*Note: This Press Release is intended to be a guide for you as a PBH Collaborator for National Fruits & Veggies Month in September. We encourage you to add your own quotes, elaborate on your individual activities and customize this as you see fit. Please send to Katie Calligaro, Marketing & Communications Director @* [*kcalligaro@pbhfoundation.org*](mailto:kcalligaro@pbhfoundation.org) *for approval before sending. We are happy to help customize or give you a separate quote from our team to fit your plans.*

YOUR ORGANIZATION’S LOGO HERE

For Immediate Release

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[Organization Name] Celebrates The International Year of Fruits & Vegetables In Collaboration With The Produce for Better Health Foundation’s National Fruits & Veggies Month

**Joining Forces Elevates Fruit and Vegetable Consumption to a National Priority**

September X, 2021 – With an aim to add more fruits and vegetables into daily life, [Organization Name] is collaborating with the Produce for Better Health Foundation (PBH) to celebrate National Fruit & Veggies Month in September, encouraging our customers, employees, friends, families, and neighbors to make plants the star of meals and snacks. Aim high or start small—it all counts. And here’s a plan: Have A Plant®!

The *Dietary Guidelines for Americans* recommend we make half our plates fruits and vegetables. However, despite this consistent message, Americans continue to fall substantially short. In fact, according to the Center for Disease Control 2018 Behavioral Risk Factor Surveillance Survey, only 12.2% of adults meet the recommended fruit intake and 9.3% of adults meet the recommended vegetable intake. To make matters worse, America’s fruit and vegetable intake continues to decline, according to PBH’s newly released [*State of the Plate: America’s Fruit and Vegetable Consumption Trends*](https://fruitsandveggies.org/state-of-the-plate/) research. How’s *that* for a crisis?

“We believe that eating fruits and vegetables is the single most important thing people can do to live happier, healthier lives. We find, however, that consumers understand the health benefits of fruits and vegetables, but that this doesn’t translate to behavior,” says Wendy Reinhardt-Kapsak, MS, RDN, President and CEO of PBH. “What’s missing are the pieces that really drive eating behavior—emotion and action. PBH is dedicated to new and novel approaches in these areas to solve the consumption crisis and we can’t do it alone! Collaboration and partnerships like these can only elevate consumption further to make eating fruits a national priority.”

PBH leverages its Have A Plant® Movement, based on consumer insights, to inspire all of us to go beyond what we know and tap into how we *feel* and what we *do*. To date, no other organization has been positioned to drive actual behavior change.

There’s no right or wrong way to Have A Plant®. Fruits and vegetables are available in fresh and shelf-stable varieties and restaurants and food manufacturers are offering more plant-centric choices than ever before, giving shoppers the options they need. [Organization Name] has the resources to help consumers on this quest: [Link to your National Fruits & Vegetables “landing page” of online resources or list out your plans/promotions for the month].

[Organization Name] is encouraging our community to join the movement and take the [Have A Plant® pledge](https://fruitsandveggies.org/stories/take-the-pledge/" \t "_blank) to add one more fruit or vegetable everyday this month—you’ll be glad you did! Make it official, and shareable, by posting a selfie enjoying your favorite fruit or vegetable and tag us using the hashtags #haveaplant and #NFVM2021. Follow [Organization Name] on Facebook, Instagram and Twitter to join the conversation this September. Spread the word, and remember, there’s no time like the present to #haveaplant!

**Optional Additional Language About PBH’s 2021 Theme:**

To commemorate National Fruits & Veggies Month this year, PBH is taking the Have A Plant® Movement for a trip around the globe, in honor of the United Nations General Assembly designating 2021 the [International Year of Fruits and Vegetables](http://www.fao.org/fruits-vegetables-2021/en/). Four unique content themes will be highlighted throughout the month via the PBH digital ecosystem, to help generate excitement for fruits and veggies in every culture and get all seven continents singing the #haveaplant tune. From the incredible efforts of U.S. farmers and the produce supply chain to bring fruits and vegetables to people across the country, to the uniquely inspired ways we enjoy fruits and vegetables in all their glorious forms to improve our health and happiness, in sustainable, waste-reducing ways, [Organization Name] is honored to support PBH as a partner in this global effort.

