Produce for Better Health Foundation (PBH), a nonprofit 501(c)(3), is the only national organization dedicated to helping consumers live happier, healthy lives by eating more fruits and vegetables, including fresh, frozen, canned, dried and 100% juice, every single day.

PBH’s 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. #haveaplant

PBH is also responsible for the Lead The Change Movement — a multi-sector, multi-year initiative designed to maximize the power of PBH’s unique thought leadership position, widespread influencer network, credible scientific and market research as well as its innovative members and partners, to lead a call-to-action for addressing the global fruit and vegetable consumption crisis.
CLICK TO NAVIGATE

THE HAVE A PLANT® MOVEMENT

4. Meeting Consumers At The Point Of Inspiration
5. 2020 PBH Key Milestones & Successes
6. Making Headlines With The Have A Plant® Movement
7. Reaching Millions Of Consumers & Influencers With The Have A Plant® Movement
15. Meeting Consumer Demand During The COVID-19 Pandemic
20. Uniting Influencers, Industry & Consumers For National Fruits & Veggies Month

THOUGHT LEADERSHIP

24. Uniting The Produce Industry To Elevate Fruit & Vegetable Consumption
25. Keeping Fruits & Vegetables At The Forefront Of Dietary Guidance
26. Digging Deeper Into Fruit & Vegetable Habits

THE FOUNDATION

27. 2020 Financial Review
28. PBH Awards & Recognition
32. PBH Executive Committee & Board Of Trustees
34. PBH Members
37. Gifts In-Kind
38. The PBH Team
There is no doubt that 2020 was a remarkably challenging year for everyone. We at PBH want to recognize the produce industry and its members for rising to the occasion. We are so proud to be a part of an industry that is dedicated to responsibly delivering the most delicious and nutritious plants on the planet to Americans every single day – fruits and vegetables. Still, as a nation, we continue to fall short on fruit and vegetable consumption recommendations. Which begs the question, if a global pandemic doesn’t change fruit and vegetable behavior, what will?

We believe that America is experiencing a chronic fruit and vegetable consumption crisis that is affecting our culture, our society and economy. The effects of this chronic consumption crisis have been further illuminated by the COVID-19 pandemic and will continue to drive health disparities among many in our nation if we do not transform our approach.

Improving fruit and vegetable consumption behaviors should be a national priority and central to every health, food and nutrition initiative, including those funded by government. It is our priority at PBH, and what we, together with our members and extensive influencer network, are working toward every day.

The success of the Have A Plant® Movement illustrates the far-reaching impact of our efforts. If you haven’t already, we hope you will consider joining us as we continue this important work. I invite you to learn more at fruitsandveggies.org/engage. Together, let’s close the consumption gap for better health and happiness.

Sincerely,

Wendy Reinhardt Kapsak, MS, RDN
President & CEO
Produce for Better Health Foundation
### 2020 PBH Key Milestones & Successes

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announced Have A Plant® Promoter awards &amp; recognition program</td>
<td>Launched COVID-19 Resource Page with fact-based food safety resources</td>
<td>Launched Powerful Produce For Immune Support and Farmer &amp; Grower Salute campaigns</td>
<td>Initiated an open call for content to showcase farmers &amp; growers to drive demand and generate greater connectivity among consumers and the people who grow and deliver their produce</td>
<td>Launched first official National Fruits &amp; Veggies Month Toolkit to support industry &amp; influencer activations</td>
<td>Hosted first Have A Plant® Nation Virtual Influencer Event, unifying industry and PBH Ambassadors</td>
<td>Partnered with National Cattlemen’s Beef Association, a contractor to the Beef Checkoff, to showcase how produce can be paired with beef and #UnitedOnThePlate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presented the PBH Lead The Change initiative at United Fresh Brandstorm™</td>
<td>Nominated for first of many awards for the Have A Plant® Movement</td>
<td>Launched Food Rooted In A Better Mood® campaign to inspire consumers during the global pandemic</td>
<td>Promoted the role of fruits &amp; vegetables with written and oral comments to the Dietary Guidelines for Americans Advisory Committee</td>
<td>Won FLM Harvest Seed to Succeed grant to support the State of the Plate research launch</td>
<td>Partnered with National Dairy Council to deliver inspiring ways to #haveaplantwithdairy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ongoing PBH member engagement and strategic counsel; PBH influencer engagement (retail, culinary &amp; foodservice, nutrition &amp; lifestyle) and PBH digital ecosystem optimization; and media relations</td>
<td>Launched 30+ Ways To Have A Plant® retail campaign with Schnuck’s Markets</td>
<td>Provided influencer programming and behavioral research session at United Fresh Convention &amp; Expo</td>
<td>Published a chapter on fruit &amp; vegetable consumption efforts in the U.S. for the book 5 A Day Programs: A Global Perspective — Country Case Studies</td>
<td>Partnered with FMI Foundation on a media campaign to celebrate National Family Meals Month™ during National Fruits &amp; Veggies Month</td>
<td>Represented North America on International Year of Fruits &amp; Vegetables kick off call</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Have A Plant® reached 500 million social media impressions**
“We also know that most Americans don’t eat the recommended amounts of fruits and vegetables, and that’s an issue – particularly now. In addition to bolstering immunity in the face of a global pandemic, new well being benefits of consuming fruits and vegetables, beyond physical health, continue to emerge.”

- Wendy Reinhardt Kapsak, MS, RDN, PBH President & CEO
THE HAVE A PLANT® MOVEMENT BECAME AWARD-WINNING

Throughout 2020, PBH’s Have A Plant® Movement gained attention from influencers and consumers alike. At the end of 2020 PBH was 18 months into the Have A Plant® Movement and the results continued to be STRONG! In fact, the award-winning platform received accolades across the country receiving a total of six prestigious industry awards since the launch in April 2019.

