

**PRODUCE FOR®
BETTER HEALTH
FOUNDATION**

2021 MEMBER ENGAGEMENT PROSPECTUS

**Industry-to-Influencer
Events**



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BETTER HEALTH**
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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

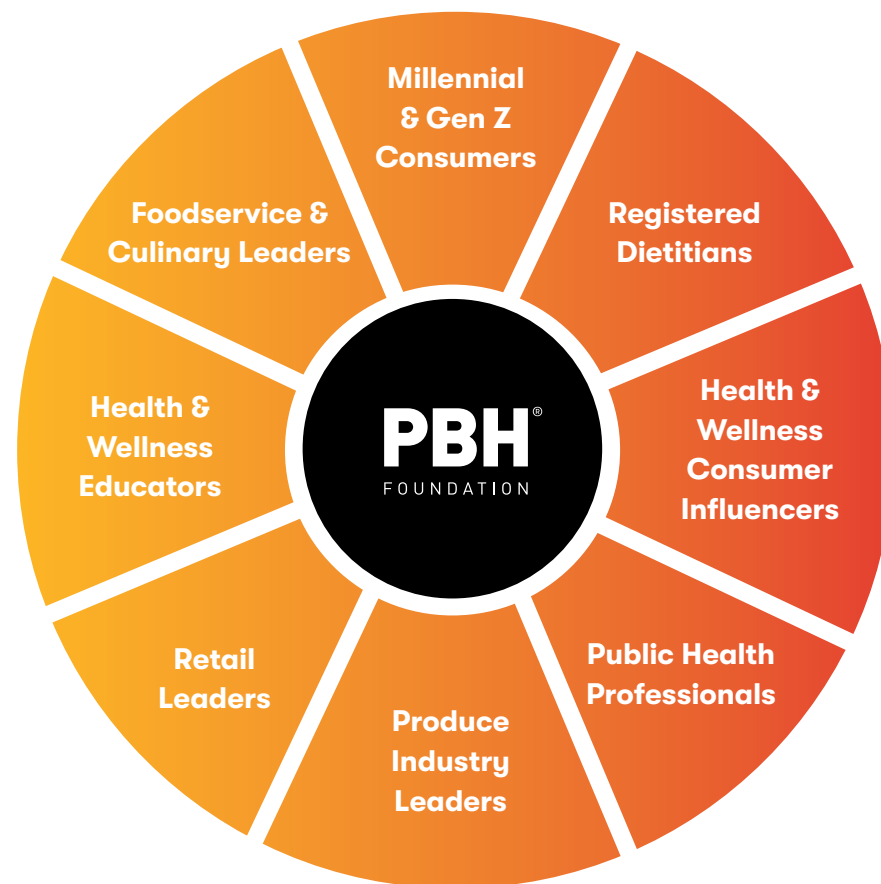
PBH Connection Influencer
E-Newsletter Subscribers



54,000

Have A Plant® Consumer
E-Newsletter Subscribers

PBH's Audience





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



HAVE A PLANT MEDIA MEET UP

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

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