

**PRODUCE FOR®  
BETTER HEALTH**  
FOUNDATION

# **2021 MEMBER ENGAGEMENT PROSPECTUS**

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**Influencer & Media  
Engagement**



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PRODUCE FOR<sup>®</sup>  
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**

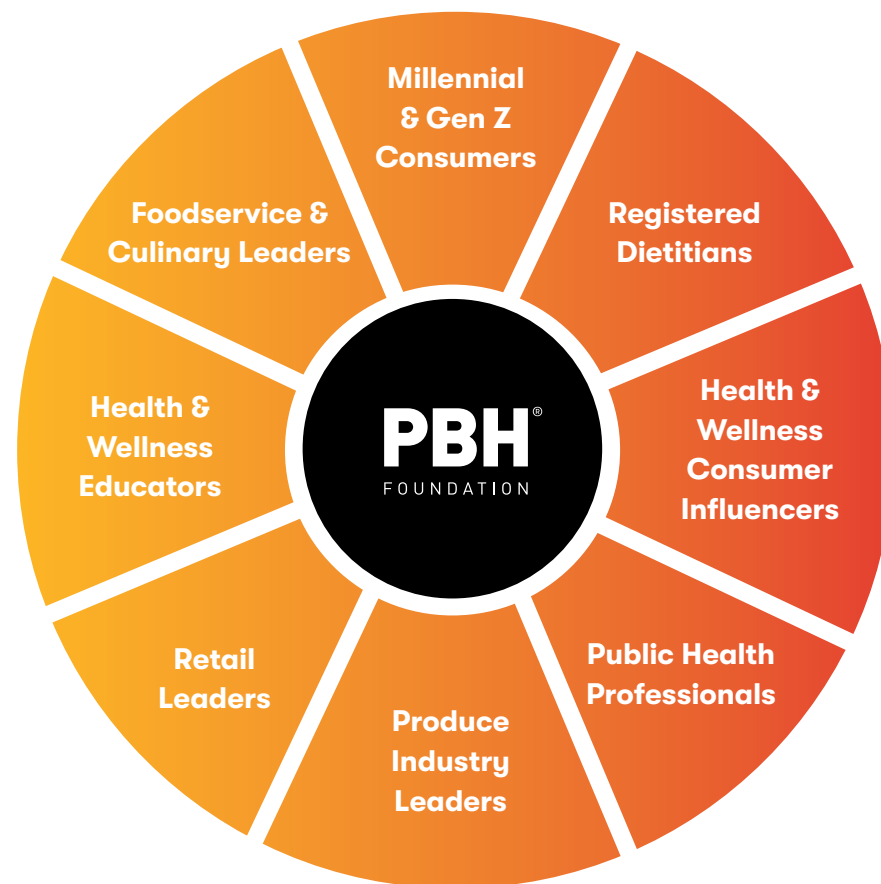
PBH Connection Influencer  
E-Newsletter Subscribers



**54,000**

Have A Plant® Consumer  
E-Newsletter Subscribers

### PBH's Audience





# INFLUENCER & MEDIA ENGAGEMENT

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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](https://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**



Pantry Pulse Webinar yielded 1,800 registrants!

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

## 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

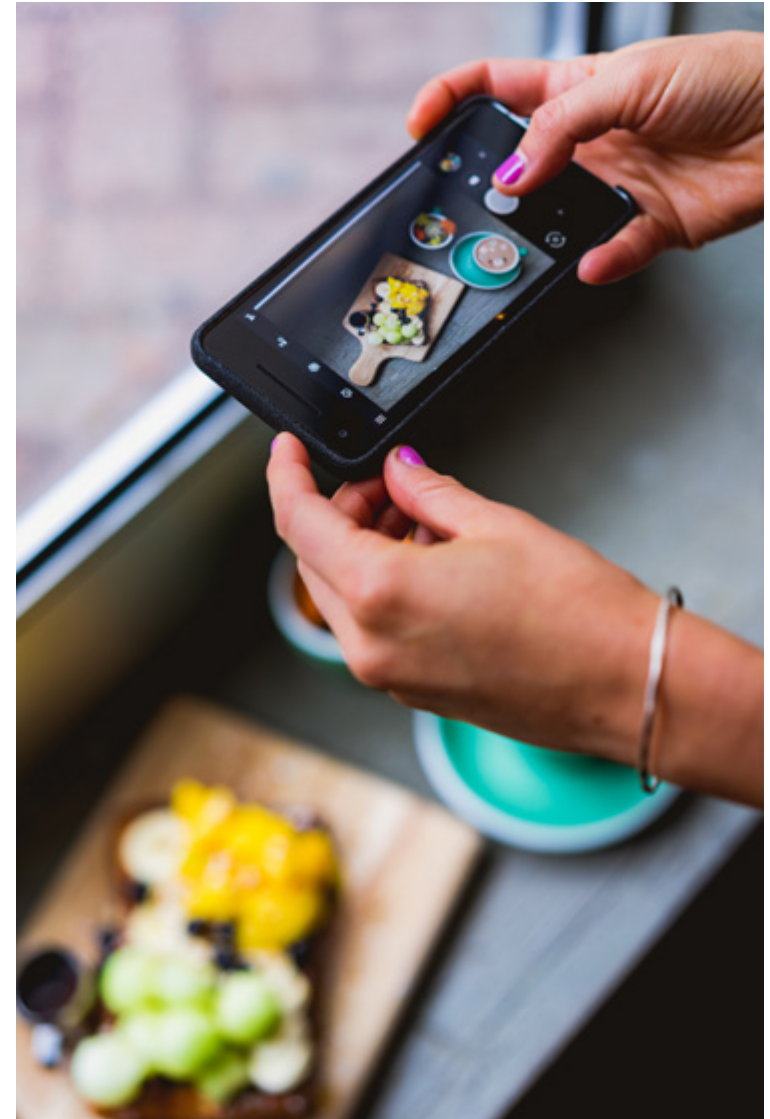
### Custom Content Creation

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.*

# 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!

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