FOOD ROOTED IN A BETTER MOOD®

The Have A Plant® Movement reached millions in 2020

500+ Million Social Media Impressions

700+ Million Traditional Media Impressions
In April, PBH announced the PBH 2020-2021 Fruit & Vegetable Ambassadors in Action (FVAA) influencer network, which included 22 passionate influencers with the keen ability to tap directly into consumers’ emotional connection to food, helping them ignite a new relationship with fruits and vegetables.

Each with unique strengths and their own captive audiences, the FVAA tailored and contributed content to PBH and its members, in-kind, on a monthly basis throughout the year. This diverse group of plant-passionate volunteers included culinary professionals and chefs, experts in agriculture, as well as credentialed lifestyle, health and wellness registered dietitians. Their contributions have provided noteworthy content to PBH’s digital ecosystem, while extending the Have A Plant® Movement.

The PBH Fruit & Vegetable Ambassadors In Action influencer network held major Millennial- and Gen Z-appeal with a strong digital and social media presence – and collectively reached more than 1.5 Million consumers.
INFLUENCERS DELIVERED CONTENT PEOPLE WERE CRAVING. #HAVEAPLAN

Fruits and Vegetables in Action

Fruitsandveggies.org
HEALTH & WELLNESS WEBINARS OFFERED VIRTUAL EDUCATION OPPORTUNITIES FOR PROFESSIONALS

As professionals continued to navigate virtual education opportunities, the PBH Health & Wellness Webinar platform soared. Members collaborated with PBH to develop relevant cutting-edge webinars for the more than 31,000 food, nutrition and health professionals and influencers in our network. Registered dietitians specifically crave this information they can relay back to consumers in their day-to-day jobs, or with their followers on social media. Webinars are an effective tactic to get targeted, branded messages in front of this distinct influencer group. The webinar recordings are added to PBH’s virtual education library on fruitsandveggies.org for continuous on-demand access.

Nearly 10,000 influencers registered for the PBH-hosted webinars in 2020.

#HAVEAPLANTCHAT TWEET CHATS ENGAGED MILLIONS

In 2020, Twitter continued to be a hub for influencers and highly-engaged consumers looking to share ideas on hot topics and the latest news. Through PBH Have A Plant® Tweet Chats, we tapped our Fruit & Vegetable Ambassadors in Action (FVAA) to amplify messages to other health and lifestyle influencers as well as consumers online.

PBH Have A Plant® Tweet Chats achieved nearly 27 Million impressions in 2020!
**IMPROVED & ENHANCED FRUITSANDVEGGIES.ORG**

In 2020 PBH maximized the success of the Expert Advice section of fruitsandveggies.org, a top performer for organic site traffic through Google searches. Visitors are able to ask questions in their own words such as “Do I need to wash bananas before eating them?” and “Are pumpkins a fruit or a vegetable?” PBH experts and influencer partners provide the answers. This brilliant format leads users to our site by using the same language they’re naturally searching for. We implemented a formal approach to updating the popular Q&A section, reviewing monthly and integrating more member content. As a result of our efforts, traffic to Expert Advice increased by nearly 25,000 visitors per month.

**The Expert Advice section of fruitsandveggies.org was visited an average of 65,000 times per month in 2020.**

PBH also undertook extensive efforts to improve and expand the Fruits & Veggies section of the website with input from members. Visitors can now search for their favorite fruits and veggies — or explore new varieties — to find out how to select, store, serve, savor and share. This section of fruitsandveggies.org is visited 34,000 times a month on average.

**Fruitsandveggies.org page views increased from 1.2 million in 2019 to 4 million in 2020.**
STOOD READY TO DISPEL MYTHS WITH INFLUENCER ACTIVATIONS & MEDIA SUPPORT

Consistently arming PBH’s influencer network with messages to get in front of issues management support is an effective way to get ahead of inaccurate and potentially harmful information in the media. When the Environmental Working Group (EWG) released their annual “Dirty Dozen” list in March, PBH and our influencer partners were standing at the ready to call the validity of this list into question and spread the truth with fact-based messaging.

Within a few days, the media coverage dissipated and social media posts were flooded with important fact-based positive articles about why we need to eat more fruits and veggies.

Partnering with groups like the California Leafy Greens Marketing Agreement (LGMA) allows us to be prepared to act if an outbreak happens. PBH President & CEO, Wendy Reinhardt Kapsak, MS, RDN, is a member of the LGMA advisory board — comprised of registered dietitians, nutrition experts, farmers and advocates for consumer health and safety — who are committed to ensuring LGMA provides accurate, credible information backed by facts. This committee helped inform LGMA’s new website, lettuceinfo.org, which provides information to consumers during an outbreak or recall traced to leafy greens.
STRATEGIC PARTNERSHIPS SHOWCASED THOUGHT-LEADERSHIP & EXTENDED REACH

Member content continued to be important fuel for the Have A Plant® fire, and in 2020 several member promotions were top performers on PBH’s social channels. Also in 2020, PBH began offering members dedicated content series — a curated collection of stories, recipes and information — on fruitsandveggies.org as a way to highlight trending themes and in-season produce.

Juice Products Association’s content series earned over 800,000 impressions across PBH’s digital and social channels.

Stemilt Growers’ Sweeten Your Summer Contest earned over 2 million impressions on PBH’s social media channels.

California Cantaloupe’s social media post earned nearly 300,000 impressions on PBH channels.
PARTNERING WITH OTHER PARTS OF THE PLATE TO INCREASE FRUIT & VEGGIE CONSUMPTION

In 2020 PBH created successful partnerships with non-produce organizations as a way to increase fruit and veggie consumption by tapping into how people are already eating. These uniquely tailored activations extended the reach of the Have A Plant® Movement, celebrating various parts of the plate and showcasing delicious flavor combos.

