

**PRODUCE FOR®
BETTER HEALTH
FOUNDATION**

2021 MEMBER ENGAGEMENT PROSPECTUS

Transforming Happier,
Healthier Lives
TOGETHER



Refreshed May 2021

Photo courtesy of Andrea Mathis, RD

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**PRODUCE FOR[®]
BETTER HEALTH
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.

PBH's Multi-Sector Consumption Initiative

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


365,000
Average Monthly Website Visitors

Social Media

 **1,003,000** Facebook Followers
 **22,000** Instagram Followers
 **62,000** Twitter Followers

E-Newsletters

 **29,000** PBH Connection Influencer E-Newsletter Subscribers
 **54,000** Have A Plant® Consumer E-Newsletter Subscribers

PBH’s Audience



INFLUENCER & MEDIA ENGAGEMENT

Combined with PBH, our diverse Have A Plant® Ambassador Network spans three major points of influence, reaching millions of millennial and Gen Z consumers, shoppers and diners. 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 & Media Engagement

PBH's Influencer & Media Engagement Platform

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 millennials and Gen Z consumers.

Retail

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

Culinary & Foodservice

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

Lifestyle & Nutrition

Expert lifestyle, nutrition, fitness and agriculture 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](#).

MEET THE HAVE A PLANT® AMBASSADORS!

Engaging 300+ plant-passionate advocates and media professionals spanning four major points of influence.



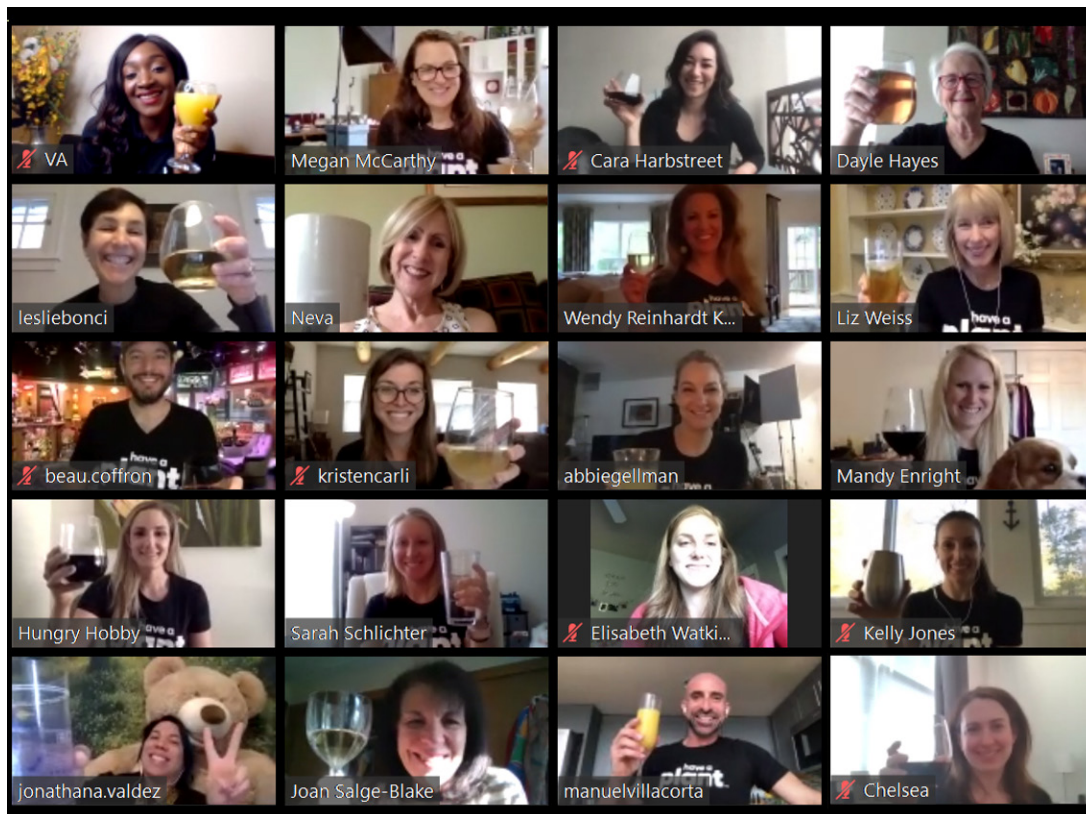
Influencer & Media Engagement

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 Have A Plant® 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 Have A Plant® 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



Potential Discussion Topics:

- Get pre-launch feedback on new product
- Gather feedback on existing content or messaging
- Guided discussion on future research projects

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

Influencer & Media Engagement

NEW! Targeted Email Blast

Share your new product, key messaging, research insights and/or turnkey tools to inform and support PBH's highly-coveted and highly-engaged Have A Plant® Ambassadors. Target retail, foodservice, culinary, or lifestyle and nutrition communicators — or all three at once!

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 & Media Engagement

Health & Wellness Professional Webinar

Collaborate with PBH to develop a relevant cutting-edge 1-hour [webinar](#), promoted to more than 29,000 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 for continuous on-demand access
- Receive post-webinar attendee survey results, tailored to gauge interest and expectations of your webinar, including (1) survey question of your own.

