

**PRODUCE FOR®
BETTER HEALTH
FOUNDATION**

2021 MEMBER ENGAGEMENT PROSPECTUS

**Digital & Social
Media Activations**



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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

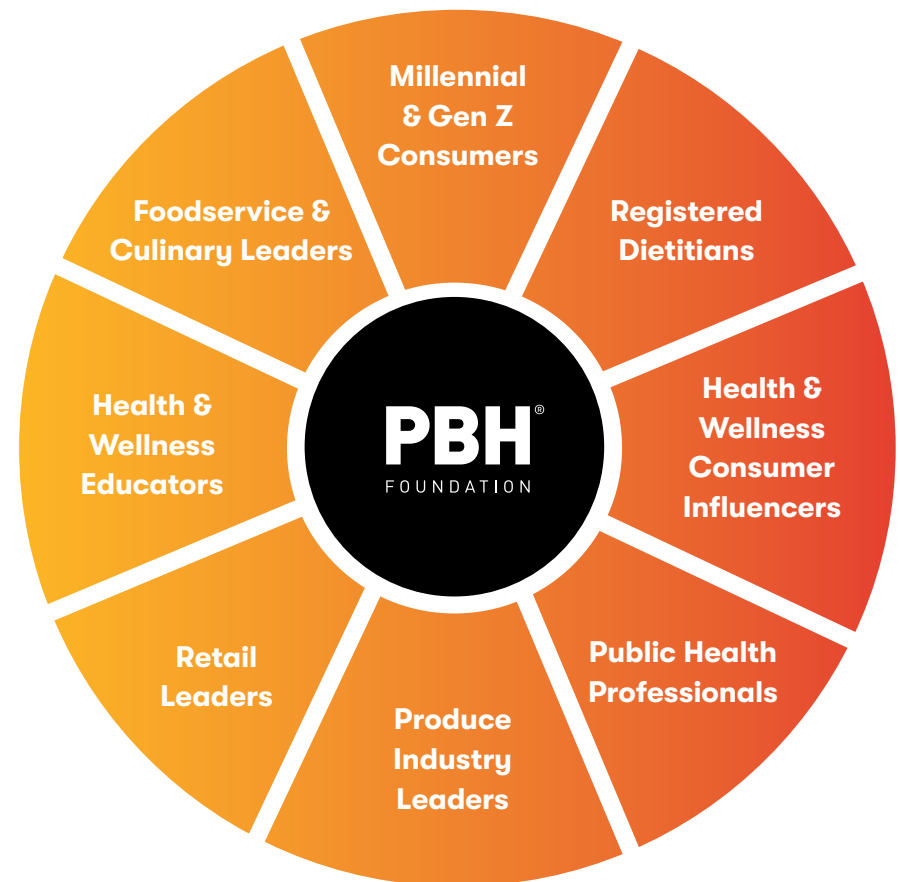
PBH Connection Influencer
E-Newsletter Subscribers



54,000

Have A Plant® Consumer
E-Newsletter Subscribers

PBH's Audience



A photograph of three diverse women laughing joyfully in front of a chain-link fence. The woman on the left has curly hair and wears a yellow dress with a leaf pattern. The woman in the middle has long brown hair and wears a dark blue dress. The woman on the right has short grey hair, wears sunglasses and a white tank top with shorts, and holds a red cup. A red horizontal line is positioned below the title.