**About [Organization Name]**

Insert your standard boilerplate message here.

**About the Produce for Better Health Foundation**

Produce for Better Health Foundation (PBH), a nonprofit 501(c)(3), is the only national organization dedicated to helping consumers live happier, healthier lives by eating more fruits and vegetables, including fresh, frozen, canned, dried and 100% juice, every single day.

Since 1991, PBH has invested decades into developing trended insights on attitudes towards all forms of fruit and vegetable consumption, in addition to campaigns and partnerships with government, food industry stakeholders, health professionals and other thought leaders to collaborate, facilitate and advocate for increased intake. Campaigns included first, the 5-A-Day program, and then, the Fruits & Veggies – More Matters public health initiative. While five fruits and vegetables each day is great advice and more will always matter, PBH’s new behavior-based call to action is Have A Plant®. Rooted in behavioral science, PBH’s transformative and award-winning Have A Plant® Movement is an invitation that will inspire people with compelling reasons to believe in the powerful role fruits and vegetables can play to create happy, healthy and active lives.  
  
Be sure to join the Have A Plant® Movement and get new recipes, snack hacks, meal ideas and other tips from chefs, registered dietitians, as well as food and wellness experts by visiting [**fruitsandveggies.org**](http://www.fruitsandveggies.org). Follow us on Facebook @[**fruitsandveggies**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3d379826154f%26e%3d52839977b5&c=E,1,N5G8SWlJuEmo5xTq8eQ34GnC04g7FpvGltn4INNKAdTTYw-DKGDb4rvMa0imqCeg6Ta2byqsC-tPnHNp6rpZC4wxn-LchNOJIONWNxWPMtBzdnFNZuoX624k22E,&typo=1); on Twitter @[**fruits\_veggies**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3ddf6cd07fd2%26e%3d52839977b5&c=E,1,4uXCW41AF3osi4zyfb9B4H3bdS1YkIil5z-MuHMklUQ1Wbo3JVjUgNSHblwux3R79Ak9xuPcyv4uGY_s0CU3a6oec4h_RO0ezCPX4mXR20lBEYtTiQcw0AomE48,&typo=1); on Instagram @[**fruitsandveggies**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3d2459033b7a%26e%3d52839977b5&c=E,1,wmcIR0cETUuvABKJo2NnQlzBMwbrdxXvMCH6taLNJWqBslHVjiJlHU3l1pptEQJ1RFG2aZeEaHnMH2pCg1gF4_KtixTj73nmiobgyzVrvl81WtDSCa0,&typo=1); on Pinterest @[**fruits\_veggies**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3dec33fefbd5%26e%3d52839977b5&c=E,1,KA5r6q95iEqilaNPvpchfVu7a6o8QWXehhqJcKYd8mY9yUhY39LZZ2Zcr-AZJheO2Z4UmgWX3dh47Abfku9Th1f_ayUBK9gCRmhk-kEpFNbYW4cmaQ,,&typo=1); and on LinkedIn at [**Produce for Better Health Foundation**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3d73224821b9%26e%3d52839977b5&c=E,1,MvXDRnO7bZU1BG-q7CogAWefAbcaz4spf8oDWGy9elAd96FdGJIJlaAGZxuOp1r2MljVsqTRsEaggDWL9ovwunKKUG7o9rypHOjUabGIwwHmRq_2RKnwQjwp&typo=1). And remember to #haveaplant.

PBH is also responsible for the **Lead The Change Movement**, a multi-sector, multi-year initiative designed to maximize the power of PBH’s unique thought leadership position, widespread influencer network, credible scientific and market research and, most importantly, its innovative members and partners, to lead a call to action for addressing the global fruit and vegetable consumption crisis. The initiative includes research, thought leadership and communication platforms to ensure the Movement speaks with one purpose, one voice and one call to action. For more information about the Lead The Change Movement, visit: [fruitsandveggies.org/leadthechange](http://www.fruitsandveggies.org/lead-the-change).

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