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 28TH 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 & Media Engagement

Have A Plant® Promotional Mailing

Introduce your product to PBH's Lifestyle and Nutrition Have A Plant® Ambassadors by placing it 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.
- PBH will manage communications before, during and after to notify and verify mailing information, as well as provide a post-mailer report, including any 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 & Media Engagement

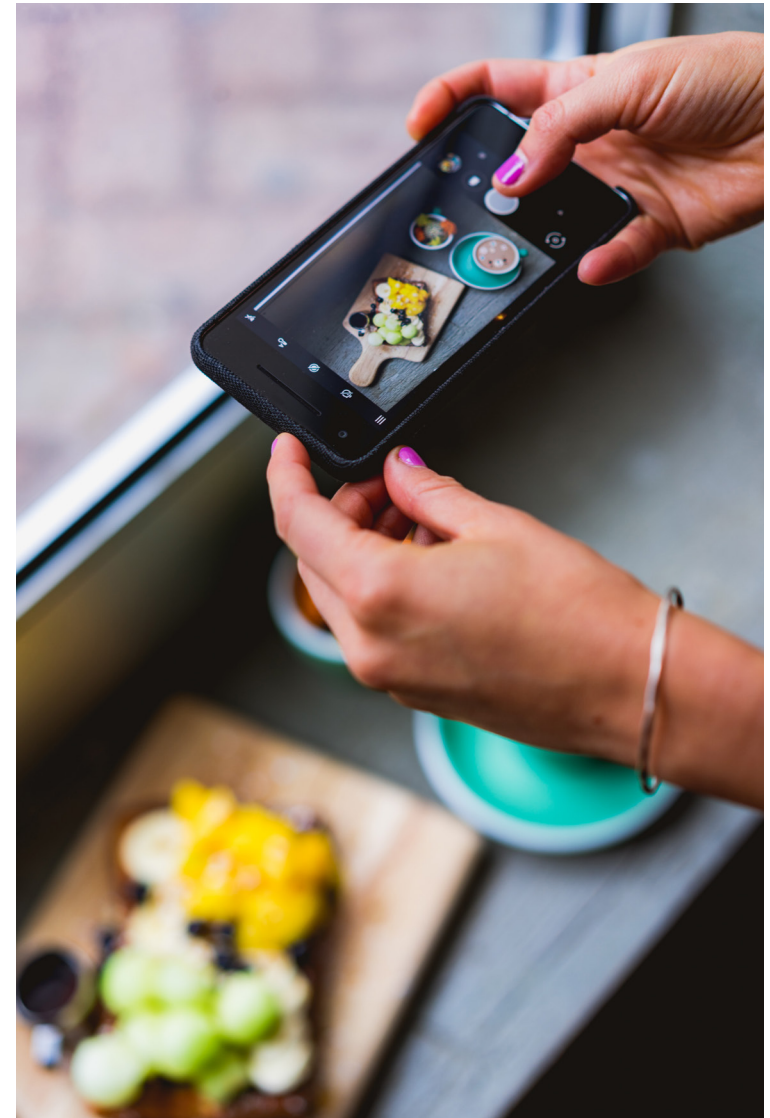
Custom Content Creation

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

May 20, 2021 | Virtual Platform

NEW! Have A Plant[®] Media Meet Up

An intimate half-day immersion event to build fruitful relationships with 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 millennial and Gen Z consumers 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**

2021 Attendee Sneak Peek of some of the 24 Journalists Attending



Kimberly Holland
AllRecipes



Jessica Ball, MS, RDN
Eating Well



Stefani Sassos, RDN
Good Housekeeping



Marnie Schwartz
Health



Kristine Thomason
MindBodyGreen



Karen Cicero
Parents

SOLD OUT

Industry-To-Influencer Events



September 28-30, 2021 | Virtual Platform

Have A Plant® Nation Influencer Event

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

- Intimately network with consumer influencers from retail, culinary/foodservice, 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 Have A Plant® Ambassadors 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 Have A Plant® Ambassadors and share your story during small group Virtual Visits: \$10,000

Engage Have A Plant® Ambassadors and build lasting relationships: \$5,000

2020 event yielded 1 Million Impressions in 2 days



Benefits Included with All Sponsorship Packages

- Pre-scheduled small group Virtual Visits with Have A Plant® Ambassadors
- Pre- and post-event survey question + (1) live poll during session
- Complimentary sponsor registrations
- Access to searchable Have A Plant® Ambassador 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



THE CONSUMER CONNECTION ANNUAL CONFERENCE

THE OFFICIAL PRELUDE TO THE FIRST-EVER NATIONAL FRUIT & VEGETABLE CONSUMPTION SUMMIT IN 2023!

PBH's Consumer Connection Conference is THE PLACE where value chain stakeholders, food system thought leaders and top-tier consumer influencers UNITE to advance the food system dialogue and inspire new, lasting fruit and veggie eating behaviors and purchase decisions – all while elevating fruit and vegetable consumption to a national priority.

INSPIRE

Explore plant-centric culinary displays that showcase what's next and what's best on America's menus.

INFLUENCE

Build meaningful connections with the people who set food and flavor trends for consumers, shoppers, and diners across three major points of influence.