The article The Ultimate Trifecta: Fruits, Vegetables + Beef, United On The Plate by PBH President & CEO Wendy Reinhardt Kapsak, MS, RDN in partnership with National Cattlemen’s Beef Association, a contractor to the Beef Checkoff was the #1 performing social media post during September, earning over 400,000 impressions.

Partnerships included social media campaigns with PBH’s Fruit & Vegetable Ambassadors in Action (FVAA), content on fruitsandveggies.org and more. Organizations included National Cattlemen’s Beef Association, a contractor to the Beef Checkoff, The National Dairy Council, Kellogg’s, Egg Nutrition Center and the FMI Foundation’s National Family Meals Month™ to name a few.
When COVID-19 struck in early 2020, we realized that the PBH digital ecosystem – website, newsletters, and social media channels – was perfectly positioned to provide the information consumers were craving – and searching. We quickly shifted efforts to address the need for COVID-19 food-related resources. This included a curated, dedicated landing page to address misinformation regarding food safety, safe shopping tips, facts about food production and more. The page includes a downloadable Q&A featuring science-driven, expert advice and helpful links. We also collaborated with influencers and industry to provide helpful tips and facts through videos, blog posts, infographics and more on our social channels, in newsletters and on fruitsandveggies.org.

By the end of 2020, organic traffic from Google searches to fruitsandveggies.org was up 75% since the pandemic started in March.
DIGITAL CAMPAIGNS KEPT CONSUMERS AND INFLUENCERS ENGAGED WITH FRUITS & VEGGIES TOP OF MIND

PBH’s network of culinary, health and wellness professionals began providing content to help followers navigate these challenging times. Topics ranged from stocking up on immune-boosting ingredients to how to use an abundance of produce to batch cook. From March 18 to April 16, we received 22 pieces of content from FVAA members alone in addition to content from retail RDs and PBH expert partners.

Promoting Powerful Produce For Immune Support
As the pandemic surged on and immunity was top of mind for many consumers, PBH stepped up to provide the answer they were looking for: fruits and veggies. PBH quickly curated content from its influencer network to promote on fruitsandveggies.org, in e-newsletters and on social media.

Addressing Food Safety Fears
In early April, PBH hosted a Tweet Chat together with Lori Taylor of The Produce Moms® to dispel myths about the safety of fruits and vegetables. Questions from the Tweet Chat were compiled into a consumer facing FAQ document that was made accessible through the PBH dedicated COVID-19 webpage. Lori Taylor continued to amplify beyond the Tweet Chat, publishing a blog post on produce safety during COVID-19, including key industry insights.
Launching The Food Rooted In A Better Mood® Campaign

As part of the growing need to help consumers lift their spirits during the COVID-19 pandemic, PBH leveraged its tagline: Food Rooted In A Better Mood® to create unique and engaging content throughout the months of April and May. Timed alongside the one-year anniversary of the Have A Plant® Movement, this creative social media campaign raised awareness of the important role fruits and vegetables play in boosting mood during this stressful time.

With the help of the PBH influencer network, the campaign yielded over 100,000 impressions in just four weeks, delivering entertaining, “bite-sized” ways consumers could lighten their mood with fruits and vegetables.
Leading A Virtual Salute To Farmers & Growers

In July, PBH launched the Celebrate The Roots Of Our Food: Farmers & Growers Salute campaign to celebrate the farmers and growers who work tirelessly to bring fruits and vegetables to Americans’ tables. With the pandemic still persisting, now more than ever we wanted to salute the industry who became very much at the forefront of many consumer concerns.

The Celebrate The Roots Of Our Food campaign earned 500,000 impressions in just four weeks.

We shared inspirational farmer and grower stories as well as ag-focused content from the PBH influencer network, members and other industry stakeholders, across our social media channels. Select influencers with relevant expertise participated in the campaign by providing informative blog posts and original video content. The PBH influencer network also promoted the campaign via their personal channels.
RECALIBRATED AT RETAIL IN A VIRTUAL WORLD

Proving their flexibility, retailers quickly shifted to virtual health and wellbeing programs in 2020. Fruits and vegetables were front and center in these promotions as consumers stocked their kitchens with canned and frozen options and bought fresh produce as a way to support immune health.

PBH Powerful Produce Pairings promotions at Weis Markets, Coborn’s and Schnuck’s Markets reached more than 425,000 shoppers and consumers.

PBH partnered with Redner’s Markets on an in-store signage campaign to capitalize on fruits’ and vegetables’ important role in immune health. A Facebook Live with Weis Markets brought the field — actually the grove and the bog — to shoppers with growers sharing the agriculture origins and growing process for the Cranberry Marketing Committee and the California Walnut Board.

A PBH Powerful Produce Pairing campaign at Coborn’s showcased how health and wellness is now being integrated into e-commerce, with banner ads for healthier choices like Stemilt Growers’ Rave® apples.

Hannaford Supermarkets optimized their in-store communication on fruits and vegetables as a part of a National Fruits & Veggies Month and National Family Meals Month™ campaign through end cap header signs and new Healthy Picks signs, highlighting plant-powered items in 100 stores.
September is National Fruits & Veggies Month (NFVM), a month-long celebration of fruits and veggies! The 2020 theme was Have A Plant® Nation — celebrating the diverse ways we uniquely enjoy fruits and vegetables across the nation while also inspiring greater connectivity and unity.

