



**SEPTEMBER IS NATIONAL  
FRUITS & VEGGIES  
MONTH** **#HAVEAPLANTPLEDGE**  
**#HAVEAPLANT #NFVM2021**

# Have A Plant® Goes Global for National Fruits & Veggies Month 2021

Retail Activation Playbook

**PRODUCE FOR®  
BETTER HEALTH  
FOUNDATION**

**have a  
plant®**  
fruitsandveggies.org

Developed in partnership with  
Duda Farm Fresh Foods

**Duda**  
farm fresh foods

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The United Nations General Assembly has designated 2021 the International Year of Fruits and Vegetables (IYFV), a year-long celebration aimed at raising awareness of the benefits of consuming more fruits and vegetables as part of diversified, balanced, and healthy eating habits as well as to direct attention to reducing loss and waste of these highly perishable produce items. As a partner on this global effort, the Produce for Better Health Foundation (PBH) is taking our Have A Plant® Movement global for National Fruits & Veggies Month this September, celebrating our passion for fruits and vegetables and the commitment of the global supply chain to bring all the glorious forms to consumers across the U.S. to improve health and happiness in sustainable, waste-reducing ways. #NFVM2021 #haveaplant #IYFV2021

We are thankful for the ongoing commitment of the retail industry to promote fruits and vegetables on a daily basis and throughout their omni-channel shopper engagement. We invite you to join us in celebrating this global initiative with PBH's Have A Plant® Movement, making it come to life in retail promotions across North America this September. This playbook, created specifically for the retail industry, offers five concepts for promotion of Have A Plant® during National Fruits & Veggies Month. These concepts are:

Bowls Around The World

Fruits & Veggies in Every Culture

Root to Leaf: Cooking with the Whole Plant

In the Ground, On A Vine, From a Tree

Sing it With Me



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# Bowls Around The World





While your shoppers and their families may not be taking international vacations this year, food can be their passport to exploring other cultures. Create a Bowls Around the World campaign to invite shoppers to celebrate the flavor and healthful goodness of fruits and veggies in traditional bowls inspired by flavors across the globe, a story that aligns perfectly with recommendations in the 2020-2025 Dietary Guidelines for Americans launched earlier this year.

Traditional eating patterns from Asia, Latin America, Africa, the Caribbean, and the Mediterranean have many things in common, including the fact that most are plant-forward, utilizing whole grains, legumes, nuts, seeds, fruits, and vegetables in traditional dishes. Many also include one-dish meals, often served in bowls. Consider rice bowls of southeast Asia where rice is topped with vegetables and a small amount of meat. The same is true for Japanese ramen bowls where noodles swim in steaming broth topped with meat, poultry, or fish as well as vegetables and herbs. Indian curries follow a similar pattern with rice as the base topped with an abundance of vegetables in a rich broth flavored with spice blends called curries or masalas. Moving to Latin America you can find bowls—or tortillas, “bowls” made of corn or wheat—topped or filled with rice, beans, seafood, meat, or poultry, along with vibrant fresh or cooked sauces or salsas. The sweet potato, peanut soup from Africa is yet another interpretation of a bowl meal. Variations on bowls, or one-dish meals, in the Mediterranean can include a vegetable and rice-based paella in Spain to a pasta dish in Italy or a barley-based bowl in Greece.

**Consider these retail activation ideas:**

- Each week during September, create a recipe bunker featuring a veggie-packed bowl from a global destination – paella from Spain, Japanese ramen bowls, or rice bowls from various cultures, offering all ingredients for the recipe. Feature signage of the recipe that shoppers can photograph (and perhaps even share on social media). To increase the bunker ROI, display cooking and dining utensils (bowls, chop sticks, etc.) as well as sauces related to the culture represented.
- Tie the Bowls Around the World concept to National Family Meals Months promotions by creating dinner bowls tied to the cultures prevalent in your retailer's key markets. Run a social media contest inviting shoppers to share bowl recipes from their family heritage and a picture of their family gathered around the table enjoying the meal.
- Partner with your company's specialty foods buyer to create displays throughout the store that represent fruit-andveggie-centric products you carry from other cultures. Each week in September, host "tastings" of these products in live stream videos to introduce them to shoppers.
- Work with your deli or fresh prepared department to build private label branded meal kits for Bowls Around the World. Offer 3-4 selections for the month, representing different cultural foodways.

These executions can help your shoppers realize the joy of cooking with fruits and vegetables is endless if you use world cuisines as your inspiration.

Visit the [National Fruits & Veggies Month toolkit](#) to get the creative assets!



