



PRODUCE FOR®
BETTER HEALTH
FOUNDATION

WEBINAR PANEL DISCUSSION

BREEDING, FEEDING & LEADING:

Innovations That Increase Food Security
& Produce Consumption



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ABOUT PBH



OUR PURPOSE

PRODUCE FOR®
BETTER HEALTH
FOUNDATION

The Produce for Better Health Foundation (PBH), a 501(c)3, is the only national non-profit organization 100% dedicated to helping people live happier, healthier lives by eating and enjoying more fruits and vegetables, in every form, each and every day.

PBH, along with its strategic partners, will elevate new fruit and vegetable consumption behaviors as a national priority – *accelerating growth and serving the public good.*



THE AWARD-WINNING HAVE A PLANT® MOVEMENT REACHES MILLIONS

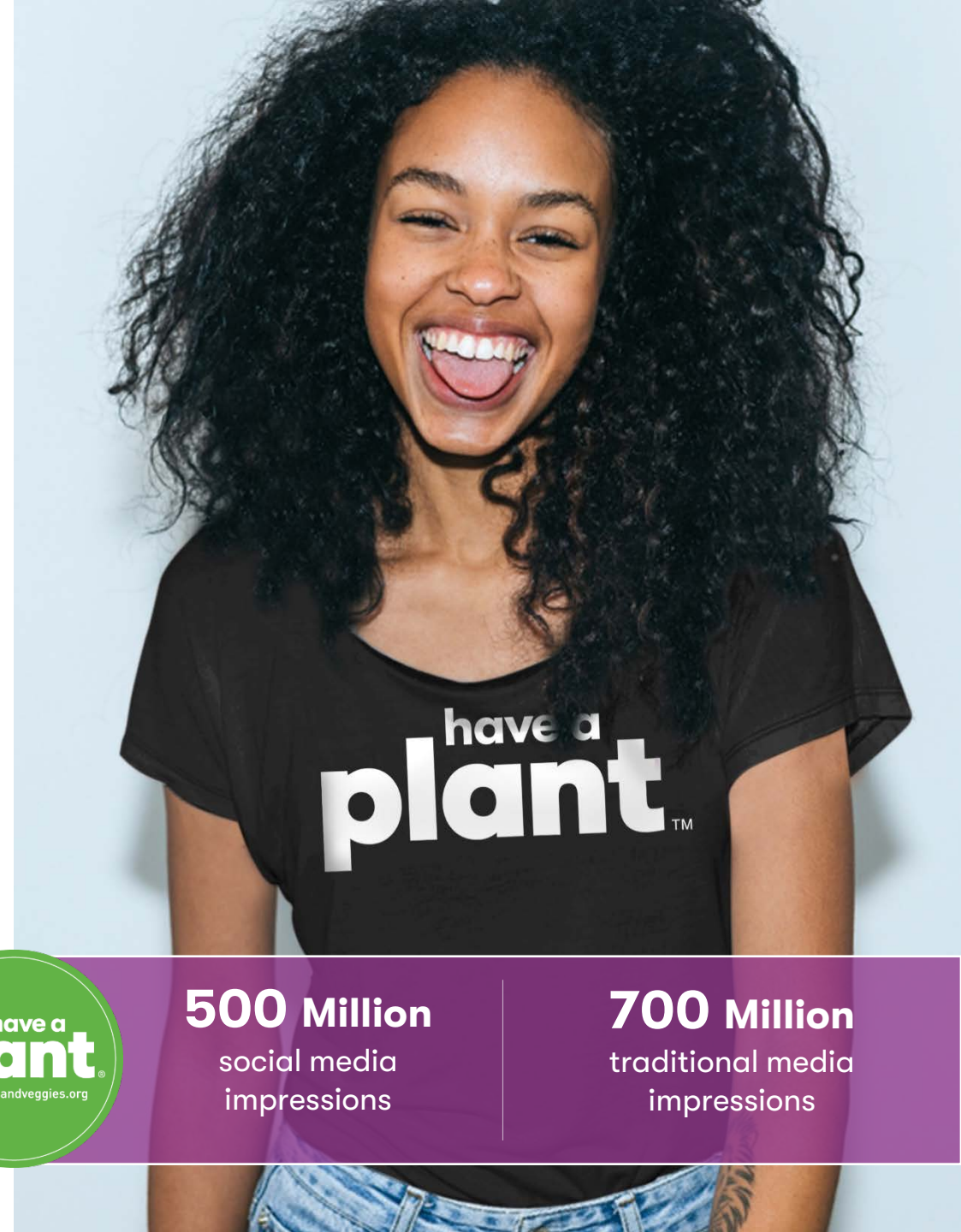
The award-winning **Have A Plant® Movement** is a way to inspire lasting behavior change by tapping into the emotional connection consumers have to the fruit and vegetable eating experience.

PBH is an undeniable resource for health & wellness professionals, given its trusted third-party credibility, breadth of nutrition and behavioral research, and strong consumer, influencer and industry reach.



