



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

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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

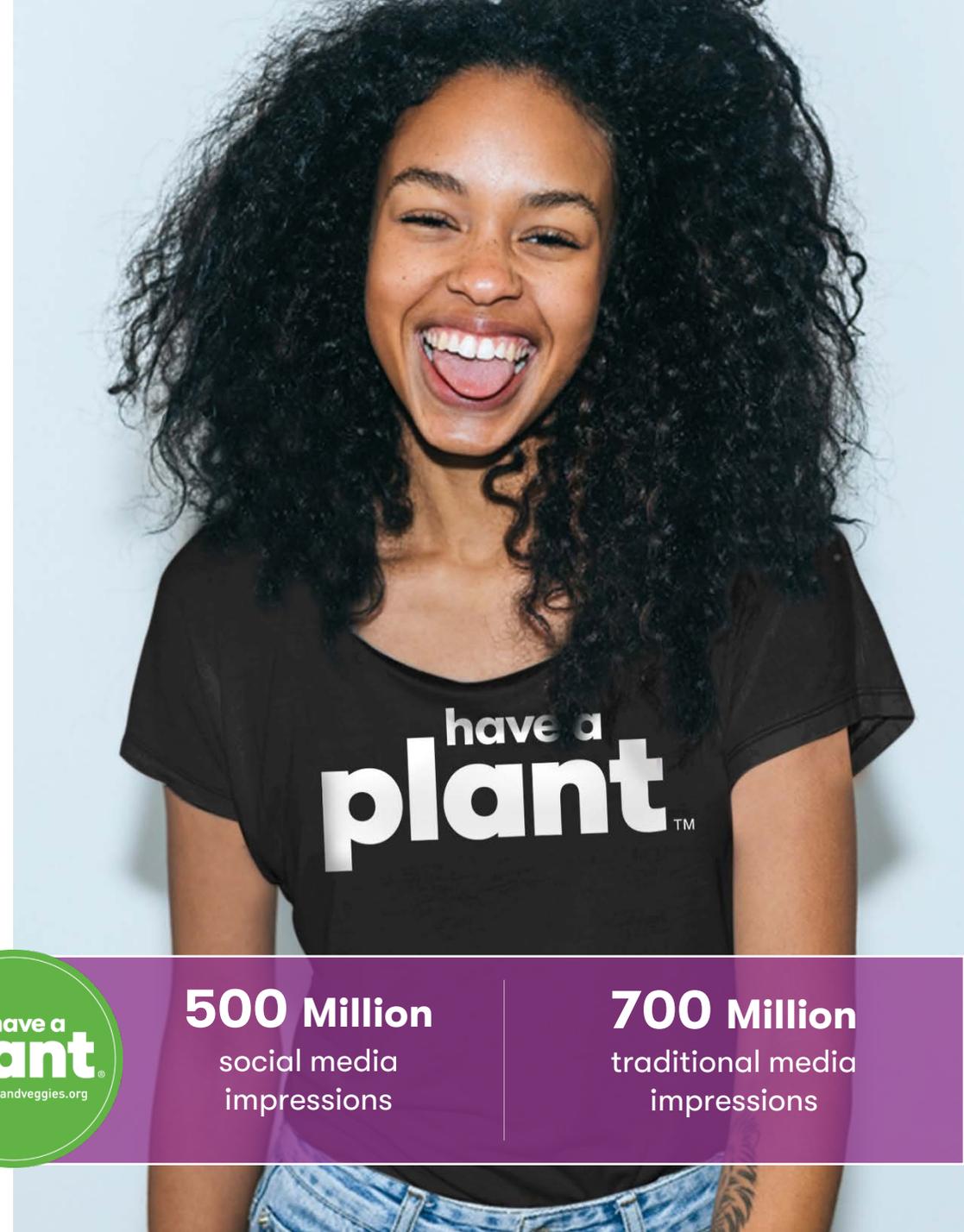
The award-winning **Have A Plant® Movement** is a way to inspire lasting behavior change by tapping into the emotional connection consumers have to the fruit and vegetable eating experience.