Have A Plant® Nation highlighted how, at a time when people were craving togetherness and unity, fruit- and veggie-filled meals could be the catalyst for: inspiring greater family connections; celebrating the diverse ways we uniquely enjoy foods across the nation; improving public health for all Americans; and elevating how industry (both produce as well as non-produce) and influencers can come together to advocate for more fruits and veggies at every meal and snack occasion, for every person — and much more!

The month-long Have A Plant® Nation celebration generated nearly 75 million impressions via traditional and social media channels.
EXTENDED THE HAVE A PLANT® MOVEMENT DURING NATIONAL FRUITS & VEGGIES MONTH

Generating Buzzworthy Media Coverage
Have A Plant® Nation resonated with consumers and media alike. 59 million impressions were generated from a consumer-facing media National Fruits & Veggies Month wire release announcing the campaign launch with pickup in top-tier outlets like Business Insider and MorningStar. Additionally, buzzworthy National Fruits & Veggies Month coverage was shared by notable trade outlets including The Packer, And Now U Know and Produce Blue Book.

The PBH | FMI Foundation partnership reached millions of shoppers and consumers during National Fruits & Veggies Month in September.

Staying Strong With Family Meals
For a second year, PBH was awarded a Gold Plate Award as a Community Partner for our work promoting family meals in partnership with the FMI Foundation’s National Family Meals Movement. The partnership campaign, Staying Strong With Family Meals, consisted of a dedicated content series on fruitsandveggies.org, promotional graphics, and promotion in e-newsletters and on social media. The PBH | FMI Foundation partnership reached millions of shoppers and consumers during National Fruits & Veggies Month in September. Trade media coverage announcing the PBH | FMI Foundation partnership alone reached a potential 73,000 individuals.
PBH closed out National Fruits & Veggies Month with our first-ever virtual influencer event held September 29-30, 2020. Fifty-plus VIPs spanning retail, foodservice and social media influencers met with select sponsors, satisfying the strong desire for meaningful, memorable connectivity. According to those who attended, this event provided stimulating education and actionable solutions with a keen focus on inspiring consumers’ fruit and vegetable consumption. Interactive sessions and experiential tasting experiences, balanced with crucial conversations on food safety and the state of consumers’ consumption habits provided unique opportunities to learn from one another’s experiences and perspectives – ultimately inspiring action among attendees.

“The PBH Have a Plant® Nation Virtual Influencer Event is an incredible opportunity to engage with passionate fruit and vegetable communicators!”
- Jeff Scramlin, President, HZPC Americas Corp

Social media posts from 50+ attending influencers’ handles generated nearly 1 Million impressions during the 2-day event.

“... one of the Retail Dietitians went back and talked to her Buyer. Her Buyer then called his Chelan Fresh sales person and said “why did she get SugarBee® before I did and the stores did?” Great affirmation for us that Retail RD’s do talk to Retail Buyers.”
- Lorinda Oscarson, Marketing Coordinator, Chelan Fresh
The closing session, titled *Lead The Change from Seed to Plate: Produce Industry Leader Insights and Inspiration*, included industry titans and trailblazers who shared their thoughts on how influencers can make a difference in closing the consumption gap and truly changing behavior. Led by PBH President & CEO, Wendy Reinhardt Kapsak, MS, RDN, the conversation was dynamic, authentic and packed with candor.

"Imagine a world where everyone is eating more fruits and vegetables. The time is now – this is our moment – where we can truly make a difference and help increase consumption. But we can only do it together."

- Bil Goldfield, Director of Corporate Communications for Dole Food Company and PBH Chairman of the Board
In June, PBH announced its multi-year, cross-sector Lead The Change Movement. This vision for the future unified 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. We were urged by our members to create a strategic framework that roots the call-to-action in research, and builds upon the values of the fruit and vegetable industry. The Lead The Change Movement is designed to speak with:

**One Purpose:** PBH initiated the next iteration of its best-in-class fruit and vegetable consumption research, also known as PBH’s 2020 State of the Plate: America’s Fruit & Vegetable Consumption Trends to identify and elevate new fruit and vegetable consumption behaviors as a national priority.

**One Voice:** PBH began convening a multi-sector coalition of influential stakeholders, thought leaders and academic experts as an innovation forum to identify ideas and inspire solutions to help consumers.

**One Call-to-Action:** PBH and coalition members will convene multi-sector food system thought leaders at the first-ever national consumption summit, to build sector-based solutions and generate a unified call-to-action for lasting behavior change. The summit will showcase research insights and coalition member efforts.

The following industry agents of change have demonstrated their commitment to fruit and vegetable consumption, as well as America’s health and happiness by contributing to this pivotal initiative.
KEEPCING FRUITS & VEGETABLES AT THE FOREFRONT OF DIETARY GUIDANCE

PBH President & CEO Wendy Reinhardt Kapsak, MS, RDN

PBH continued to proactively engage in advancing the role that fruits and vegetables play in improving America’s health. To this end, Wendy Reinhardt Kapsak, MS, RDN, PBH President & CEO, participated in the process to inform the 2020-2025 Dietary Guidelines for Americans (DGA). On behalf of PBH, Wendy provided both written and oral comments to the U.S. Departments of Agriculture (USDA) and Health and Human Services (HHS), in response to the Dietary Guidelines Advisory Committee (DGAC) scientific report.

PBH focused on three recommendations:

1. The DGA should elevate and emphasize the importance of fruit and vegetable consumption by stressing that all forms of fruits and vegetables — fresh, frozen, canned, dried and 100% juice — count toward achieving daily goals; highlighting the importance of introducing fruits and vegetables early and often to develop lasting consumption habits; and demonstrating and acknowledging that eating more fruits and vegetables is the single most important action Americans can take to improve health.