500 Million
social media
impressions

700 Million
traditional media
impressions



Have a Plant®: The Plant-Forward Eating Guide

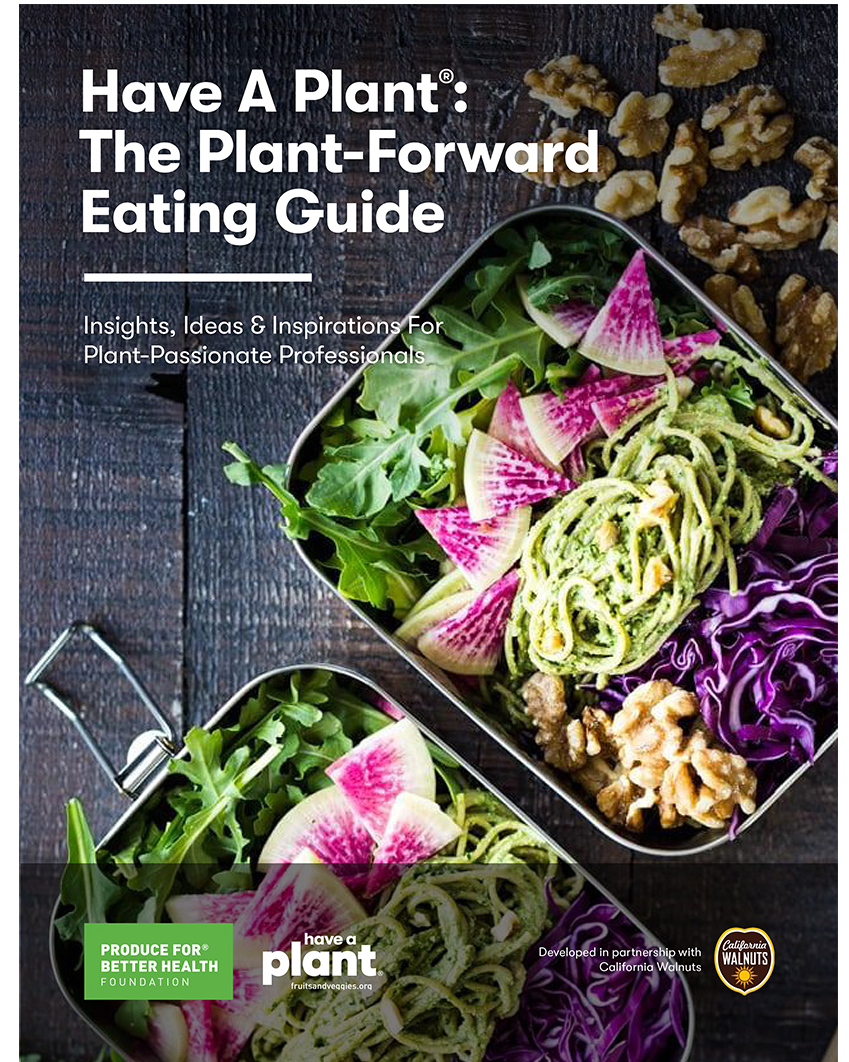
*Insights, Ideas & Inspirations for
Plant-Passionate Professionals*

Find the guide at:

www.fruitsandveggies.org/plantforwardguide

Turnkey resources are also available to put
your plans into action at:

www.fruitsandveggies.org/plantforwardtoolkit



The 2020 PBH State Of The Plate Research Toolkit Provides Health & Wellness Professionals With Helpful Resources.

PUBLIC TOOLKIT

PBH State Of The Plate Research Toolkit with executive summary, key messages, consumer marketing and social media assets as well as activation ideas

[fruitsandveggies.org/
stateoftheplatetoolkit](https://fruitsandveggies.org/stateoftheplatetoolkit)

Fruits & Veggies

Stories

Recipes

Expert Advice

State Of The Plate

PBH[®]

FOUNDATION

STATE

OF THE

PLATE

2020 PBH State Of The Plate Toolkit

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The results are in. 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. In 2020 PBH commissioned an update to our trended fruit and vegetable consumption research. Sadly, the news is not as encouraging as we would hope. America's fruit and vegetable consumption continues to erode over time. 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 vegetable for improved health and happiness. Please use the resources and insights at the links below to join us in making a new era of conscious consumption a reality! #haveaplant

2020 PBH State Of The Plate Executive Summary
Additional access to the PBH 2020 State of the Plate research is exclusive to PBH members and **Lead The Change** supporters. Send us an **email** to request access.

Key Messages & Supporting Data Points
[\[pdf\]](#) [\[docx\]](#)

Frequently Asked Questions

Sample Social Media Posts
[\[pdf\]](#) [\[docx\]](#)

Digital & Social Media Graphics

View Official 2020 PBH State of the Plate Press Release

Sample Media Pitch
[\[pdf\]](#) [\[docx\]](#)

Activation Ideas
[\[pdf\]](#) [\[docx\]](#)

Solutions To Help Americans Easily Enjoy More Fruits & Vegetables

Start With Fruits & Veggies

Make a habit of eating a fruit or veggie first during at least 1 meal each day.

