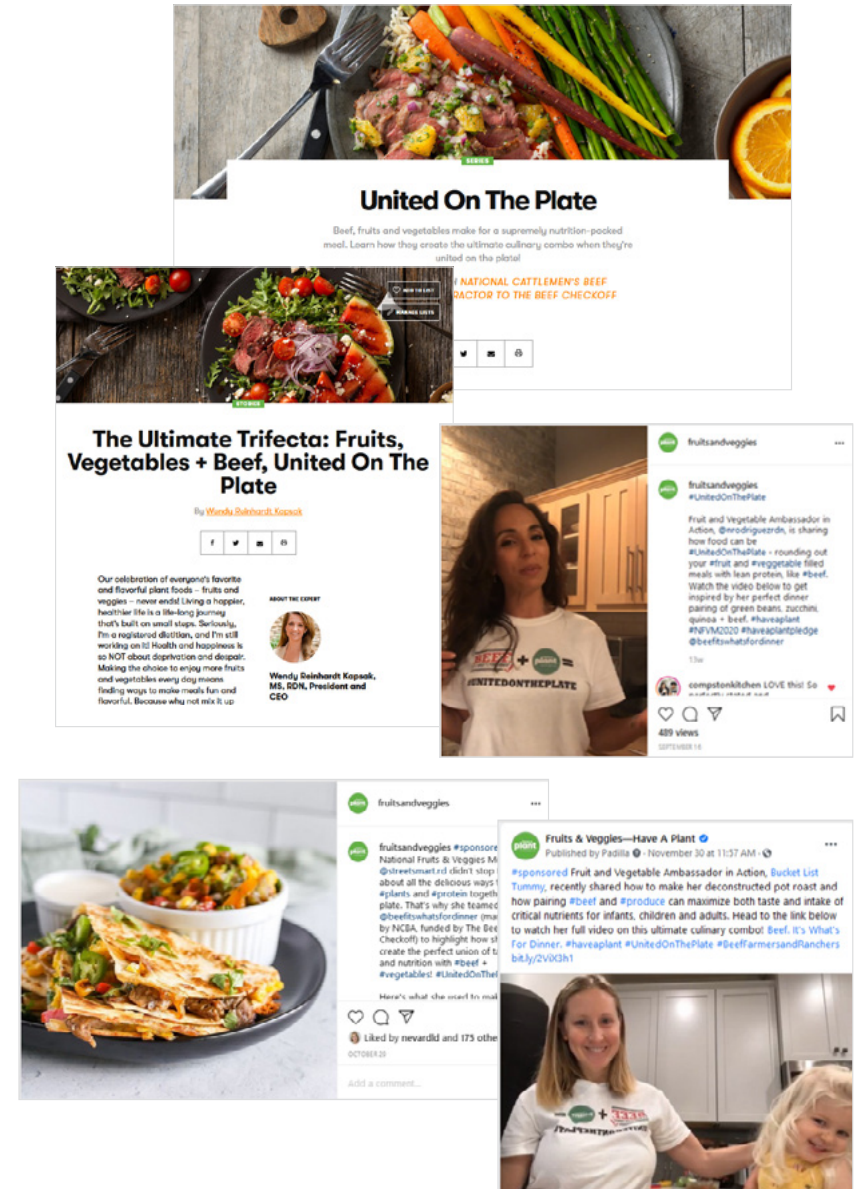
### NEW! “Own The Moment” Content Campaign

Own the moment by designing a month-long content campaign with PBH. “Your month” will receive full-scale promotion and amplification on a weekly basis throughout PBH’s digital and social media ecosystem, as well as ownership of the fruitsandveggies.org homepage masthead for one full week. Content Campaigns include:

- **Curated Content Collection** with up to 10 pieces (Series) featuring your choice of recipes, articles, expert advice Q&As, infographics, videos, downloadable images, and other turnkey resources (+1 social post)
- **Exclusive 10-min Facebook Live with a Have A Plant® Ambassador** featuring a recipe demonstration, topic of choice, or key messaging, insights and metrics surrounding your product (+1 social post)
- **Influencer-Authored Editorial** by a PBH Retail, Culinary or Social Media Have A Plant® Ambassador highlighting the benefits of eating a fruit or vegetable of choice and a featured recipe (+1 social post)
- **Thought Leadership Editorial Piece** authored by Wendy Reinhardt Kapsak, MS, RD, PBH President & CEO, centered around your fruit or vegetable and its significant role in a healthy lifestyle (+1 social post)
- **Dedicated Email Blast** to 57,000 consumer and influencer opt-in subscribers featuring your curated content collection, and an invitation to your Facebook Live Recipe Demonstration