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

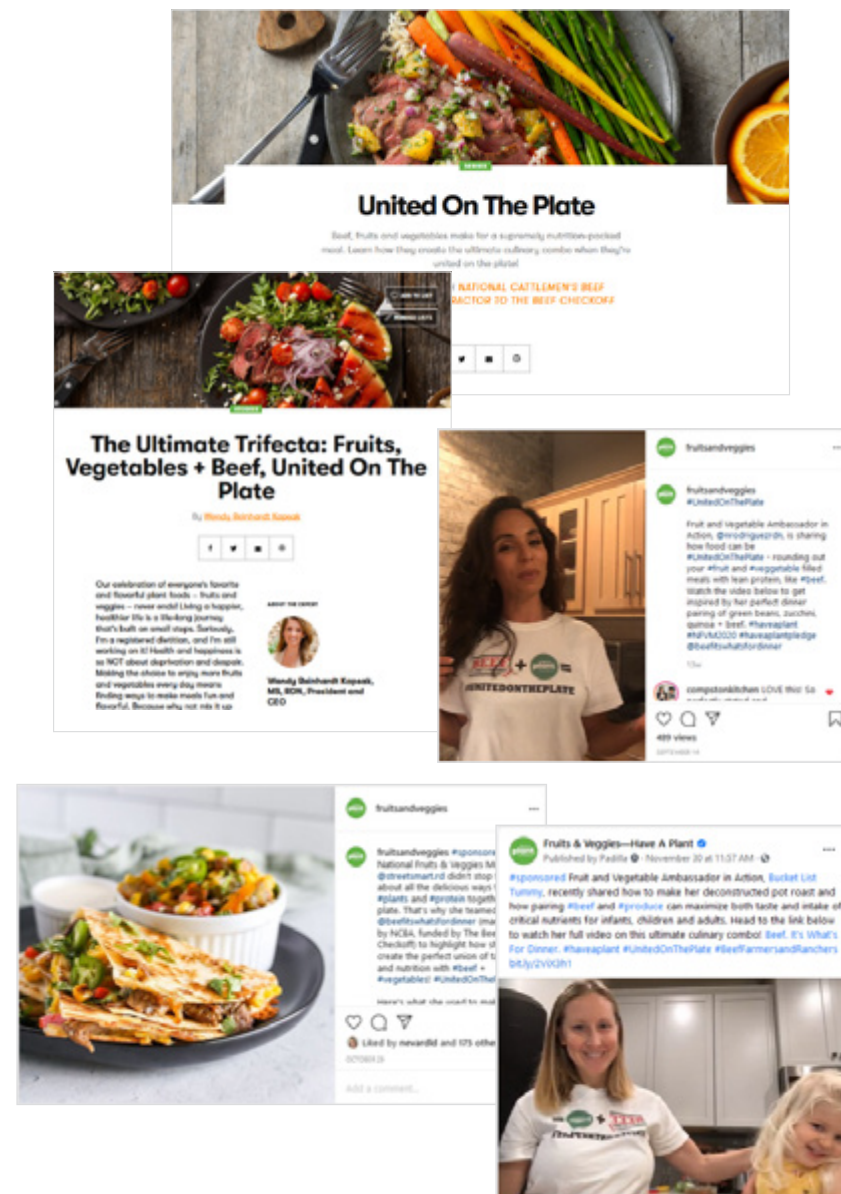
NEW! “Own The Moment” Content Campaign

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.

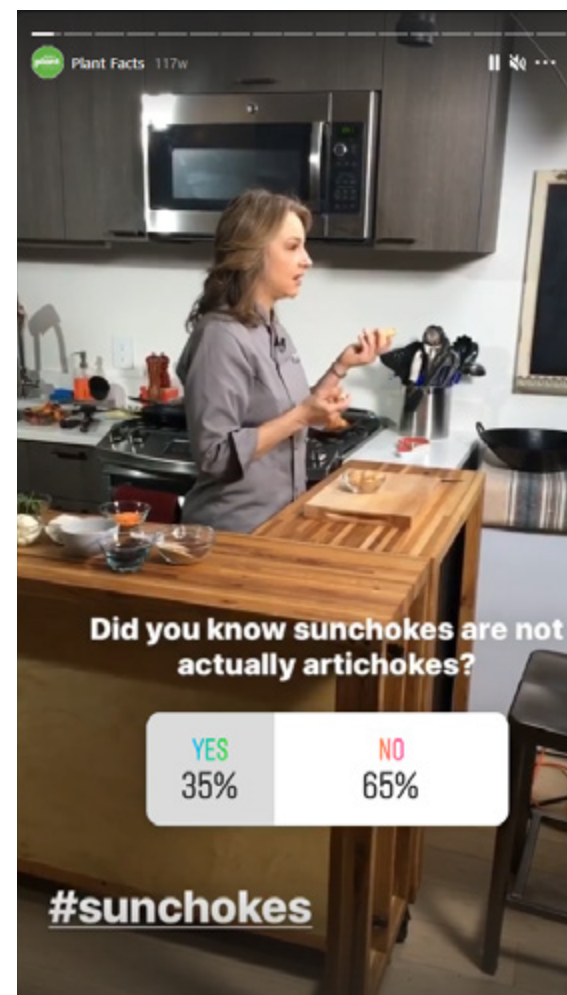
Price: \$6,000

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 these 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**

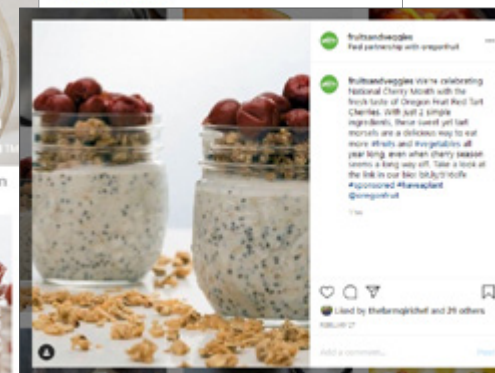
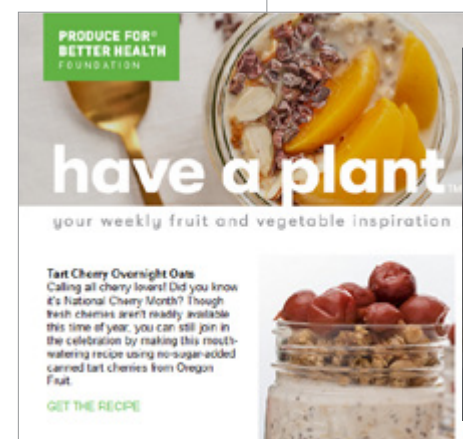
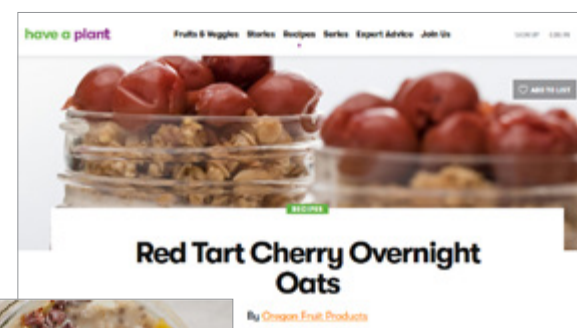
All content is subject to approval by PBH before going live.