Have A Plan, Have A Plant[®]

Map your meals and snacks, making fruits and veggies the stars.

Count All Forms

Mix up fresh, frozen, dried, canned and 100% juice.

Make The Doing Easy

Keep it simple and pair 1 more fruit or vegetable with a fave food each day.

Hit Repeat

Consistent repetition will turn consciously eating more

IF YOU LIKED IT THEN YOU SHOULD PUT A RING ON IT

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Housekeeping



1 CPEU available through the Commission on Dietetic Registration (CDR)

You will receive a link to the certificate of attendance, the webinar recording and PDF of the presentation within 48-72 hours.

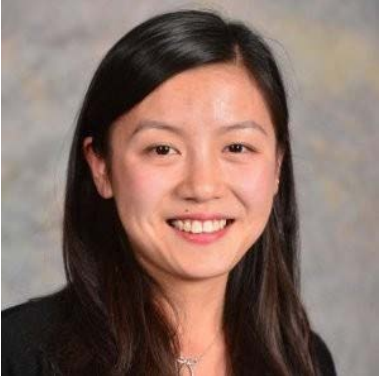
Type your questions and/or comments into the Q&A section located at the bottom of your screen at any time during the webinar.

TODAY'S MODERATOR



Nicole Rodriguez, RD
Owner
Enjoy Food. Enjoy Life.

