

**PRODUCE FOR®
BETTER HEALTH
FOUNDATION**

2021 MEMBER ENGAGEMENT PROSPECTUS

Retail Engagement



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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

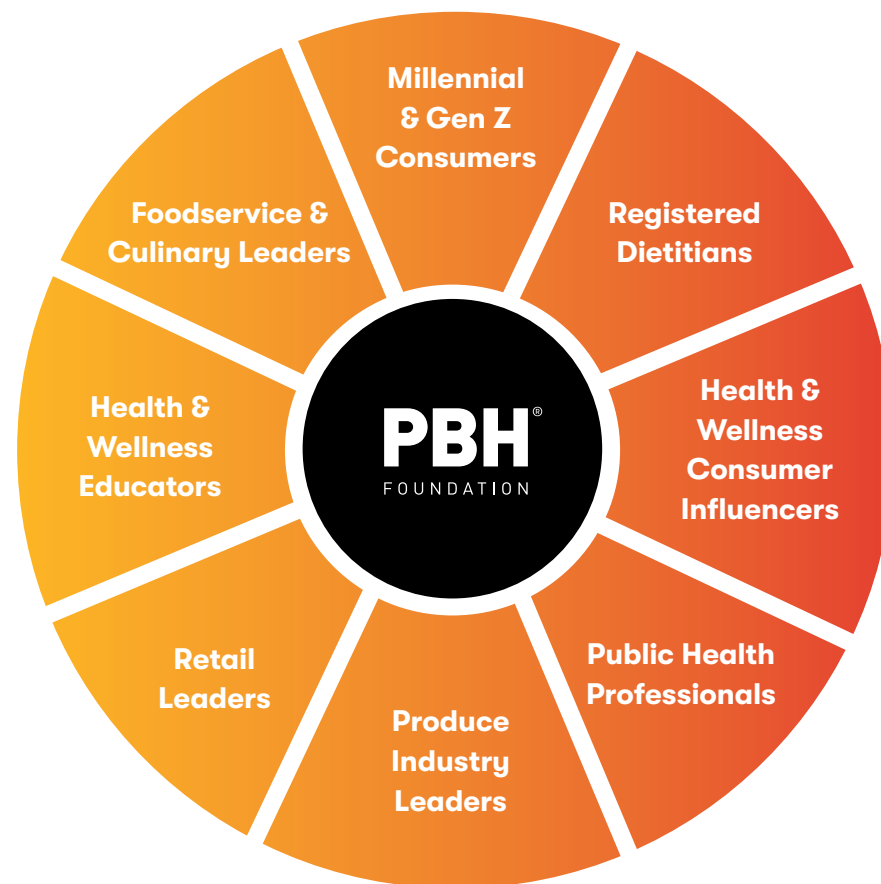
PBH Connection Influencer
E-Newsletter Subscribers



54,000

Have A Plant® Consumer
E-Newsletter Subscribers

PBH's Audience



A background image showing a person's hand pushing a shopping cart filled with groceries through a supermarket aisle. The cart contains items like tomatoes, a yellow bag, and a red bag. The shelves are stocked with various products, and the scene is slightly blurred to emphasize the shopping experience.

