



Produce for Better Health Foundation (PBH) State of the Plate Research

Sample Media Pitch (for email correspondence)

Subject: New Research Reveals America's Fruit & Vegetable Consumption Is Eroding

Email Content:

It's no exaggeration that we are in the midst of a fruit and vegetable consumption crisis in our country. In fact, America's fruit and vegetable intake continues to decline, according to newly released [State of the Plate: America's Fruit and Vegetable Consumption Trends](#) research from the Produce for Better Health Foundation (PBH).

Key facts from the research include:

- People are **eating fruits and vegetables less frequently, down nearly 10% since 2004**, when the *PBH State of the Plate* reporting began.
- The most significant contributors to this decline have been a **16% decrease in vegetable consumption frequency, followed by a 15% reduction in juice intake**.
- **Vegetable intake has decreased in five out of eight age groups**. Older adults (50+ years) are leading the way in declines, a particular concern as they typically eat the most vegetables.
- **Older millennials are slacking**, declining in fruit and vegetable eating occasions and trending higher than other age groups in not eating fruits.
- **Fruit consumption is down among kids**. Older millennials are in their peak parenting years, and their behaviors may be affecting their families. In fact, children 1-3 years old have shown a significant decline in fruit consumption.

These findings are part of PBH's in-depth analysis of fruit and vegetable consumption patterns, which is conducted every five years in partnership with The NPD Group, which tracks how, when and where Americans eat fruits and vegetables.

I thought these findings would be of interest to you – and I can share some new, meaningful and EASY tips to help your **readers/viewers** boost their fruit and veggie intake. **[tailor/personalize based on your relationship with the media contact and your area of expertise – for example, offering an interview, on-air cooking demo or video to post, etc.]**

PBH's State of the Plate research is also timely for you and your **readers/viewers**: the recently released [2020-2025 Dietary Guidelines for Americans](#) noted most Americans don't meet daily



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PLATE**

America's Fruit & Vegetable Consumption Trends

recommendations to “make half their plate” fruits and vegetables, and 2021 has been declared the [International Year of Fruits and Vegetables](#). We have got to help Americans do better, especially in a time when health and happiness continue to be top of mind.

I'd love to share more insights from this research, as well as realistic ideas to help people enjoy more fruits and vegetables each day. **[insert a follow-up line based on your relationship, along with your contact information]**

In the meantime, you can learn more at: www.fruitsandveggies.org/stateoftheplatetoolkit and check out PBH's [press release on the research](#).

Thank you!

[insert name and email/phone, social handles]

#haveaplant