TODAY'S SPEAKERS



Sufei Wang
Brassicas Commercial Breeder
Bayer Crop Science



Rosanne Rust, MS, RDN
Owner
Rust Nutrition Services



Ryan Vroegindewey
Senior Manager,
Sustainable Agriculture
Campbell Soup Company



Leslie Bonci, MPH, RD, CSSD, LDN
Owner
Active Eating Advice



Brassica breeding in action to mitigate food waste

October 26, 2021



Seminis



De Ruiter

the efficiency brand
High Rise™ broccoli and Curdivex cauliflower



// Crop protection - Disease resistance package

// Tailored solution



// High yield

// Harvest uniformity



// Crop safety - Adaptability

// Micro to macro environments

// Global warming – tolerance to weather fluctuation

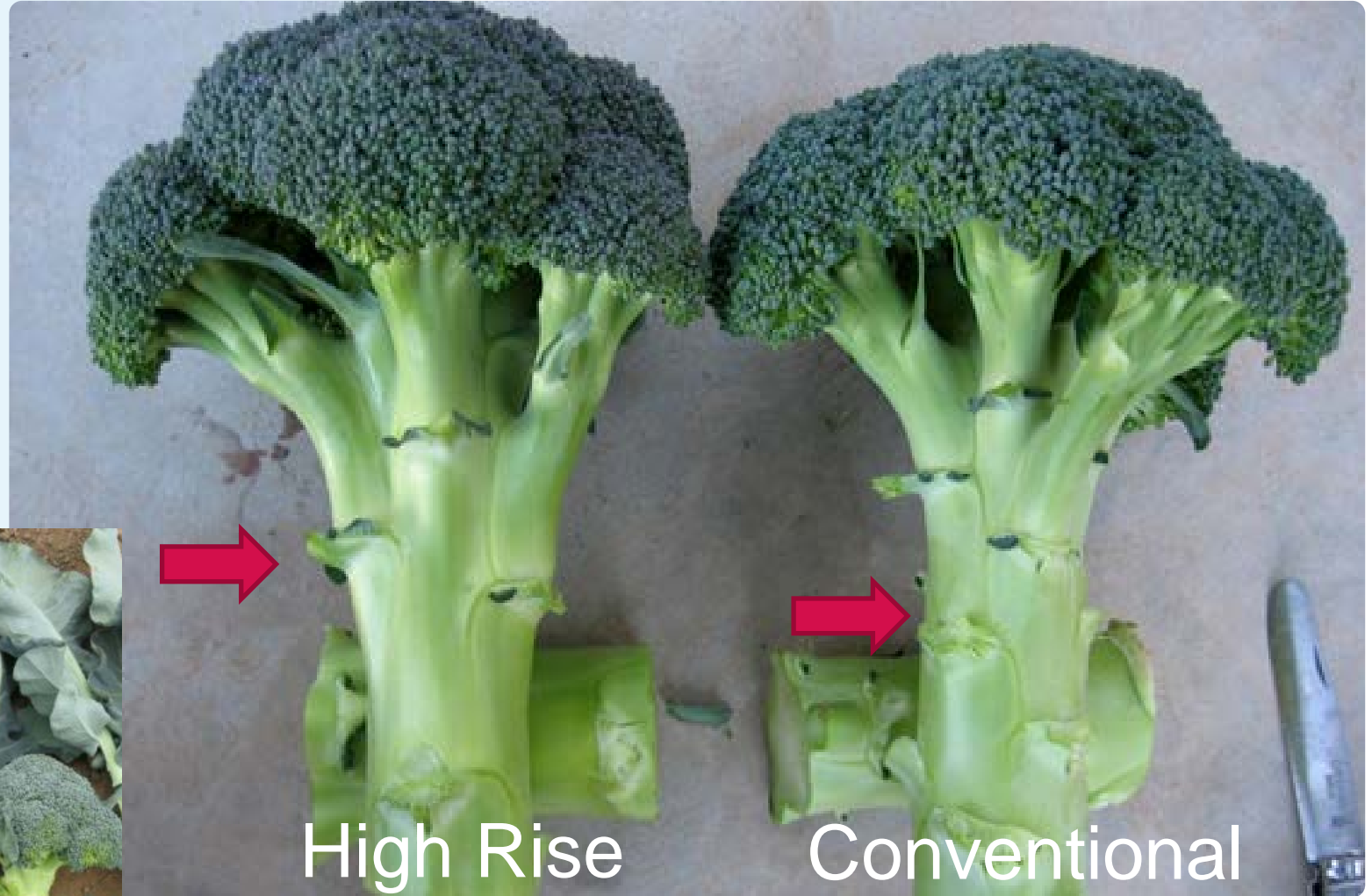


Improved harvest uniformity





**Firm heads
and tender
stems**



//////////

**Stay white
longer post-
harvest**

Conventional



Curdivex

/// Vegetables
by Bayer



Thank you.



Seminis



De Ruiter

A top-down view of various fresh produce including potatoes, radishes, basil, carrots, ginger, tomatoes, thyme, eggplant, green beans, zucchini, red onions, green chilies, lettuce, mushrooms, red bell peppers, chives, parsley, and mushrooms arranged in a border around the central text.

Improving Access to Fruits & Vegetables : Campbell's Purpose-Driven and Value Chain-Based Approach

October 26, 2021

Produce for Better Health | Bayer | Health & Wellness Webinar
Ryan Vroegindewey, Sr. Manager, Sustainable Agriculture

Campbell's Early Years



Campbell's

Connecting people through food they love.



Campbell's Early Years



Campbell's

Connecting people through food they love.
♥

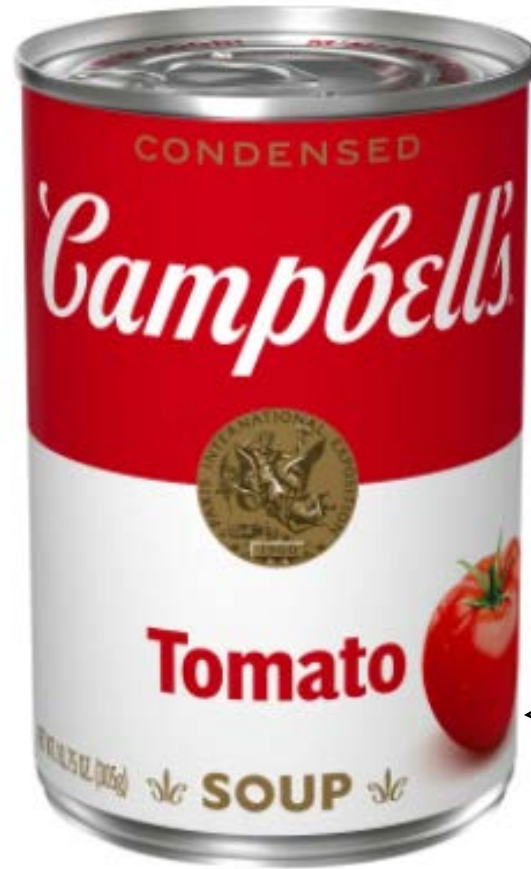
Campbell Today



Connecting people through food they love.



Campbell Today



NUTRITION FACTS



10.5B

servings of vegetables delivered to the marketplace in fiscal 2020.

2021
Net Sales

\$8.5B

Every can is made with
6 quality, farm-grown tomatoes
cooked to perfection and loaded
with comforting spoonfuls that
burst with exceptional flavor.

IN THE HOME

95%

of all American households have
a Campbell brand in their home.



Connecting people through food they love.



Our Purpose

Connecting people through food they love.

How we deliver on Our Purpose

Trusted Food



We make delicious, wholesome, accessible food people rely on every day, made with quality ingredients they can trust.

Focus areas

- Advancing health and well-being
- Promoting animal welfare
- Operating transparently

Vibrant Communities



We help build vibrant communities where we live and work, and we source our ingredients with care, so the people we depend on can enjoy brighter futures.

Focus areas

- Improving healthy food access and education
- Building strong community connections
- Sourcing responsibly

Thriving People



We are creating an inclusive, high-performing culture where all employees feel valued and supported with fulfilling opportunities to do their best work.

Focus areas

- Building a winning team and culture
- Prioritizing inclusion and diversity
- Caring for our people

Healthy Environment



We work towards a healthier environment from field to factory to families, promoting sustainable ecosystems and a positive impact every day.