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# Fruits & Veggies In Every Culture





Americans today have access to a vast variety of fruits and vegetables given our global food supply. The International Year of Fruits and Vegetables creates an ideal dialogue starter on where various produce items originated as well as their traditional uses in that culture.

## **Consider these retail activation ideas:**

### **Throw A Jackfruit Party**

Given the size of jackfruit, it's perfect for sharing. Set up an in-store station, selling pre-cut sections of jackfruit as well as demoing how to cut a jackfruit. Stress the fruit's origins in India, offering recipes of how it's used in traditional curries, stews, dry stir fry, and biryani (a layered, Indian dish with rice, spices, meats, and veggies).

### **Leverage Retail Colleagues**

Is there a secret cook hiding in the ranks at your retailer who would love to partner with you to showcase how fruits and vegetables are used in their culture? Give them a chance to shine by doing a joint live stream recipe demo or cook along with you.

### **Encourage Trial**

In blogs, e-blasts to your retailer's loyalty card holders, or in social posts, highlight key fruits and vegetables, their origins and how they're used in their native culture. With a great story to tell (it originated in China, not New Zealand), consider kiwi as a starting point for this series.

### **Don't Forget America**

Pitch media on a segment focused on fruits and veggies which originated in the U.S. The pumpkin for example, originated here, even though the concept of carving vegetables for Halloween came from Ireland.

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# Root to Leaf: Cooking with the Whole Plant





Statistics on food waste in the home are rapidly becoming common knowledge and a concern to many consumers. It's also an issue being addressed across the supply chain – on the farm, in transport and production, and at your retailer. Consider these options to engage your shoppers on daily actions they can take to make a difference in managing food waste at home.

### **Go Green, Literally**

“Carrot top” isn’t just a nickname for our red-haired friends but is a nutritious food that can be used in many dishes. As are beet greens. In social media, offer recipes, tips, and short video demos on using vegetable tops in pesto, chimichurri, or chermoula (see how we’re staying with our international theme here?). Address the varying uses of these sauces, including as a glaze or topping for grilled meats or a spread in sandwiches. Another option is to work with store produce departments on signage that gives quick tips on how to use vegetable tops.

### **Get Your Home Cook On**

Broths are popular right now, and vegetable scraps are perfect for this use. In a video or live stream, suggest shoppers keep a container in their freezer, and when they prepare meals, place any vegetable scraps (think onion skins, cauliflower stalks, celery ends) into that container. When it’s full, place veggie scraps in a pot, cover with water and simmer for 45-60 minutes. The result is vegetable broth perfect for use in soups, stews, chili, and pasta dishes. Another option to showcase in social is how corncobs can be used to make corncob broth. With its sweet, mild flavor, this broth is perfect for grits, braises and more.

### **Taste It To Believe It**

There’s no reason to overlook the stalks of vegetables when preparing meals and snacks. Host a live virtual taste test featuring the stalks of vegetables. With broccoli, for example, the outer tough skin of the stalk can be peeled away leaving a delicious snack or addition to salads and stir fries. Offer a video segment of your tasting on your retailers in-store television program or on an e-commerce landing page with a direct link to the vegetables featured.



## Peels & Rinds

A great way to introduce shoppers to the concept of pickling is with watermelon rind, the firm white part of the fruit left after the pink flesh has been eaten or scooped away. Citrus peels can be used in marmalades, candied, or zested to add flavor and freshness to both sweet and savory dishes. Highlight simple ways to use these rinds and peels as an add-on to cook-along classes that use these ingredients.

## Food Waste: Every Household Counts

Offer a food waste reduction master class as an option to your shoppers, covering all the ideas suggested here. Include suggestive selling of general merchandise your retailer sells that can be used to reduce food waste. Follow-up with attendees by sending information on composting programs in your area.

## Media Opportunity

Pitch local media on weekly pre-recorded, one-minute segments in September that focus on these home tips for reducing food waste.

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# In The Ground, On A Vine, From A Tree

More than half of consumers say that knowing where food comes from is an important factor when deciding what food to purchase (IFIC 2020 Food & Health Survey), and there is no better time to make the connection from agriculture to retailer to table than during National Fruits & Veggies Month. Making the connection to global agriculture is also a key goal of the International Year of Fruits and Vegetables.