IGNITE

Boost your business and sales with actionable insights and key tactics that take your marketing to the next level.

SAVE THE DATE

April 18-20, 2022

The Omni Resort & Spa at Montelucia
Scottsdale, AZ

Inspire

Influence

IGNITE

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 and 2022 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

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 on a weekly, if not daily, basis 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.

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

*Based on proprietary Produce for Better Health Foundation survey data

Retail Engagement

PBH x Coborn's Retail E-Commerce Pilot Project

With more than 150,000 shopping sessions on [Coborn's e-commerce site](#) each month, this pilot project offers a brilliant opportunity to support farmers and effortlessly integrate commodity-specific content within an online retail ecosystem – all while boosting sales AND America's health and happiness!

With a focus on seasonality, the e-commerce content will be centered around how fruits and vegetables are grown (i.e. on a tree, in the ground, on a vine). Select your primary feature:

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)

Each feature includes these benefits:

- One branded recipe linked directly to shoppers' e-commerce carts and click-to-activate digital coupon (redemption separate and sponsor responsibility).
- Inclusion in targeted email, sent to 250,000+ Coborn's shoppers.
- 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



Optional Package Enhancements:

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

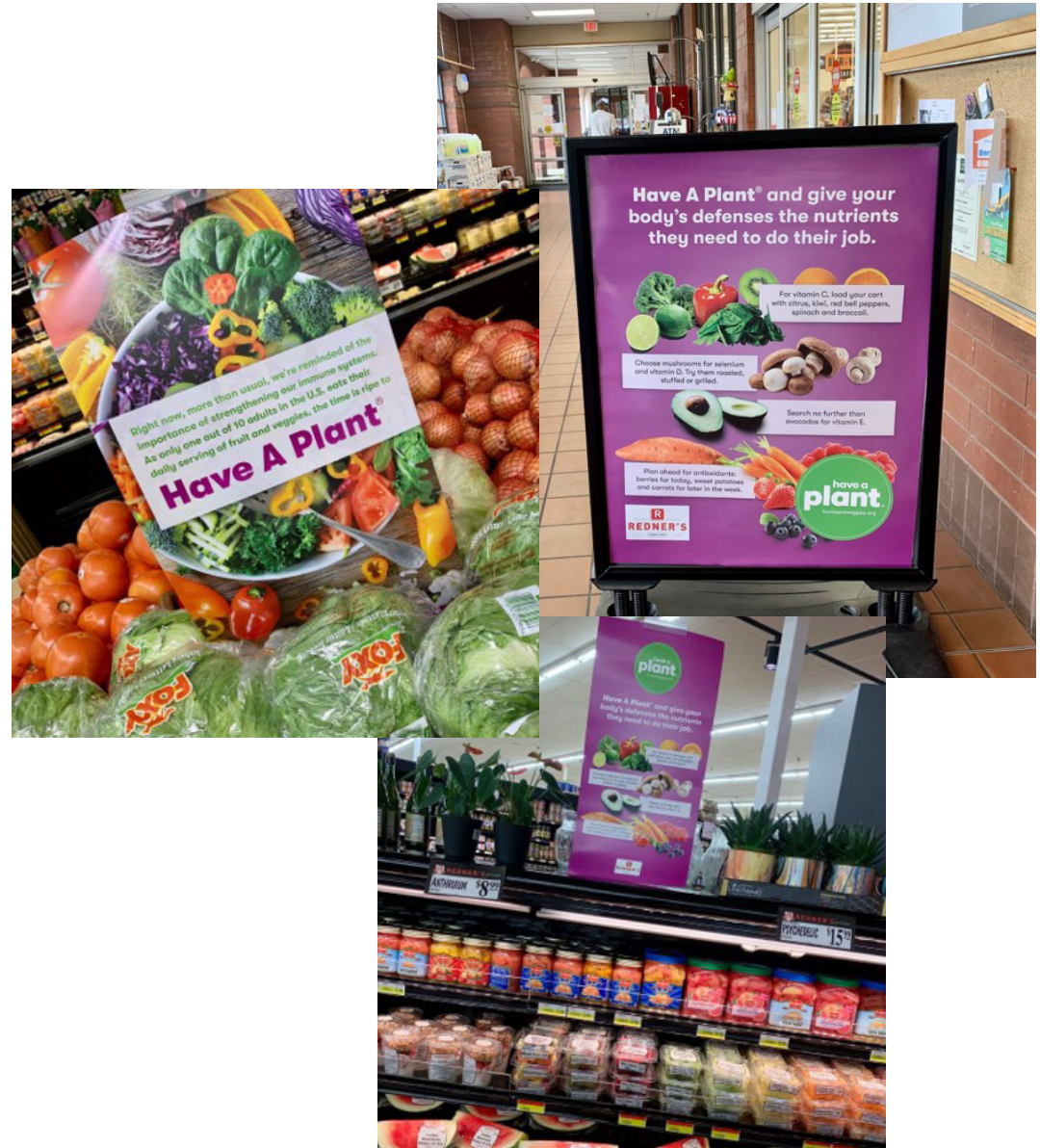
Retail Engagement

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.