2. The DGA should advocate for and adopt realistic programs and initiatives to improve diet quality as well as increase fruit and vegetable intake and access by meeting consumers where they are and focusing on the ‘why and how’ of fruits and vegetables; showcasing how fruits and vegetables can be easily added to popular dishes and/or commonly-consumed foods/food groups; and using social-ecological models to identify places in which fruit and vegetable opportunities exist, including throughout government programs, research, education, etc.

3. The DGA should better highlight the nutrition and well-being benefits of fruits and vegetables as well as identify effective behavior change approaches to increase fruit and vegetable intakes. For example, science identifying bioactive components in fruits and vegetables as well as behavioral science on food selection, purchasing decisions and habit formation should be examined and included. The USDA Agricultural Research Service research on ‘carrier foods’ and best practices to create new fruit and vegetable habits should also be considered.
DIGGING DEEPER INTO FRUIT & VEGETABLE HABITS

USED BEHAVIORAL SCIENCE TO IDENTIFY EXISTING CONSUMER HABITS & PREDICT FUTURE ONES

Americans generally know and believe that they should be eating more fruits and vegetables. However, people are not doing what they know they should do, a common challenge PBH Chief Behavioral Scientist, Jason Riis, PhD, calls the “intention-action gap”. One of the most effective, and long-lasting ways to close that gap is to make a behavior easy. And one of the easiest ways to do that is to help people create a habit around that desired behavior.

In 2020, Dr. Riis helped PBH dissect the components of a habit so that we could best understand how to help consumers form new fruit and vegetable habits.

In 2020, Dr. Riis collaborated with leading habit researcher, Dr. Wendy Wood, along with several other prominent behavioral as well as food and nutrition scientists to form the PBH Scientific Advisory Council. This council was formed, in part, to help identify ways the COVID-19 pandemic has impacted habit in both the short term and the long term.

The PBH Scientific Advisory Council continues to explore questions such as:

- How did the disruption of COVID-19 change fruit and vegetable habits among consumers?
- Which of these habit changes are temporary and which of them will persist past the pandemic?
- How can we take advantage of this disruption in daily life to promote new fruit and vegetable habits?

Dr. Riis and PBH President & CEO Wendy Reinhardt Kapsak, MS, RDN first presented these concepts as part of a featured session titled Delivering on Consumer Desires & Demands To Create New Fruit & Vegetable Consumption Habits during the 2020 United Fresh Convention & Expo.

PBH’s focus on habit formation will continue in full force in 2021 and beyond. The questions Dr. Riis and the PBH Scientific Advisory Council are asking will help PBH and its members identify the consumer trends that will be short-lived and the consumer habits we will be in a position to influence, as we move beyond the pandemic.
2020 FINANCIAL REVIEW

Produce for Better Health Foundation ended 2020 in a solid financial position. The Foundation’s balance sheet reflects total assets of $4.9 million and total liabilities of $1.1 million. Total net assets of $3.8 million will help ensure the stability of the Foundation for the future.

**Total 2020 Budget: $2.9 million (audited)**
The Produce for Better Health Foundation (PBH) wants to recognize those who demonstrated their commitment to improving fruit and vegetable consumption – one of the industry’s most complex and challenging issues – in 2020, during one of the most unique years in American history. In a year that presented uncertainties for all, industry challenges, consumer fears and confusion as well as a heightened emphasis on health and well-being, PBH’s members, influencers, partners and supporters were able to rise up and deliver hope and inspiration with the world’s most precious plants – fruits and vegetables.

2020 PBH MEMBERS
PBH would like to recognize every single one of its 2020 Members for their contributions, which clearly demonstrate their commitment to advancing fruit and vegetable consumption in America. As a 501(c)3 non-profit organization, every single dollar counts when it comes to funding research necessary to impact consumption behaviors; implementing live and virtual influencer education and training; and reaching millions of consumers with daily fruit and veggie inspiration through our award-winning Have A Plant® Movement.

“We want to recognize the unwavering commitment of the PBH Board of Trustees, executive officers, ambassadors, supporters and partners. Those who supported consumption, whether it was through their direct monetary or in-kind contributions to PBH, or those who volunteered their time to create content that drove positive changes in fruit and vegetable consumption behaviors, all should be recognized.”

-Wendy Reinhardt Kapsak, MS, RDN, PBH President & CEO
Specifically, PBH would like to recognize the following individuals and organizations for serving as fruit and vegetable consumption change agents in 2020:

2020 PBH EXECUTIVE OFFICERS

- **Bil Goldfield**
  Chairman of the Board
  Dole Food Company, Inc.

- **Matt Middleton**
  Vice Chairman of the Board
  Ventura Foods

- **CarrieAnn Arias**
  Secretary & Treasurer
  Naturipe Farms, LLC

- **Roger Pepperl**
  Serving Past Chairman
  Stemilt Growers LLC

THE LEAD THE CHANGE MOVEMENT
2020 INDUSTRY AGENTS OF CHANGE

- American Beverage Association
- American Frozen Food Institute
- Bayer
- California Avocado Commission
- California Walnut Board and Commission
- Chelan Fresh
- Del Monte Foods, Inc.
- Del Monte Fresh Produce N.A., Inc.
- Dole Food Company, Inc.
- Dole Packaged Foods, LLC
- Duda Farm Fresh Foods, Inc.
- Florida Fruit and Vegetable Association
- HZPC Americas Corp.
- Juice Products Association
- Kellogg Company
- Naturipe Farms, LLC
- Potatoes USA
- Produce Marketing Association
- Red Sun Farms
- Robinson Fresh
- Seneca Foods Corporation
- Stemilt Growers LLC
- Sunkist Growers, Inc.
- Sun-Maid Growers of California
- The Wonderful Company
- United Fresh Produce Association
- Ventura Foods/Marie’s
- Western Growers

“Our Members are truly the magic behind the Have A Plant® Movement, and their commitment to fruit and vegetable consumption during a challenging year will certainly make an everlasting impact.”