Focus areas

- Combating climate change
- Promoting sustainable water supplies
- Working to eliminate waste
- Improving circularity in packaging

Governance & ethics Risk management, Code of conduct, Customer satisfaction, Board diversity

Trusted Food F&V in Product Innovation



Product Innovation & Commercialization

- Nutrient guardrails that limit negative nutrients and promote positive nutrition
- In FY21, 75% of M&B product launches provided positive nutrition like vegetables
- Products in portion-controlled packaging to encourage mindful eating

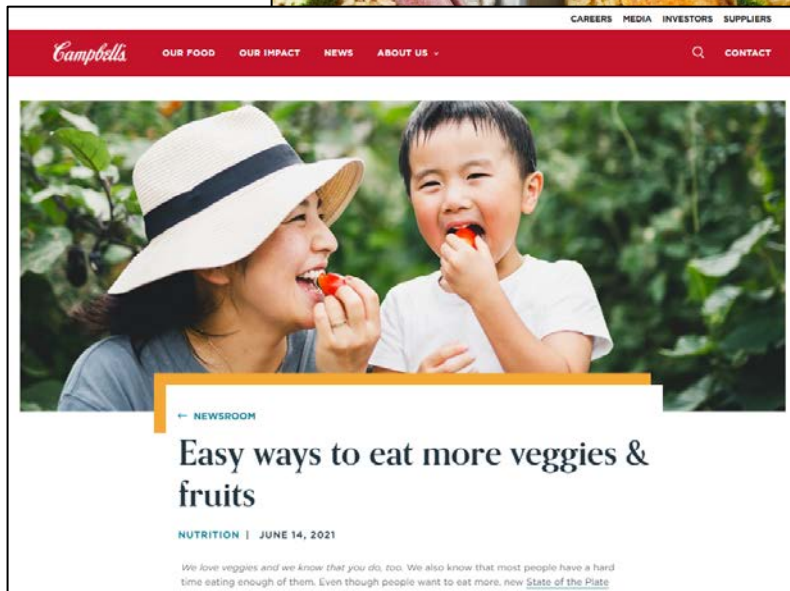
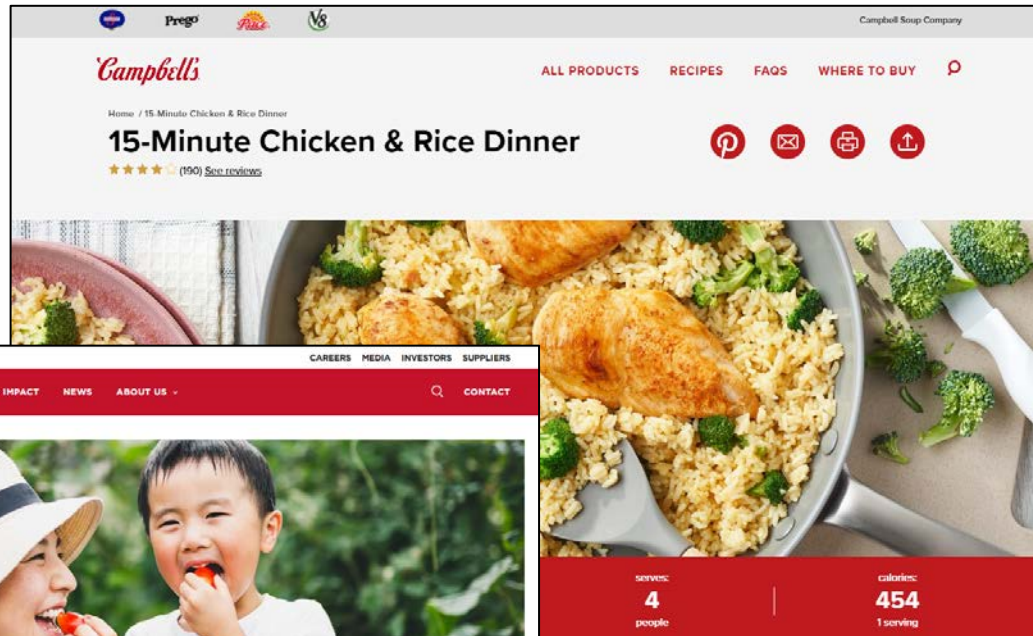


Campbell's

Connecting people through food they love.
❤



Trusted Food F&V in Consumer Messaging and Programs



Transparency: Nutrition Marketing, Communications, and Reporting

- Advertising and nutrition messaging
- Health Professional education
- Corporate nutrition website education
- Nutrition metrics in CR report

Promoting Food Access Programs

- Salesforce education on programs
- WIC eligible products and applications
- Smart Snack compliant products in K-12



Connecting people through food they love.