- Sponsor messaging, product and/or commodity will be featured in a series of up to four (4) signs (shelf edge, aisle blades, tabletop) focused on a theme or topic relevant to produce and the Have A Plant® Movement (i.e. immunity, food safety, snack pairings, food waste, product selection/storage).
- Signage shared and promoted to 200+ retail dietitians in the PBH Have A Plant® Ambassador Network as a complimentary downloadable tool, and featured in PBH's Have A Plant® Retail Ambassador Playbooks for activation throughout the year.

Price: \$5,000



Retail Engagement

NEW! Have A Plant® Train The Trainer

Retail Dietitian Training Session

Collaborate with PBH to develop a 1-hour retail dietitian training session that will arm them with high-value tactics and tools for shopper engagement and in-store demonstrations — staged around your product/commodity and key messaging. Package includes:

- PBH to invite up to 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 after the training.
- One sponsor-selected recipe or content piece featured during the training will be added to fruitsandveggies.org, with a cross-link to your member profile page for optimal reach and maximum searchability.
- Analysis and submission of training 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



Highly-Desired Training Topics:

- Cook Along Mastery
- Sustainability & Farming Practices
- Artistic Food Photography
- Farm-to-Table Insights
- Store Tour Training

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

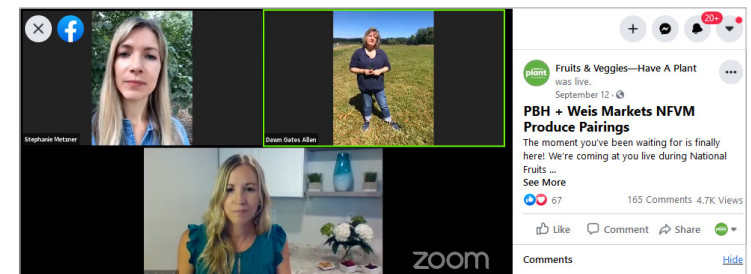
Price range: pricing varies based on tailored activations

Based on availability and retailer engagement fees.

3.3 million+
consumers reached

600%
average sales lift

Click to view the video



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. A few ideas include:

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 patterned dress and holding a drink. The woman in the middle is wearing a black top and holding a drink. The woman on the right is wearing a white tank top and shorts, holding a drink and a straw. The background is a chain-link fence with greenery behind it.

DIGITAL & SOCIAL MEDIA ACTIVATIONS

PBH's highly-interactive and visually-enticing website, fruitsandveggies.org, social media channels, and e-newsletters immerse millennial and Gen Z 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