**Price: \$25,000**

**Anticipated Impressions: 200,000 minimum**



## Digital & Social Media Activations

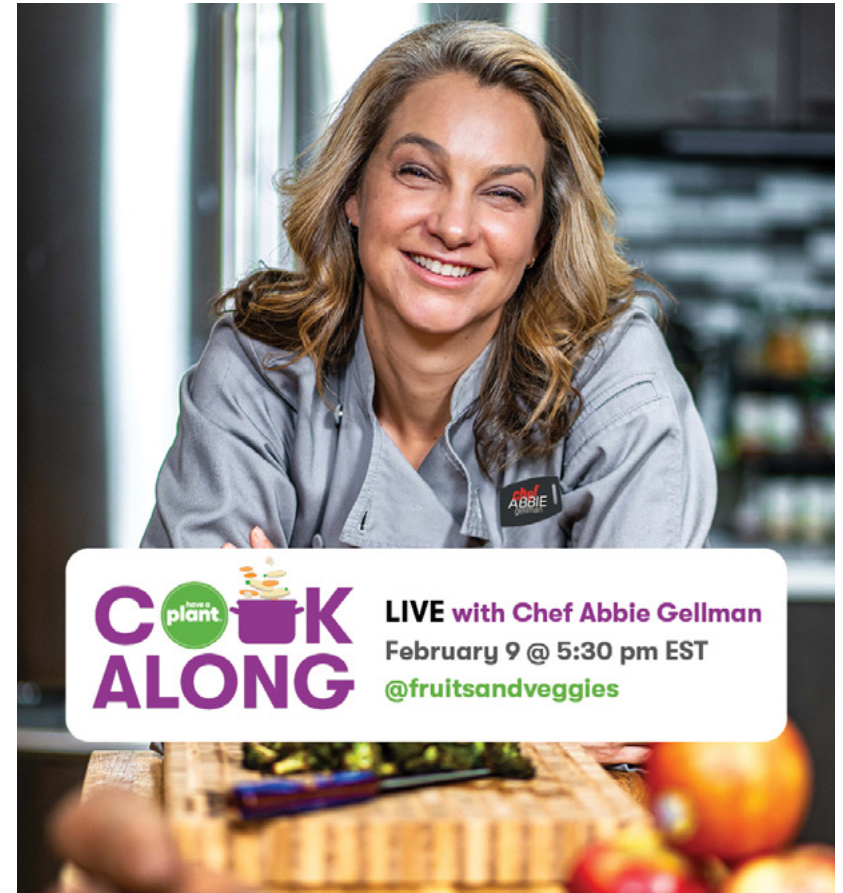
### **NEW! Have A Plant® Cook Along**

#### **Virtual Cooking Demonstration & Culinary Exploration**

Collaborate with PBH and a strategically-selected PBH Ambassador of choice to host a 45-minute cooking demonstration to entice influencers and consumers with your favorite recipe, while sharing key messaging around your product or commodity. Package includes:

- Hosted from PBH’s Zoom account and streamed on Facebook Live.
- PBH-executed omnichannel promotional package includes e-newsletter ads, dedicated email blasts, and social posts for amplification to PBH’s full Ambassador Network, 57,000+ consumer and influencer opt-in subscribers, and 1+ million social media followers.
- Your recipe will be added to PBH’s high-traffic recipe database on [fruitsandveggies.org](https://fruitsandveggies.org), with a cross-link to your member profile page for optimal reach and maximum searchability.
- Share key messaging, recipe, shopping list, and other demo-relevant content in an exclusive pre-event email to registered attendees.
- Receive post-demo performance report with key insights and analytics, including registration and attendee lists.

**Price: \$10,000**



## Digital & Social Media Activations

### Exclusive 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.

- Your series will receive full-scale promotion and amplification throughout PBH’s digital and social media ecosystem, as well as ownership of the fruitsandveggies.org homepage masthead for one full week.
- Feature up to 7 content pieces within your series, including recipes, articles, expert advice Q&As, infographics, videos, downloadable images, and other turnkey resources.
- Series content is cross-linked from your member profile page for optimal reach and maximum searchability.