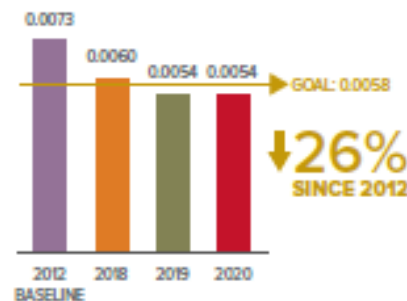
Healthy Environment F&V Availability through Sustainable Agriculture



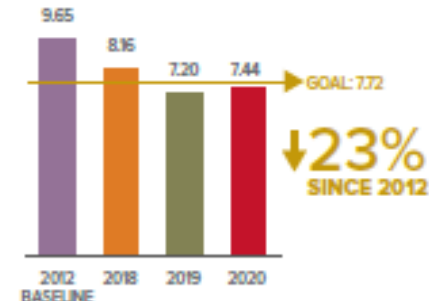
Programs and technology to promote resilience

- Goal: sustainably source 50% of plant-based priority ingredients by 2025 - tomatoes, potatoes, wheat, cashew, almonds
- Participation in development, trialing, and adoption of new crop varieties that strengthen yields, resiliency, and quality
- Measuring on-farm food loss for tomatoes and potatoes

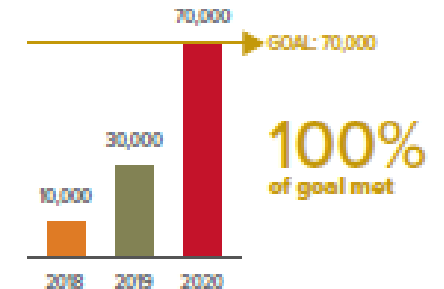
GHG EMISSIONS
(tonnes CO₂e/short ton of tomato)



WATER USE
(gallons/pound of tomato)

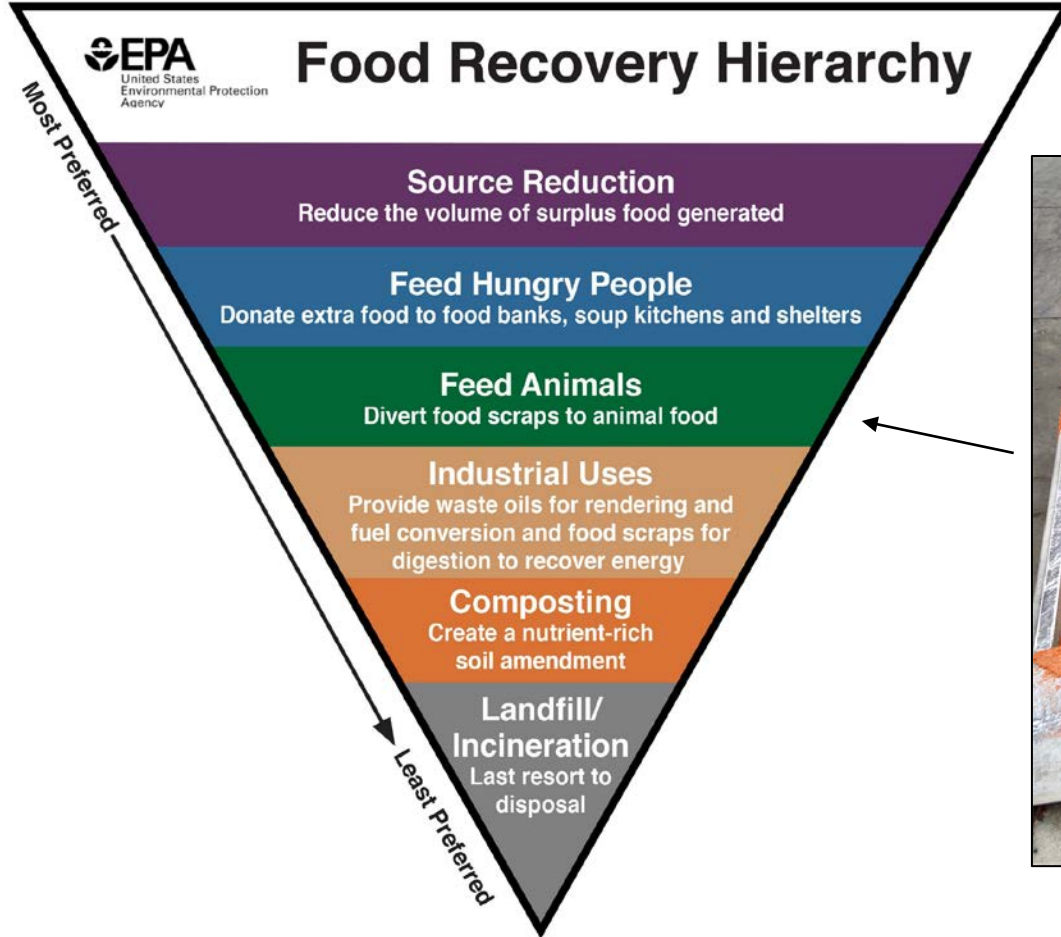


ACRES ENROLLED
IN FERTILIZER
OPTIMIZATION PLAN





Healthy Environment F&V Availability through Food Waste Reduction



Food Waste Reduction

- Goal: reduce food waste by 50% by 2030
- In 2020, joined retailers and food industry peers in “10x20x30” initiative
- Exps. of reusing for other food sources
 - Unused tomato seeds and peels sent to companies to make animal and pet food
 - Unused bread sold to another company to make breadcrumbs
 - *Kettle* potato waste sent to local dairy to feed cows
 - Last year, over \$49 MM in food donated to food banks, soup kitchens and shelters in Campbell Communities





Vibrant Communities F&V for Healthy Communities



Our Mission

To strengthen and empower healthy communities in Campbell's hometowns and enhance employees' connections to both company and personal purpose.