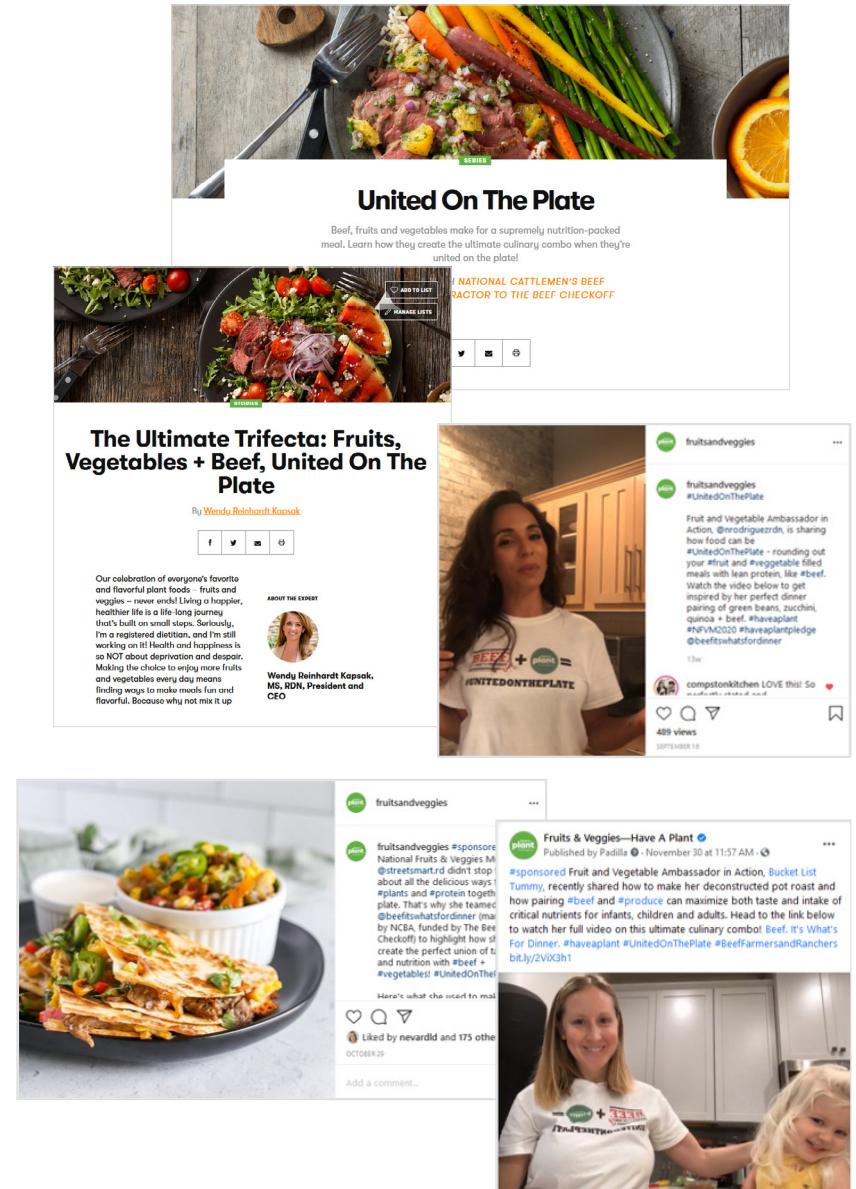
NEW! “Own The Moment” Content Campaign

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 Have A Plant® Ambassador of choice to host a 30-minute cooking demonstration or tasting experience to entice consumers with your favorite recipe, while sharing key messaging around your product or commodity. Package includes:

- PBH-executed omnichannel promotional package includes e-newsletter ads, dedicated email blasts, and social posts for amplification to PBH's full Ambassador Network, 54,000+ 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, 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 on fruitsandveggies.org/cookalongs.
- Receive post-demo performance report with key insights and analytics.

Price: \$10,000



Influencer Engagement

New Offering! Have A Plant® Instagram Story Takeover

There are over 500 million active daily Instagram Stories users. In fact, 70% of Instagram users watch stories daily! Instagram is easily becoming the powerhouse of social media and PBH's robust Instagram audience of 22K followers, is well-positioned to respond the latest food and nutrition trends and hot topics.

- Celebrate your fruit or veggie by showcasing your new product, research, campaign and/or key messages into a one-hour Instagram takeover. Share various content pieces (ie: Q&A, infographic, videos, DYK, recipes etc.) to tell the full story
- Gain new followers and fans through promotional efforts and exposure that includes your @account and #hashtag
- Engage followers with PBH-created promotional graphics and full-scale promotion through our e-newsletters and social media platforms for optimal reach
- Receive post-takeover performance report with key insights
- Enhance your sponsorship with member-branded giveaways for participants to boost engagement**
- Tap into our Have A Plant® Ambassadors* to create content or amplify your messages to other health and lifestyle experts as well as consumers online.

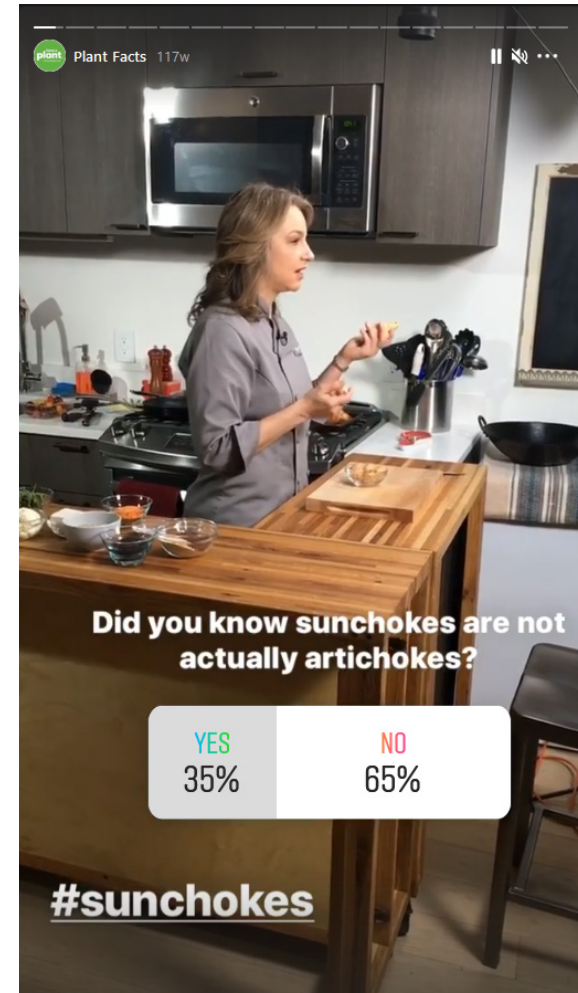
Price: \$6,000

Potential Reach: 22,000

**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.



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: \$10,000

Anticipated impressions: 110,000 - 170,000

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



California Cravings Avocado Style



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

IN PARTNERSHIP WITH THE CALIFORNIA AVOCADO COMMISSION

The Mother Of All Hass Avocados Is A California Native


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

[READ THE STORY >](#)

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

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



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

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

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

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.

Video: Perfect for grower stories, how-to videos, short cooking demonstrations, food hacks, myth-busting messaging and more.

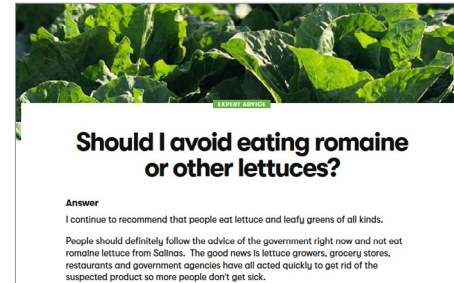
Expert Advice: As an expert of your category, address a common question and provide a proper answer in a place that consumers trust and cherish. Driving the most organic traffic from search engine to site, our Expert Advice section is the ultimate opportunity to deliver fact-based information and/or provide context to consumers.