**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 like it, you can never go wrong with avocados based 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.

## Digital & Social Media Activations

### 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.

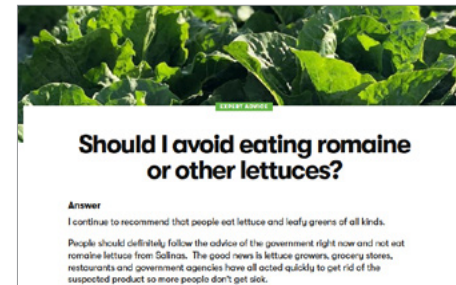
**Story:** Feature your products, research, culinary techniques or inspirational advice, editorial style, with visitors exploring fruitsandveggies.org.

**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**

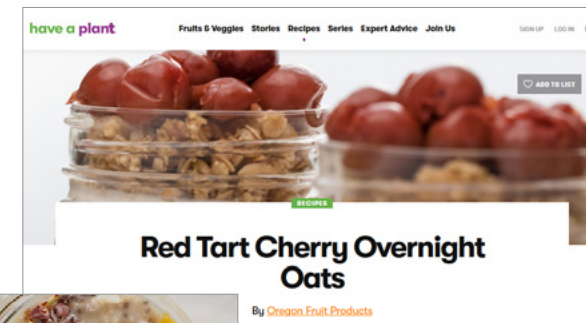
**Estimated page views: 600 per promotion  
+ 100 per month ongoing**



Expert Advice



Story



Recipe featured in full promotion package

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

## Digital & Social Media Activations

### Contest Creation & 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**

**Sunshine  
Sweet Corn  
CONTEST**

#sweetcornselfie

**April 22 – May 5**  
**Win a \$50 Schnucks's  
Gift Card!**

**Schnucks**

**sunshinesweet**  
Fresh from the Sunshine State

**have a  
plant**  
fruitsandveggies.org

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

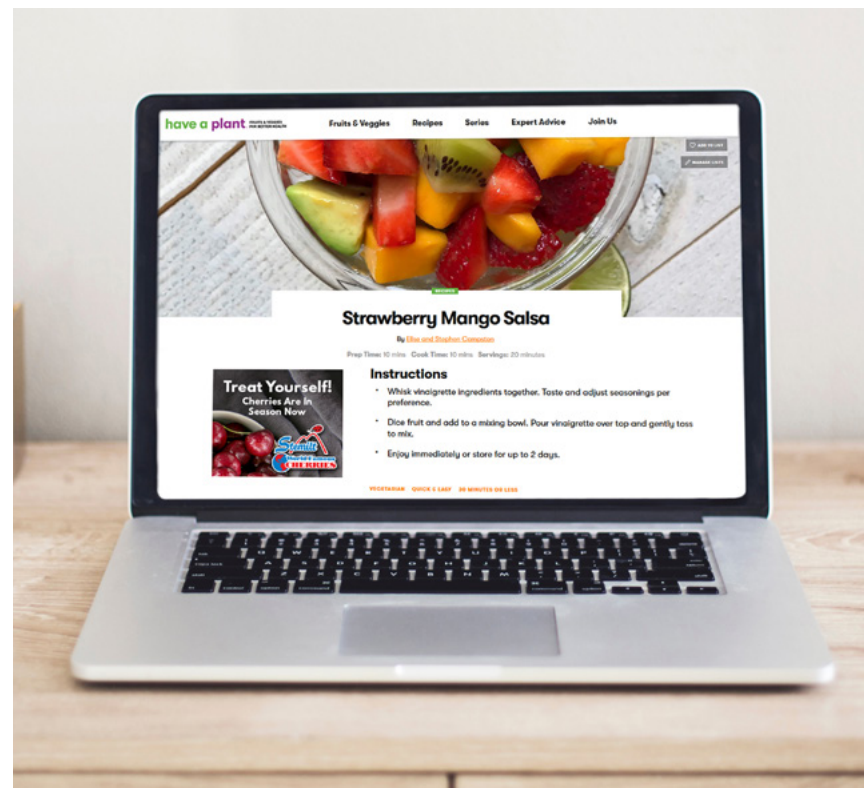
## Digital & Social Media Activations

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

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 across the 26 placements
- **Price: \$1,500**