**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

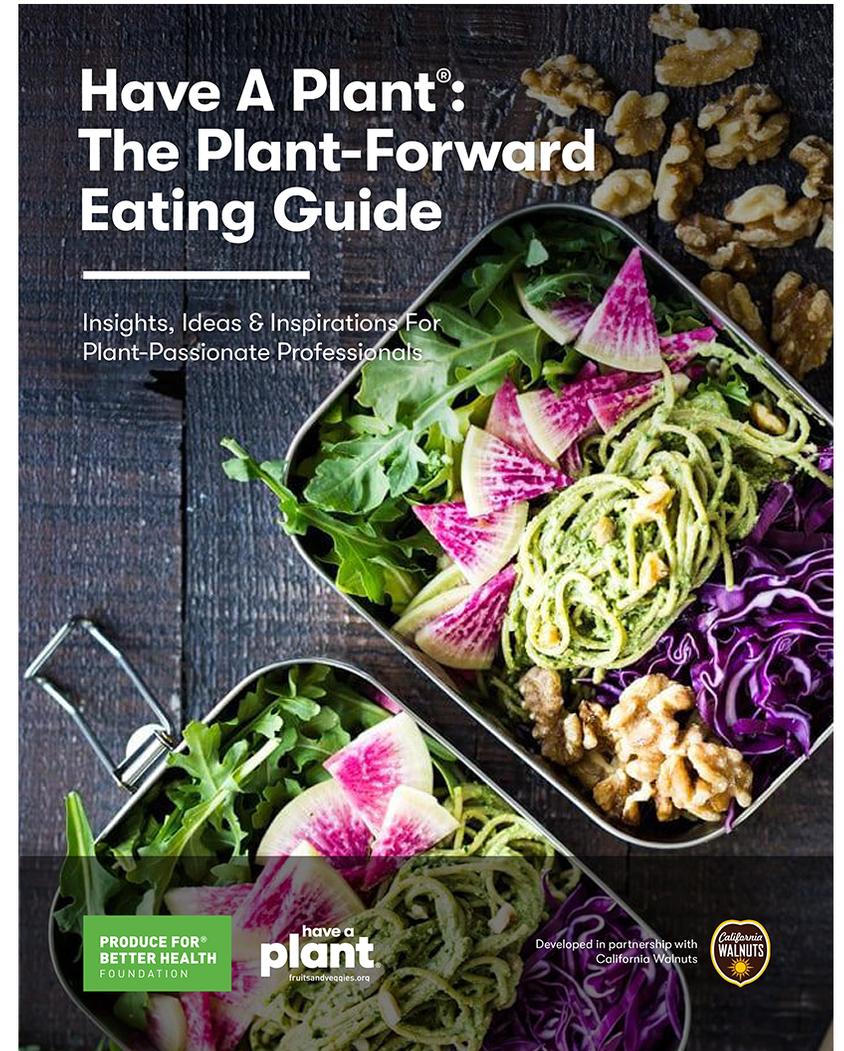
*Insights, Ideas & Inspirations for  
Plant-Passionate Professionals*

Find the guide at:

[www.fruitsandveggies.org/plantforwardguide](http://www.fruitsandveggies.org/plantforwardguide)

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

[www.fruitsandveggies.org/plantforwardtoolkit](http://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