Price: \$3,000

Anticipated impressions: 50,000 - 80,000

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

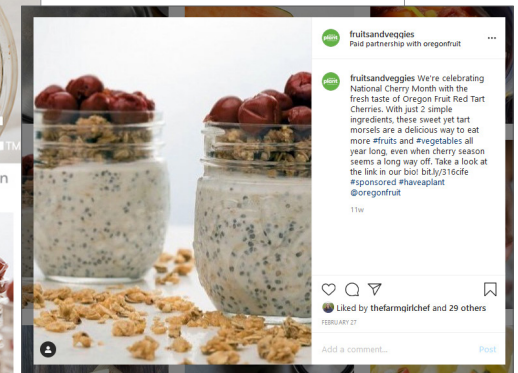
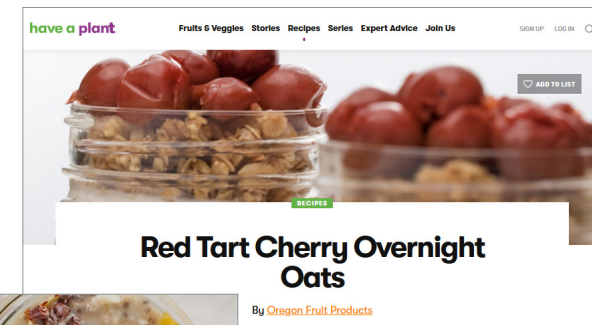
All content is subject to approval by PBH before going live.



Expert Advice



Story



Recipe featured in full promotion package

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 Schnuck's Gift Card!

Schnuck's

sunshinesweet
Fresh from the Sunshine State

have a plant
fruitsandveggies.org

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

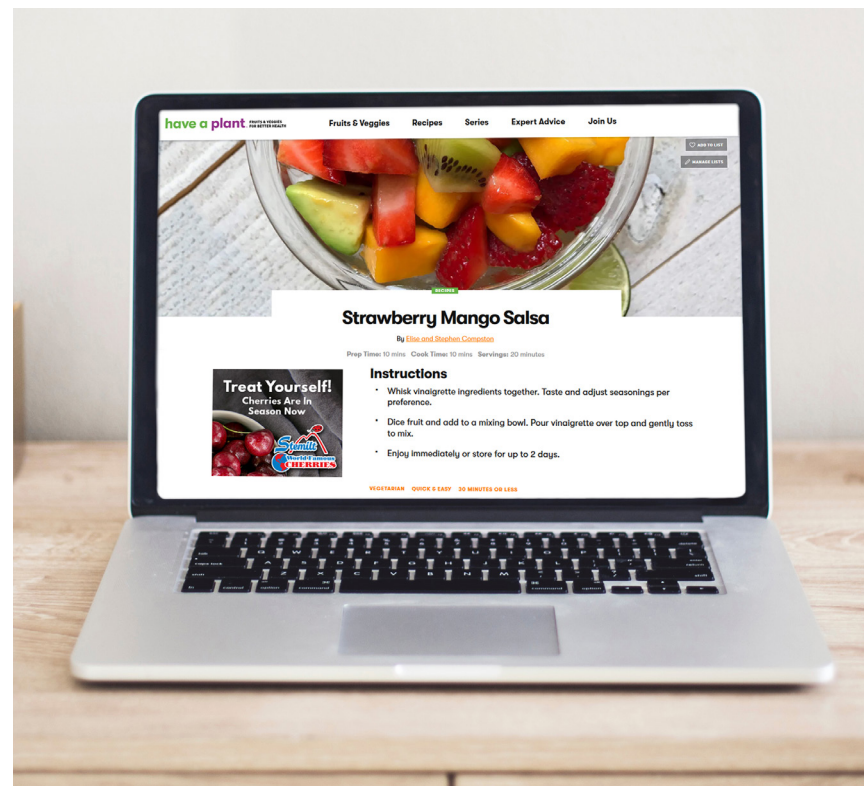
Digital & Social Media Activations

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

E-Newsletter

Connect with 54,000+ consumers in our weekly e-newsletter for fruit and vegetable lovers or more than 29,000 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