-Sharese Roper, PBH Member Engagement Director
PBH would also like to recognize industry as well as its influencer Ambassadors for their in-kind support of PBH and helping us connect the produce industry directly with consumers and influencers.

2020 INDUSTRY IN-KIND SUPPORTERS
Blue Book Services, Inc.
Google Ads
Joe Produce
The Packer
Produce Business
The Produce News
Southeast Produce Council
United Fresh Produce Association

2020 PBH FRUIT & VEGETABLE AMBASSADORS IN ACTION (FVAA) NETWORK VOLUNTEERS
Dr. Joan Salge Blake, SpotOn! Podcast
Leslie Bonci, Active Eating Advice
Kristen Carli, Mostly Green
Neva Cochran, Eating Beyond the Headlines
Beau Coffron, Lunchbox Dad
Stephen & Elise Compston, Straight Outta Compston Kitchen
Andrew Dole, Body Fuel
Mandy Enright, Mandy Enright The Food & Movement Dietitian
Abbie Gellman, Chef Abbie Gellman
Cara Harbstreet, Street Smart Nutrition
Dayle Hayes, School Meals That Rock
Kelly Jones, Kelly Jones Nutrition
Andrea Mathis, Beautiful Eats and Things
Megan McCarthy, Edible Garden Chef/Founder of Healthy Eating 101
Nicole Rodriguez, Enjoy Food Enjoy Life
Sarah Schlichter, Bucket List Tummy
Kelli Shallal, Hungry Hobby
Lori Taylor, The Produce Moms
Jonathan Valdez, Genki Nutrition
Manuel Villacorta, Manuel Villacorta
Elisabeth Watkins, Farm Girl Chef
Liz Weiss, Liz’s Healthy Table

“PBH remains steadfast in its commitment to being the partner of choice for extending marketing dollars to reach consumers and influencers directly. The fact that the Have A Plant® Movement reached more than 700 Million consumers in 2020 — tripling its reach since its inception in 2019 — demonstrates that the message is resonating, and we couldn’t have done this without the support of our media partners, influencer volunteers and industry colleagues helping us spread the #haveaplant love.”

-Katie Calligaro, PBH Marketing & Communications Director
PBH also created unique partnerships in 2020, which advanced the Have A Plant® Movement by bringing consumers real solutions to eating more fruits and vegetables with other powerful nutrient-rich foods. In addition, aligning with like-minded organizations with similar goals also advanced the fruit and vegetable consumption narrative focused on eating more for better health and happiness.

PBH would also like to recognize the following organizations for their partnerships in 2020:

**Brighter Bites**

**Egg Nutrition Center** (ENC)

**FMI Foundation** and the Family Meals Movement

**MyPlate** – United States Department of Agriculture (USDA)/Food and Nutrition Services (FNS)/Center for Nutrition Policy and Promotion (CNPP)

**National Cattleman’s Beef Association** (NCBA)

**National Dairy Council** (NDC)
# PBH Executive Committee and Board of Trustees

## 2020 Executive Committee

### Officers

<table>
<thead>
<tr>
<th>Name</th>
<th>Position and Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bil Goldfield</td>
<td>Chairman of the Board, Dole Food Company, Inc.</td>
</tr>
<tr>
<td>Matt Middleton</td>
<td>Vice Chairman of the Board, Ventura Foods</td>
</tr>
<tr>
<td>CarrieAnn Arias</td>
<td>Secretary/Treasurer, Naturipe Farms, LLC</td>
</tr>
<tr>
<td>Roger Pepperl</td>
<td>Serving Past Chair, Stemilt Growers LLC</td>
</tr>
</tbody>
</table>

### At-Large Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Position and Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kathy Smith</td>
<td>Bayer Crop Science</td>
</tr>
<tr>
<td>Kimberely Challoner</td>
<td>Seneca Foods Corporation</td>
</tr>
<tr>
<td>Dionysios Christou/E.</td>
<td>Del Monte Fresh Produce N.A., Inc.</td>
</tr>
<tr>
<td>Brittni Furrow</td>
<td>Ahold USA</td>
</tr>
<tr>
<td>Desiree Olivero</td>
<td>Wakefern Food Corporation</td>
</tr>
<tr>
<td>Jason Osborn</td>
<td>The Wonderful Company</td>
</tr>
<tr>
<td>Garland Perkins</td>
<td>The Oppenheimer Group</td>
</tr>
<tr>
<td>Teri Rose</td>
<td>The Kroger Company</td>
</tr>
<tr>
<td>Nichole Towell</td>
<td>Duda Farm Fresh Foods, Inc.</td>
</tr>
</tbody>
</table>

## 2020 Board of Trustees

<table>
<thead>
<tr>
<th>Name</th>
<th>Position and Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brittni Furrow</td>
<td>Ahold USA</td>
</tr>
<tr>
<td>Tracey Halliday</td>
<td>American Beverage Association</td>
</tr>
<tr>
<td>Adrienne Seiling</td>
<td>American Frozen Food Institute</td>
</tr>
<tr>
<td>Nick Hammer</td>
<td>Ardagh Metal Packaging USA Inc.</td>
</tr>
<tr>
<td>Andrew Burchett</td>
<td>Bayer Crop Science</td>
</tr>
<tr>
<td>Leah Halverson</td>
<td>Black Gold Farms, Inc.</td>
</tr>
<tr>
<td>Angela Fraser</td>
<td>California Avocado Commission</td>
</tr>
<tr>
<td>Scott Horsfall</td>
<td>California Leafy Greens Marketing Agreement</td>
</tr>
</tbody>
</table>

### Chris Christian
- California Strawberry Commission

### Michelle Connelly
- California Walnut Board

### Lindsay Watts
- Campbell Soup Company

### Mac Riggan
- Chelan Fresh Marketing

### Jen Reiner
- Del Monte Foods, Inc.

### Dionysios Christou
- Del Monte Fresh Produce N.A., Inc.

### Bil Goldfield
- Dole Food Company, Inc.

### Hannah Judah
- Dole Packaged Foods, LLC

*continued on the next page*
Board of Trustees continued

Frances Dillard
Driscoll’s, Inc.