Increase Healthy Food Access

Increase availability of and accessibility to real, fresh foods

Encourage Healthy Living

Expand nutrition education and active lifestyle programs

Nurture Campbell Neighborhoods

Transform the physical spaces where people live, learn, and play

Strong Community Connections

- \$9MM in food and funds donated to COVID-19 relief
- Since 2020, grants have reached >350,000 people with food when they needed it most
- Community grants projects have helped to increase access/consumption of F&V, by supporting
 - Production in urban farms, school and family gardens
 - Gardening training
 - Rescuing and gleaning produce from fields
 - Farmers markets
 - Food bank sourcing and distribution of fresh produce
 - Nutrition-centered culinary classes and education



Vibrant Communities F&V for a Nourishing School Food Environment



Signature Programs

- New Full Futures school food program: Investing \$5 million by 2025 to create a school food environment in which all students have the nourishment they need to thrive in school and in life

Program Pillars:

School Nutrition Mindset

Food Service Infrastructure

Nutrition Education

Procurement and
Menu Change

Partners:



Connecting people through food they love.
♥

Increasing Produce Consumption by Reducing Food Waste: Eat More, Waste Less

Rosanne Rust, MS RDN



Could pledging to waste less fruits and vegetables help increase consumption?

- A high portion of fresh fruits and vegetable purchased, are not consumed.
- Challenge: Pledge to waste less food, others will follow.



Connecting the Dots with Food Waste

- According to the UN World Food Program, if wasted food were a country, it would represent the 3rd largest producer of CO₂, after the US and China.
- In the United States, 60% of household food waste goes to landfills (emitting the greenhouse gas methane into the environment).



Food Waste & Food Insecurity



- Nearly a third of all food produced, is wasted.
- Food lost to waste doesn't just add methane to landfills, but the energy that produced, processed and transported the food is lost as well.
- Wholesome, safe food that is wasted can help feed hungry people.



Zero Waste Tips

- Plan and shop for what you need and have a plan for the fresh foods that are put into the grocery cart or farmer's market bag.
- Include canned and frozen fruits and vegetables.



Food waste happens in the kitchen

- Understanding how to store various fresh fruits and veggies can help save money and increase consumption, as they'll last longer.
- Consider a 2-week cycle of meal plans and basic recipes that include fruits and vegetables over worrying about that photo—ready fancy recipe!
- Consider food safety, Best By and Use By dates.

Connecting The Dots With Food Waste & Food Insecurity

What's in it for you?

- Money savings
- Better nutrition
- Increased awareness of household food waste helps connect more affluent consumers to the issues of food insecurity
- It feels good!



Resources

<https://fruitsandveggies.org/stories/about-the-buzz-certain-fruits-and-vegetables-should-not-be-stored-together/>

<https://fruitsandveggies.org/stories/storage-101/>



MESSAGING MASTERY

Communicating with conviction

STATE OF THE PLATE

The plates are unequal:
Feeding America estimates
that in 2021 1 in 8 people,
including 1 in 6 children are
food insecure

Fear/misinformation propels
and sells so we need to
dispel the misinformation
and propel consumers to
feel compelled to consume
produce

Customize to optimize is
important for the farmer,
food industry and
consumers

Ag-vocate for farmers,
scientists , processors and
grocers to help consumers
embrace the
#wealthontheshelf

Is your messaging platform
inclusive or exclusive?

CONFRONTATION OR COMMUNICATION

What are we up against?

Media/influencers/HCPs reinforce messages (good or bad) and strengthens public perception by repetition (re-tweets)