### A Day in the Life of Celery

While grocery shoppers may be familiar and comfortable cooking with many different vegetables and fruits, they may not know the unique features of how a product is grown and brought to your stores and their tables. The perfect product to kick-off ag education is celery from Duda Farm Fresh Foods, Inc. From salads to soups to kids' snacks, celery is a fan favorite in many households, and the personal care and precision that go into its growing will make your shoppers hungry for more. For a week during September, feature celery as an “on the ground” vegetable using the following executions:

- In social media, share [this video](#) highlighting the growing process of celery from seedlings to hand-planting and harvesting to reaching your grocery store shelves.
- On your retailer's e-commerce site or in-store signage, showcase “A Day in the Life of Celery” infographic as a reminder to shoppers to add one more stalk to their cart.

#### Click To Download



- With activities in full swing in September, families are looking for convenience and nutritious weeknight meals. Offer a video demo of [Thai Celery Bowls](#) on social sites and post the recipe on your e-commerce site with links to drop the ingredients directly into a virtual shopping cart.
- Pitch a media segment on growing processes of fruits and vegetables, making celery the star of the show. Include the [Thai Celery Bowls](#) recipe and these talking points on purchasing and storing celery in your segment:
  - When selecting celery, it should be firm and unblemished with crisp, straight stalks that break easily when snapped. Leaves should be clean and green (not yellow) with no wilting.
  - All parts of celery are edible. Stalks can be used raw, baked, or boiled. Put celery on your shopping list. From simple snacks to savory soups, it's one of the most versatile veggies in the produce department.
  - Make healthy snacking a snap with fresh cut celery sticks. Pair with a healthy dip and get crunchin'! Did you know celery absorbs flavors from other items in your fridge? Store it away from produce such as apples, onions or broccoli.





## **Consider these other ways to highlight how produce items are grown during National Fruits & Veggies Month:**

### **Add an Attribute**

Work with your current provider of “better for you” shelf tags to add information on how produce items are grown (in the ground, on a vine, from a tree, etc). Showcase this information on produce items as well as canned, dried, and frozen fruits and vegetables and juice.

### **Kids Curriculum**

Work with vendors of locally grown produce to create short videos on how their product is grown – above ground, below ground, or on a bush. Combine these with activities and sample products to engage kids on where and how their fruits and vegetables are grown.

### **E-commerce Landing Page**

Retailers seek ways to keep shoppers on e-commerce sites for longer periods of time, browsing more and adding items to cart. To drive towards this goal, create a landing page in e-commerce which features various fruits and vegetables, segmenting by how they are grown (i.e., on a stalk, a bush, or a tree). Include vendor videos of the growing process (like the one from Duda Farm Fresh Foods, Inc.), shoppable recipes that feature the item, and coupons and discounts.

### **Owned Brand CSA**

From squash to apples to peppers, early fall offers a plethora of flavors, textures, and colors to entice any appetite. Work with local vendors to create a Have A Plant® community-supported agriculture (CSA) program for the four weeks of National Fruits & Veggies Month. Work with e-commerce and fresh teams to promote one bundled price and pick-up or delivery process for the four weeks of CSA boxes. Add dietitian-curated recipes on how to use the produce items. Add recipe demo videos or cook-alongs as a bonus to those participating in the program.

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# Sing It With Me!



PBH launched the 2020 State of the Plate research results earlier this year. As a society, we are chronic underachievers at eating our fruits and veggies and, subsequently, we are short-changing the health and well-being of generations of Americans. We must act NOW to reverse this trend.

We owe it to Americans to help them easily eat, enjoy, and maybe even love more fruits and vegetables for improved health and happiness. Our Sing It with Me! is an interactive social media consumer campaign which provides memorable fruit and veggie puns with popular song lyrics aimed at reminding consumers that eating fruits and veggies should be as easy as recalling your favorite songs. Consumers won't be able to resist "Oops, I bit it again," "Can't stop the peelin'" and "Sweet dreams are made of peas."



**Consider these activation ideas to leverage this national campaign:**

### Activate students

Partner with the dietetics department at a local college or a choir or band at a local high school, asking them to create TikTok videos based on one of the Sing It with Me! campaign options. Or encourage them to create their own messages based on their favorite music and fruits and veggies.

### In-store Signage

Partner with your communications and operations teams to create an in-store signage campaign, using the Sing It with Me! graphics. Given the variety of fruits and veggies included in the campaign, include the signs in the canned, dried, and frozen departments.

### Consumer Contest

Create a social media contest, encouraging shoppers to create their own Sing It with Me! phrase. Let's get everyone singing Have A Plant® this September!

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**Lastly, if you aren't already doing this, follow along with PBH and our Have A Plant® Ambassadors on Facebook, Twitter, Instagram, and LinkedIn.**

**And don't forget to use the hashtag #haveaplant and #nfvm2021 in all of your relevant posts!**



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