**Anticipated impressions: 110,000**



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



## Digital & Social Media Activations

### Video Amplification

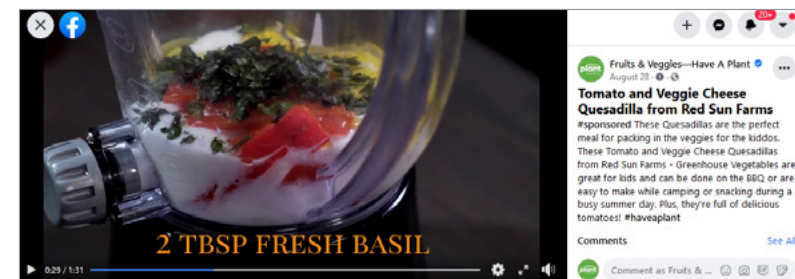
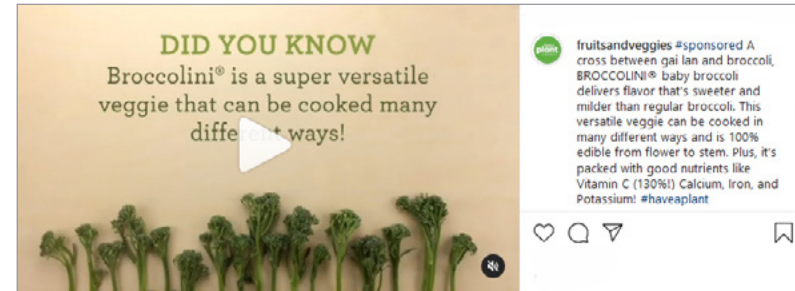
PBH will share your promotional video with our vast community of fruit and veggie fanatics, and provide full-scale promotion through our consumer e-newsletter and social media channels.

- 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.

## Digital & Social Media Activations

### E-Newsletter

Connect with 57,000+ consumers in our weekly e-newsletter for fruit and vegetable lovers or more than 31,000 health and wellness professionals – retail RDs, bloggers, RD communicators, media contributors, fitness trainers and more – in our monthly influencer e-newsletter.

### 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**

**Consumer Newsletter Average open rate: 11%**

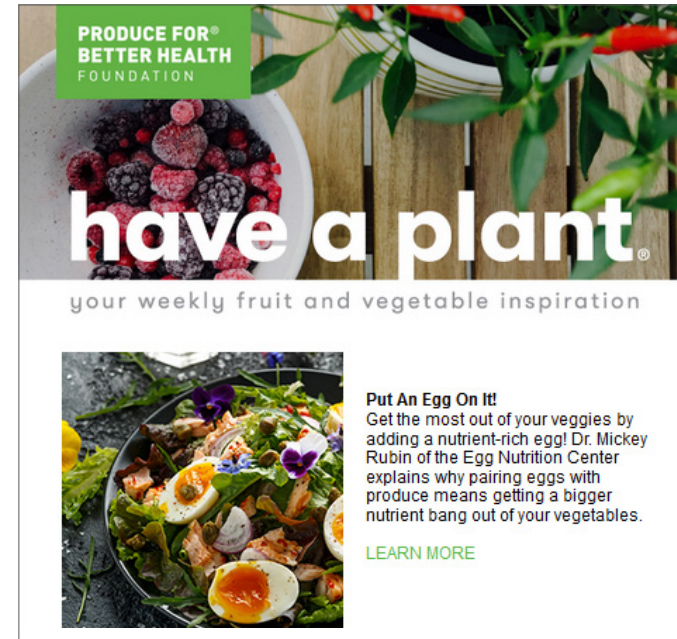
**Consumer Newsletter Average click through rate: 18%**

**Consumer Newsletter Anticipated impressions: 6,500**

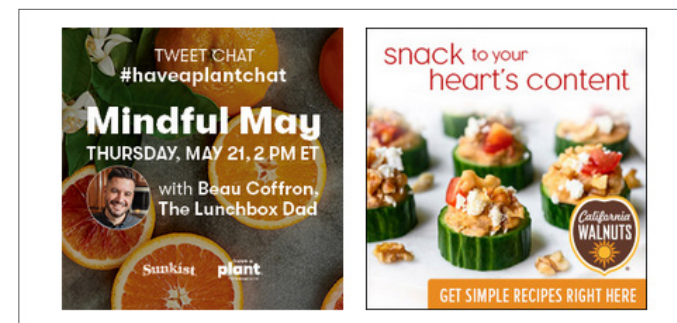
**Influencer Newsletter Average open rate: 11%**

