

**PRODUCE FOR®
BETTER HEALTH
FOUNDATION**

2021 MEMBER ENGAGEMENT PROSPECTUS

**National Fruits & Veggies
Month Engagement**



**SEPTEMBER IS NATIONAL
FRUITS & VEGGIES
MONTH**

**#HAVEAPLANTPLEDGE
#HAVEAPLANT#NFVM2021**

have a
plant.



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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





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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!

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



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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



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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



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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



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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



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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!

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