Accuracy, objectivity and sourcing may be lacking

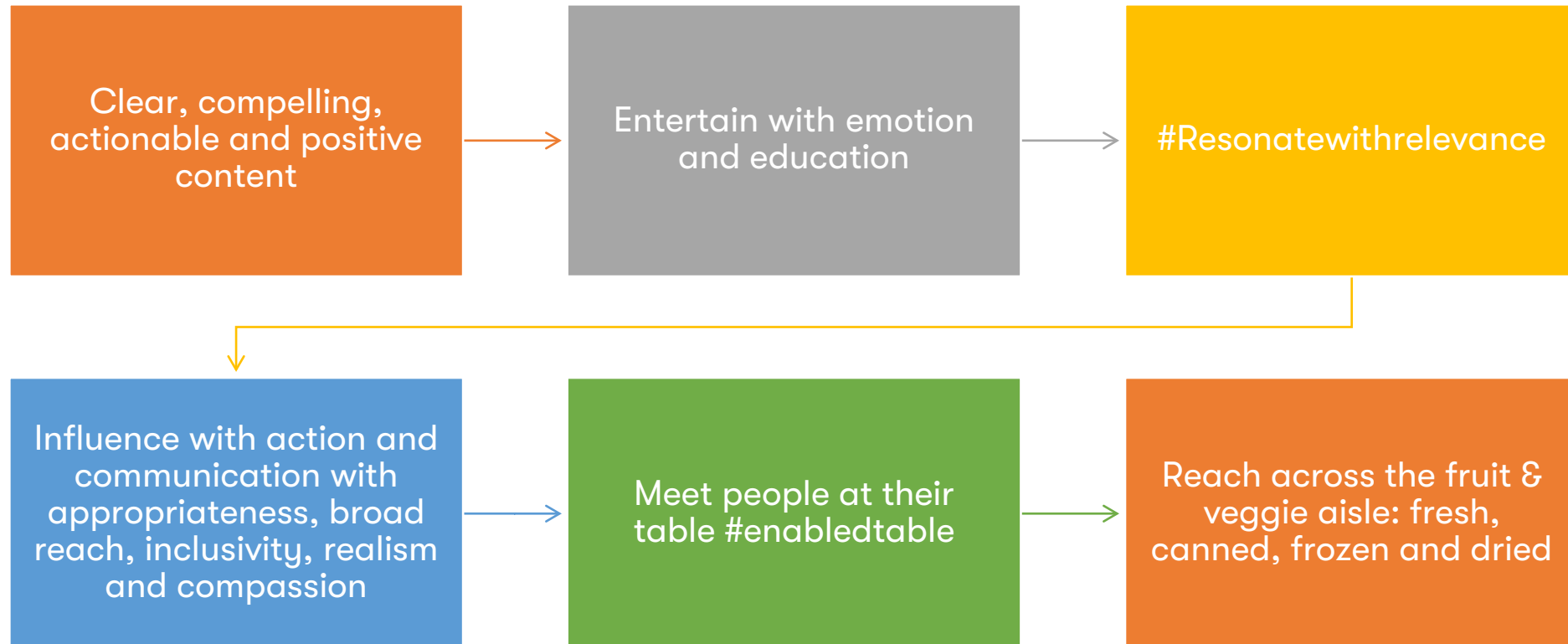
BUT- the public perception of agriculture/technology/industry is NOT necessarily understood or appreciated

Food scare and fear is a real concern for consumers

COVID has put a lid on business as usual and has necessitated new ways to educate and communicate

Are our messages relevant to many or only a few?

HOW TO ENGAGE NOT ENRAGE



AG AND INDUSTRY MESSAGING

Diversity in the plant for
resource and nutrient
preservation and shelf- life
conservation

Plant breeding strategies
that result in uniformity
increase efficiency and
minimize fruit and veggie
waste.
#moreyieldfromthefield

Optimizing color, taste and
texture to maximize
consumption #Brocrocks
#cauliflowerpower

Collaboration, cooperation,
innovation to result in
consumer activation
around fruit and veggie
trying and buying

Attain, maintain, sustain
food production and
nutrition security through
industry initiatives that
present opportunities in
farming and consumers
communities



CONSUMER ACTION PLAN

- Shop Smart
- Read Smart
- Store Smart
- Cook Smart
- #savethefood
- #Foodwaste warrior
- Accessibility, availability, affordability, culinary ability and desirability are key to optimizing produce intake on the plate



APP-TITUDE- Apps and Organizations That Connect

Grocery shopping apps:

AnyList

Mealtime

Imperfect Foods

<https://www.imperfectfoods.com/>

Too Good to Go

<https://toogoodtogo.com/en-us>

MisfitMarket

(create account) to connect people with inexpensive fruits & veggies

<https://www.misfitsmarket.com/>

Hungry Harvest

<https://hungryharvest.net/about>

Bell Institute of Food and Nutrition Food Waste Toolkit

<https://www.bellinstitute.com/en/resources/more-resources/food-waste-toolkit>



Q&A

JOIN THE MOVEMENT





have a
plant[®]
fruitsandveggies.org

Show your support by taking and sharing the Have A Plant[®] pledge at fruitsandveggies.org. While you're there, check out the useful resources to equip you with the tools you need to enhance your nutrition knowledge and empower consumers to enjoy more fruits and vegetables every day.

Follow PBH's social channels to keep up to date on all the insights and inspiration. #haveaplant

 @fruitsandveggies

 @fruits_veggies

 @fruitsandveggies

 Produce for Better Health Foundation



September is National Fruits & Veggies Month and each year we celebrate Have A Plant[®] during this monumental moment.

2022 is just around the corner, start planning now!

Find inspiration for keeping the celebration going with our 2021 National Fruits & Veggies Month Toolkit!



<https://fruitsandveggies.org/nfvmtoolkit>

A catalog of PBH's past webinars is available at fruitsandveggies.org/expert-professionals/webinars.

Continuing professional education units (CPEU) are available for live and pre-recorded webinars.



THANK YOU

We live at the center of produce,
partnership and passion.

**WE ARE SO HAPPY
YOU'RE WITH US!**