**Influencer Newsletter Average click through rate: 11%**

**Influencer Newsletter Anticipated impressions: 4,000**



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.*



**SEPTEMBER IS NATIONAL  
FRUITS & VEGGIES  
MONTH** #HAVEAPLANTPLEDGE  
#HAVEAPLANT #NFVM2021

# NEW! NATIONAL FRUITS & VEGGIES MONTH ENGAGEMENT

September is National Fruits & Veggies Month (NFVM), a month-long celebration of everyone's favorite and flavorful plants—fruits and veggies! Let's celebrate this month and beyond, with all the fruits and veggies that you know and love — fresh, frozen, canned, dried and 100% juice — that taste great and are proven to support your health and happiness!

## NEW! National Fruits & Veggies Month (NFVM) Engagement

### NFVM Celebration Opportunities

Boost love and loyalty, while showcasing your commitment to fruit and vegetable consumption during our most impactful and engaging month of the year! #NFVM2021

Exclusive, co-sponsored, and customized opportunities available, including but not limited to:

- Exclusive Insta-Story with a PBH Have A Plant® Ambassador
- Co-sponsored Have A Plant® Cook Along & Culinary Exploration via Facebook Live
- Co-sponsored Tweet Chat
- Co-sponsored Contest(s) with branded prizes
- Premier partner for Co-Op Satellite Media Tour (SMT)

Price Range: \$7,500-\$25,000

**75M impressions achieved in NFVM September 2020!**

**Theme and detailed plans for #NFVM2021 coming soon!**



## National Fruits & Veggies Month (NFVM) Engagement

### NFVM Hy-Vee Have A Plant® Promotion

During National Fruits and Veggies Month (September 2021), the Hy-Vee RD team will feature a Have A Plant® promotion to include:

- Digital and Website Promotion (i.e. “hot deals” banner in e-commerce, “RD Pick” link on mobile swipe)
- Video on Hy-Vee RD’s Substitute Teacher program
- Social media posts by the RDs
- “RD Pick of the Month” shelf tag in stores
- Custom Media pitch and talking points for appearances
- Potential Facebook Live segment featuring select RD(s)
- A 30-minute webinar on the Have A Plant® program, featuring sponsored products, and an overview of the promotion for their full RD team (30 corporate plus 30 store RDs)

**Promotional toolkit shared with all Hy-Vee RDs on internal portal, giving store level RDs option to use materials.**

**Sponsor products and key messages will be incorporated into various elements of the promotion.**

**Price Range: \$10,000-\$15,000**



# PBH MEMBERSHIP PACKAGES & 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 & 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 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 & Advertising Benefits\*

- Priority scheduling for all benefits
- One (1) Have A Plant® Ambassador [promotional mailing](#)
- Access to one (1) Have A Plant® Ambassador\*\*\* 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!

\*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 Have A Plant® Ambassador 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 & 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 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 & 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

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

\*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).

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



## Member Benefits & 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 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 & 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

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

\*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).

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

## Member Benefits & 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 & Advertising Benefits\*

- One (1) social media post
- One (1) custom question in [Expert Advice](#) section on [fruitsandveggies.org](https://fruitsandveggies.org)
- One (1) [recipe](#) on [fruitsandveggies.org](https://fruitsandveggies.org)
- One (1) [display ad](#) in PBH consumer e-newsletter
- Full member profile page on [fruitsandveggies.org](https://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 & 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 & 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.



#### 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.

# MEET YOUR PBH TEAM

We look forward to serving you.



**Wendy Reinhardt Kapsak, MS, RDN**  
President & CEO



**Katie Calligaro**  
Marketing & Communications Director



**Carrie Casey**  
Finance & Operations Senior Director



**Candice Gordon**  
Digital Marketing & Communications Manager



**Allison Kissel**  
Member Engagement & Operations Coordinator



**Sharese Roper**  
Member Engagement Director



**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



**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. The cups are filled with vibrant pink and yellow smoothies. The people are smiling and laughing, creating a joyful atmosphere. The background shows a blurred outdoor setting with greenery and a building.

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