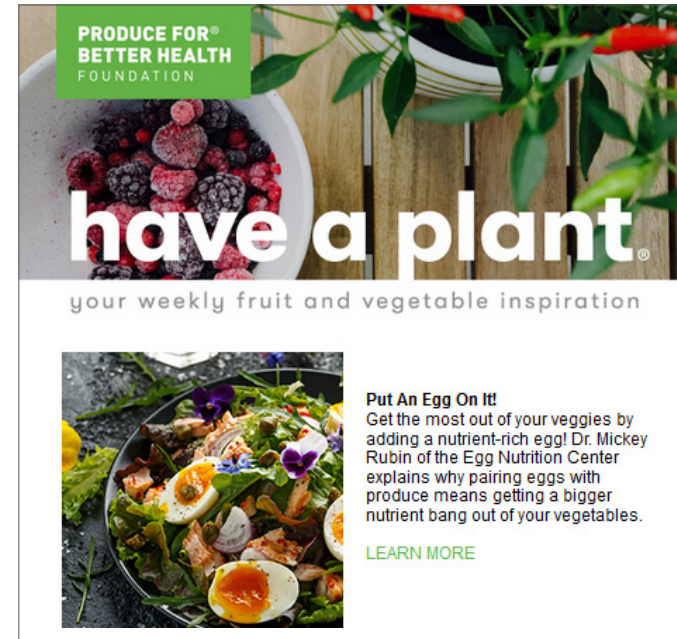
Editorial Content Promotion

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

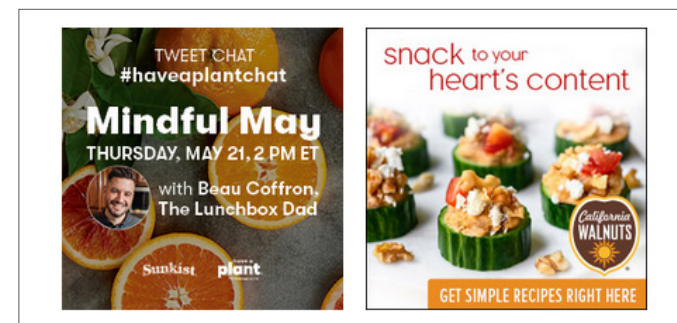
Price: \$1,200

Consumer newsletter open rate: 10.7%

Influencer newsletter open rate: 10.6%



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!

**75 MILLION impressions achieved during
National Fruits & Veggies Month in 2020!**

NEW! National Fruits & Veggies Month Engagement



In 2021 PBH is celebrating the International Year of Fruits and Vegetables in the U.S. during the most impactful and engaging month of the year!



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



Join our month-long celebration of farmers, passionate produce leaders, food system innovators, and nutrition and lifestyle trendsetters – all working TOGETHER to bring fruits and vegetables to our table in all their glorious forms to improve our health and happiness, in sustainable, waste-reducing ways.

Celebration Opportunities

Exclusive, co-sponsored, and customized opportunities available, including:

- Co-Op Satellite Media Tour (SMT) celebrating International Year of Fruits and Vegetables
- Industry, Influencer and Health & Wellness Professional Webinar featuring Celebrity Dietitian and Style Icon, Maye Musk
- Virtual Cook Along & Culinary Demonstration
- PBH Retail Ambassador Celebration Playbook Feature
- Co-sponsored Contest or Instagram Giveaways with branded prizes
- Customized Instagram Activations with Have A Plant® Ambassadors

NEW! National Fruits & Veggies Month Engagement



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

Celebrate The International Year Of Fruits & Vegetables during National Fruits & Veggies Month Satellite Media Tour (SMT)

Have A Plant® Nation Ignites!

As part of PBH's Media Relations Plan for 2021 and National Fruits & Veggies Month activations, PBH will participate in a Satellite Media Tour (SMT) the first week of September 2021. A SMT is a paid tactic to penetrate your messages in local and national TV and radio appearances where you can generate buzz across the country – truly spreading the Have A Plant® love coast to coast! Reach millions of consumers in an organic way by partnering with PBH to integrate your product, commodity or brand into interviews delivered by PBH's own President & CEO, Wendy Reinhardt Kapsak, MS, RDN.

This partnership includes the following:

- All media booking, production (St. Louis studio) and post-production reporting/airchecks
- Coordination of all logistics, including food stylist, talent, studio staff, etc.
- Product placement on countertop during all interviews (to be approved by PBH and producers – brands need to determine best approach given studio rules)
- Two (2) key messages delivered in every interview
- Guaranteed 20 airings and 20 million impressions, minimum
- A minimum of 2 interviews/videos posted to PBH's social media channels with amplification
- Airchecks distribution and images from the event included in post-production reporting

Only 2 sponsorships available. Price: \$15,000 per sponsor



NEW! National Fruits & Veggies Month Engagement



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

Have A Plant®, Have A Plan Virtual Fireside Chat With Celebrity Dietitian & Style Icon May Musk

Tuesday, September 28, 2021

**Take part in PBH's BIGGEST and HIGHEST ATTENDED
virtual engagement of the year!**

Engage PBH's full network of industry and food system leaders, PBH Ambassadors, registered dietitians, influencers, health and wellness professionals, as well as plant-passionate consumers.

- Showcase the power of your brand during this 1-hour session with a 2-min talk or video.
- Comprehensive omnichannel digital and social media promotional package with amplification on PBH's social media platforms and consumer and influencer e-newsletters.
- Post-event performance report with key insights and analytics, including registration and attendee lists.
- On-Demand recording added to PBH's virtual education library on fruitsandveggies.org for on-demand access for 30 days.

Only 2 sponsorships available. Price: \$10,000 per sponsor



NEW! National Fruits & Veggies Month Engagement



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

PBH Retail Ambassador Celebration Playbook

Celebrate with retail dietitians nationwide during National Fruits & Veggies Month! Center your product, messaging and content at the forefront of retail promotions with our 5 BIG Celebration themes. Celebration Playbook offer:

- 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.