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

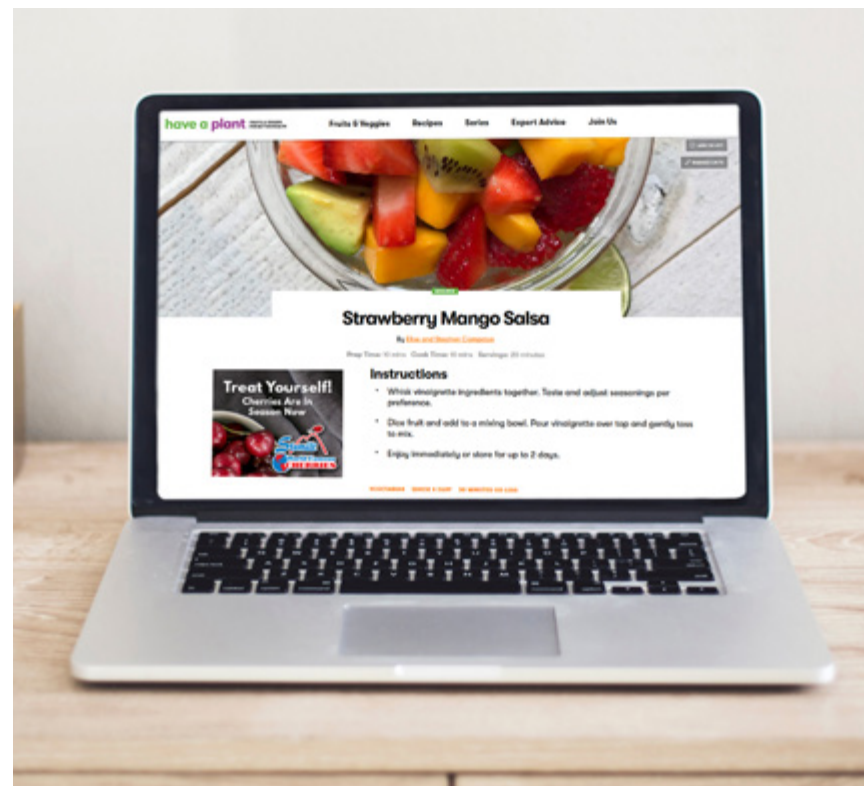
Digital & Social Media Activations

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

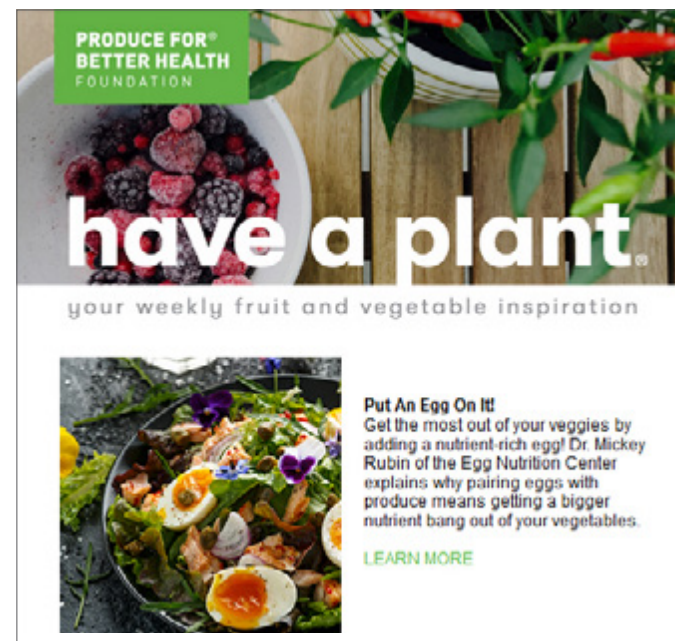
Editorial Content Promotion

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

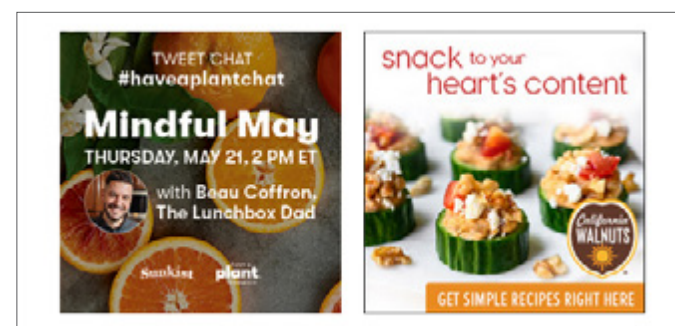
Price: \$1,200

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.

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

**PRODUCE FOR®
BETTER HEALTH
FOUNDATION**

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