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**

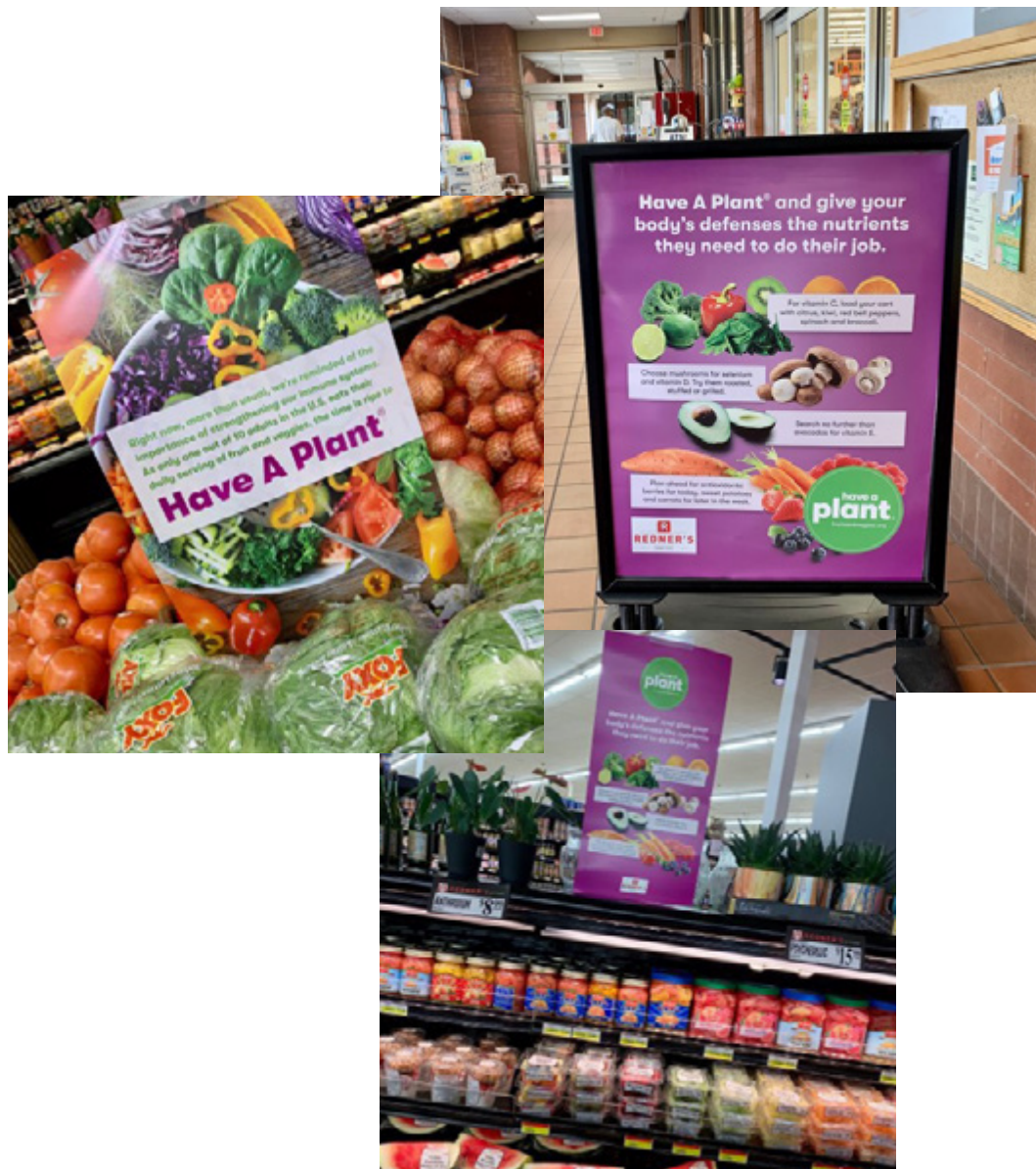
Retail Engagement

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

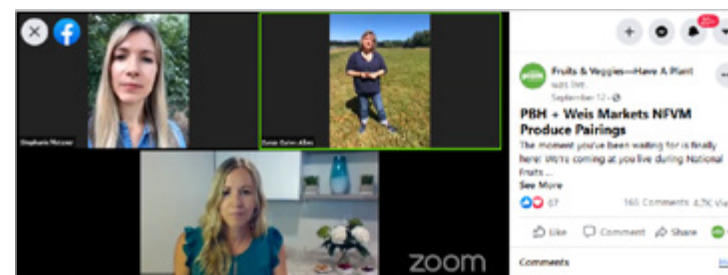
Price range: pricing varies based on tailored activations

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.



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!