Price: \$10,000

5 Big Celebration Themes:

1. Plant-Forward Bowls Around The World
2. Fruits & Veggies In Every Culture
3. Root to Leaf: Cooking with the Whole Plant
4. Sing It With Me 2.0: Fruit & Veggie Puns With Songs You Know & Love
5. In The Ground, On A Vine, From a Tree: How Your Fruits & Veggies Are Grown



NEW! National Fruits & Veggies Month Engagement



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

Master Class Cook Along & Culinary Exploration

Imagine PBH's high-performing Cook Alongs powered by a Culinary Master and network of plant-passionate Ambassadors! This 30-minute culinary experience will supercharge your consumer base with culinary preparations and inspirations that make your product or commodity a shining star. Package includes:

- Streamed live from PBH's Facebook channel with 1+ million followers.
- PBH-executed omnichannel promotional package includes e-newsletter ads, dedicated email blasts, and social posts for amplification to PBH's full Ambassador Network, 55,000+ 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, 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 all pre-event promotions.
- Receive post-demo performance report with key insights and analytics.

Exclusive Sponsorship: \$15,000



National Fruits & Veggies Month Engagement



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

National Fruits & Veggies Month Hy-Vee Have A Plant® Promotion

The Hy-Vee RD team will lead a celebratory Have A Plant® retail promotion in September 2021: :

- Sponsor recipe, photo and talking points, as well as opportunity to include coupon (redemption rates responsibility of sponsor) featured in Promotional Toolkit and shared with all Hy-Vee RDs on internal portal.
- Inclusion in PBH-hosted virtual Promotion Implementation Training for their full RD team (30 corporate plus 30 store RDs) around promotion, product health benefits, and recipe inspiration for recommendation and advisement.
- Omnichannel digital and social media promotion (i.e. “hot deals” banner in e-commerce, “RD Pick” link on mobile swipe), including weekly social posts featuring sponsor messaging on Hy-Vee and PBH social media channels.
- In-store, on-shelf recognition as “RD Pick of the Month”.
- Inclusion in Hy-Vee RD’s Substitute Teacher program video.
- Inclusion in custom Media Pitch and Talking Points for appearances.

Only 4 co-sponsorships available: \$12,500 each



NEW! National Fruits & Veggies Month Engagement



A La Carté Celebration Opportunities

Have A Plant® Instagram Story Takeover

Amplify your messages, recipes, research, etc. to other health and lifestyle experts as well as consumers online.

Share the latest food and nutrition trends and hot topics.

Gain new followers and fans through promotional efforts and exposure that includes your @account and #hashtag.

PRICE: \$6,000

Co-sponsored #haveaplant Contest

PBH will help you develop and coordinate a creative and concise contest that excites consumers about your brand or product with incentives and/or branded prizes.

Receive omnichannel promotion 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

Exclusive Facebook Or Instagram Post & Prize Drop

Collaborate with PBH to develop an impromptu Post & Prize Drop to amp up our plant-passionate followers for your product or commodity.

Post topic can be trivia or challenge focused, and will include #haveaplant, #nfvm2021, as well as your @account and #hashtag.

PBH will randomly select up to 3 winners and coordinate with your team to distribute incentives or prizes supplied by your organization.

PRICE: \$3,000

CUSTOM ENGAGEMENT OPPORTUNITIES FEATURING PBH HAVE A PLANT® AMBASSADORS AVAILABLE AS WELL!

PBH MEMBERSHIP PACKAGES & SERVICES

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
- NEW! Access to the [PBH 2020 State of the Plate](#): America's Fruit and Vegetable Consumption Trends Executive Summary
- NEW! Quarterly PBH Member Briefings
- 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 share the fruit & veggie love!

*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
- NEW! Access to the [PBH 2020 State of the Plate](#): America's Fruit and Vegetable Consumption Trends Executive Summary
- NEW! Quarterly PBH Member Briefings
- 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 share the fruit & veggie love!

*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
- NEW! Access to the [PBH 2020 State of the Plate](#): America's Fruit and Vegetable Consumption Trends Executive Summary
- NEW! Quarterly PBH Member Briefings
- 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 share the fruit & veggie love!

*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+

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
- NEW! Access to the [PBH 2020 State of the Plate](#): America's Fruit and Vegetable Consumption Trends Executive Summary
- NEW! Quarterly PBH Member Briefings
- 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](#)
- One (1) [recipe](#) on [fruitsandveggies.org](#)
- One (1) [display ad](#) in PBH consumer e-newsletter
- Full member profile page on [fruitsandveggies.org](#) with logo and links to your website and social media channels

Use #haveaplant on all your social posts to reach more consumers and influencers and share the fruit & veggie love!

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

Member Benefits & Services

Supporter \$2,000+

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
- NEW! Access to the [PBH 2020 State of the Plate](#): America's Fruit and Vegetable Consumption Trends Executive Summary
- NEW! Quarterly PBH Member Briefings
- PBH e-news and communications
- Recognition in PBH Annual Report

Digital Benefits*

- Recognition on fruitsandveggies.org

Use #haveaplant on all your social posts to reach more consumers and influencers and share the fruit & veggie love!

**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. In the foreground, a man with a beard and a baseball cap is smiling broadly, holding a clear cup of orange smoothie. Next to him, another man is also smiling and holding a pink smoothie. The background shows other people and greenery, suggesting a festival or market setting.

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