Nichole Towell
Duda Farm Fresh Foods, Inc.

Tori Rumenik
Florida Fruit & Vegetable Association

Greg Meeker
HZPC Americas Corp.

Diane Welland
Juice Products Association

David Grotto
Kellogg Company

Peter Steinbrick
Melissa’s Produce, Inc.

CarrieAnn Arias
Naturipe Farms, LLC

Christina Khoo
Ocean Spray Cranberries, Inc.

Jodi Green
Okanagan Specialty Fruits

Julia Smith
Oregon Fruit Products Company

Tami Iverson
Pacific Coast Producers

Kathy Stephenson
Pear Bureau Northwest

Jill Rittenberg
Potatoes USA

Richard Owen
Produce Marketing Association

Leona Neill
Red Sun Farms

Chad Johnson
Robinson Fresh

Kimberely Challoner
Seneca Foods Corporation

Roper Pepperl
Stemilt Growers LLC

Christina Ward
Sunkist Growers, Inc.

Jackie Grazier
Sun-Maid Growers of California

Bruce Taylor
Taylor Farms

Bridget Wojciak
The Kroger Company

Alissa Dillon
The Morning Star Company

Garland Perkins
The Oppenheimer Group

Jason Osborn
The Wonderful Company

Kasey Cronquist
U.S. Highbush Blueberry Council

Tom Stenzel
United Fresh Produce Association

Matt Middleton
Ventura Foods

Desiree Olivero
Wakefern Food Corporation

Ari Ben-Canaan
Welch’s

Dave Puglia
Western Growers
2020 PBH MEMBERS


Includes organizations that make annual contributions and provide support with sponsorships. Does not include gifts in-kind.

$50,000+
- Bayer Crop Science
- California Walnut Board
- Del Monte Fresh Produce N.A., Inc.
- Dole Packaged Foods, LLC
- Produce Marketing Association
- Stemilt Growers LLC
- Taylor Farms
- The Wonderful Company

$25,000+
- California Avocado Commission
- California Leafy Greens Marketing Agreement
- California Strawberry Commission
- Chelan Fresh Marketing
- Del Monte Foods, Inc.
- Dole Food Company, Inc.
- Duda Farm Fresh Foods, Inc.
- Florida Fruit & Vegetable Association
- HZPC Americas Corp.
- Juice Products Association
- Kellogg Company
- Naturipe Farms, LLC
- Pacific Coast Producers
- Seneca Foods Corporation
- Sunkist Growers, Inc.
- Sun-Maid Growers of California
- Ventura Foods

$15,000+
- Ahold USA
- Ajinomoto North America, Inc.
- American Beverage Association
- Ardagh Metal Packaging USA Inc.
- Campbell Soup Company
- Corteva Agriscience
- Driscoll’s, Inc.
- Egg Nutrition Center
- Melissa’s Produce, Inc.
- National Cattlemen’s Beef Association
- Ocean Spray Cranberries, Inc.
- Potatoes USA
- Red Sun Farms
- Robinson Fresh
- The Morning Star Company
- U.S. Highbush Blueberry Council
- United Fresh Produce Association
- Western Growers
### $5,000+
- Alsum Farms & Produce, Inc.
- American Frozen Food Institute
- Black Gold Farms, Inc.
- California Cantaloupe Advisory Board
- California Prune Board
- Chilean Fresh Fruit Association
- Coastline Family Farms
- Colorado Potato Administrative Committee
- Cranberry Marketing Committee
- Gold Coast Packing, Inc.
- McCormick Science Institute
- Michigan Apple Committee
- Monterey Mushrooms, Inc.
- Okanagan Specialty Fruits
- Oneonta Starr Ranch Growers
- Oregon Fruit Products Company
- Pacific Northwest Canned Pears
- Pear Bureau Northwest
- PepsiCo
- Ruiz Sales, Inc.
- Sakata Seed America, Inc.
- Subway
- Sysco / FreshPoint
- T&G
- The Oppenheimer Group
- Welch’s

### UP TO $5,000
- Affiliated Foods, Inc., Texas
- American Mushroom Institute
- Amigo Farms, Inc.
- Amvac Chemical Corporation
- Andrews Brothers, Inc.
- Associated Wholesale Grocers, Inc.
- B & B Produce, Inc.
- B & C Fresh Sales, Inc.
- Babé Farms, Inc.
- Barsotti Juice Company, Inc.
- BelleHarvest Sales, Inc.
- Big Chuy Distributors & Sons
- Big Y Foods, Inc.
- Blue Book Services, Inc.
- Bozzuto’s, Inc.
- Braga Fresh Family Farms
- Bushwick Commission Company, Inc.
- Calavo Growers, Inc.
- California Date Administrative Committee
- California Fresh Carrot Advisory Board
- California Fresh Fruit Association
- California Table Grape Commission
- Chestnut Hill Farms
- Coast to Coast Produce, L.L.C.
- Coborn’s, Inc.
- Crispy Green
- Crook Brothers
- Crown Poly, Inc.
- Crunch Pak, L.L.C.
- D.L.J. Produce
- D’Arrigo Brothers Company of New York, Inc.
- David J. Elliot & Sons
- Deardorff Family Farms
- Donelan’s Supermarkets
- Eagle Eye Produce
- F.C. Bloxom Company
- Faribault Foods, Inc.
- Farmer’s Daughter Consulting
- Fowler Bros. Inc.
- Fresh Origins
- Fruit Growers Marketing Association
- George Perry & Sons, Inc.
- Georgia Fruit & Vegetable Growers Association
- GreenGate Fresh, LLLP
- Grupo Vegetables el Rey L.L.C.
- Hannaford Supermarkets
- Harps Food Stores, Inc.
- Heartland Produce
- Hilex Poly Company LLC
- Hitchcock Farms, Inc.
- Houweling’s Tomatoes
- Hungenberg Produce, Inc.
- Hy-Vee, Inc.
UP TO $5,000 CONTINUED
Idaho Potato Commission
Indianapolis Fruit Company, Inc.
International Golden Foods, Inc.
Jasmine Vineyards, Inc.
John B. Martin & Sons Farms, Inc.
John E. Ferebee Farming, Inc.
John Vena, Inc.
Key Food Stores Cooperative, Inc.
King Fresh Produce, L.L.C.
Kingdom Fresh Produce, Inc.
K-VA-T Food Stores, Inc.
Leitz Farms, L.L.C.
LGS Specialty Sales, Ltd.
Little Farm Frozen Foods, Inc.
Maine Farmers Exchange
Mandolini Company, Inc.
Manfredi Cold Storage
Mariani Packing Company, Inc.
Markon Cooperative, Inc.
Martinez & Sons Produce, Inc.
Martori Farms
McEntire Produce, Inc.
Michigan Celery Promotion Cooperative, Inc.
Mucci International Marketing Inc.
Mushroom Council
National Produce Consultants, Inc.
New York Apple Association, Inc.
New York Apple Sales, Inc.
North Bay Produce, Inc.
Peri & Sons Farms, Inc.
Peter Condakes Company, Inc.
Phillips Mushroom Farms
Produce Packaging, Inc.
Progressive Produce Corporation
Publix Super Markets, Inc.
Pure Fresh, LLC
Red Blossom Sales, Inc.
Red Gold, Inc.
Redner’s Markets, Inc.
Rice Fruit Company
Richard Bagdasarian, Inc.
Rigby Produce, Inc.
Rijk Zwaan
Robbie
Rocky Produce, Inc.
Rousseau Farming Company
Sage Fruit Co LLC
Sbrocco International, Inc.
Schnuck Markets, Inc.
Sinclair Systems International, L.L.C.
Southeast Produce Council
Southern Specialties
SpartanNash
Spokane Produce, Inc.
Stater Brothers Markets
Steinbeck Country Produce, Inc.
Sun Belle, Inc.
Sunsweet Growers, Inc.
Sunview Marketing International
Talley Farms, Inc.
Tastyfrutti International, Inc.
The Kroger Company
The Packer
The United Family
The United States Sweet Potato Council, Inc.
Times Super Markets
Tomato Products Wellness Council
Tops Markets, L.L.C.
Trigs Supermarkets
Vacaville Fruit Company, Inc.
W.J.L. Distributors, Inc.
Wakefern Food Corporation
Walter P. Rawl & Sons, Inc.
Washington State Potato Commission
Wawona Frozen Foods, Inc.
Wegmans Food Markets
Weis Markets, Inc.
Western Precooling Systems
Wholesale Produce Supply Company, Inc.
Wholly Guacamole
Wish Farms
Zespri Kiwifruit
GIFTS IN-KIND
Includes organizations that provided gifts in-kind January 1 - December 31, 2020

$200,000+
Google Ads

$50,000+
Blue Book Services, Inc.
The Packer
Produce Business
The Produce News

UP TO $10,000
Joe Produce
Southeast Produce Council
United Fresh Produce Association
THE PBH TEAM

Wendy Reinhardt Kapsak, MS, RDN
President & CEO

Carrie Casey
Finance & Operations Senior Director

Katie Calligaro
Marketing & Communications Director

Candice Gordon
Digital Marketing & Communications Manager

Allison Kissel
Operations Coordinator

Sharese Roper
Member Engagement Director

Annette Maggi, MS, RDN, LD, FAND
Retail Account Manager

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
JOIN THE MOVEMENT

Eating fruits and vegetables can benefit your health and may even boost your mood. These colorful creations grew up out of the ground, and they’ve got tons of upside. So, by all means, #haveaplant

TAKE THE HAVE A PLANT® PLEDGE
Take the Have A Plant® pledge to add one more fruit or vegetable to your routine everyday. #haveplantpledge

SPREAD THE WORD
We encourage you to share the message and “be the movement.” If there’s food and fun being had, the people having it have a lot to gain from having a plant. So, let them know! #haveaplant

DONATE
The Have A Plant® Movement was initiated by the Produce For Better Health Foundation (PBH) to help more people enjoy the benefits of all fruits and vegetables. And we, like most people, could always use a little more help to achieve our goals.

BECOME A HAVE A PLANT® AMBASSADOR
Help us spread the fruit and veggie love! Whether you grow plants – fruits and veggies, that is – sell plants, serve plants, or just feel strongly about people having more fruit and vegetable plants, you can really help us by becoming a PBH Ambassador and getting the word out.

BECOME A MEMBER
Help millions of people transform their lifestyles with fruits and vegetables. PBH members join other thought leaders and work together to help more people live happier, healthier lives by eating and enjoying more fruits and vegetables. Come run with us!