f t e p

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

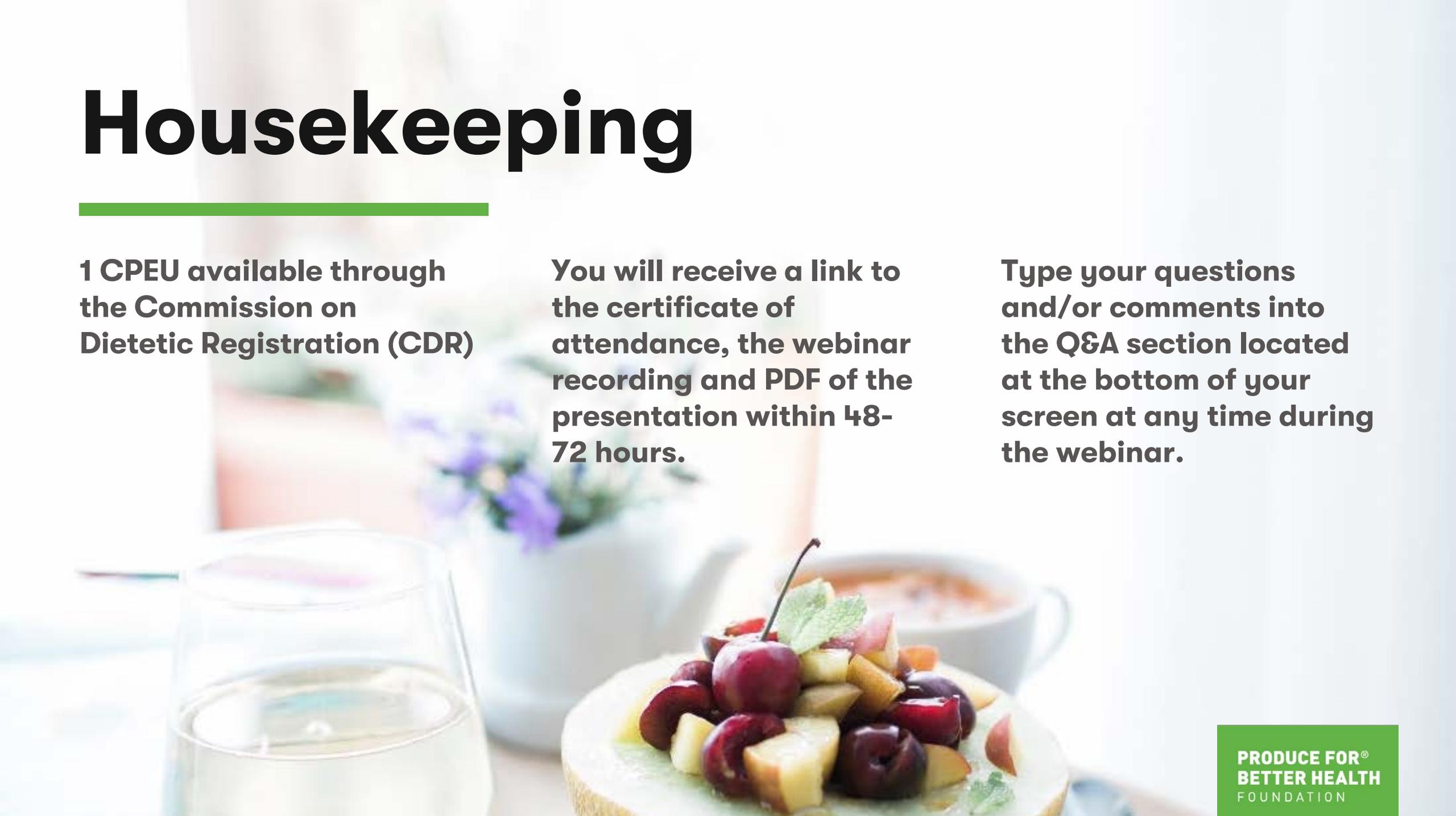
Consistent repetition will turn consciously eating more

For more information on the PBH State of the Plate research visit [www.fruitsandveggies.org/stateoftheplate](https://www.fruitsandveggies.org/stateoftheplate)  
Follow PBH on social media for plant-packed inspiration. #haveaplant

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

plant

# 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

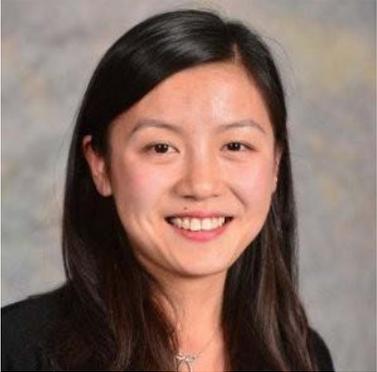
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Nicole Rodriguez, RD  
Owner  
**Enjoy Food. Enjoy Life.**

# TODAY'S SPEAKERS

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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*

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

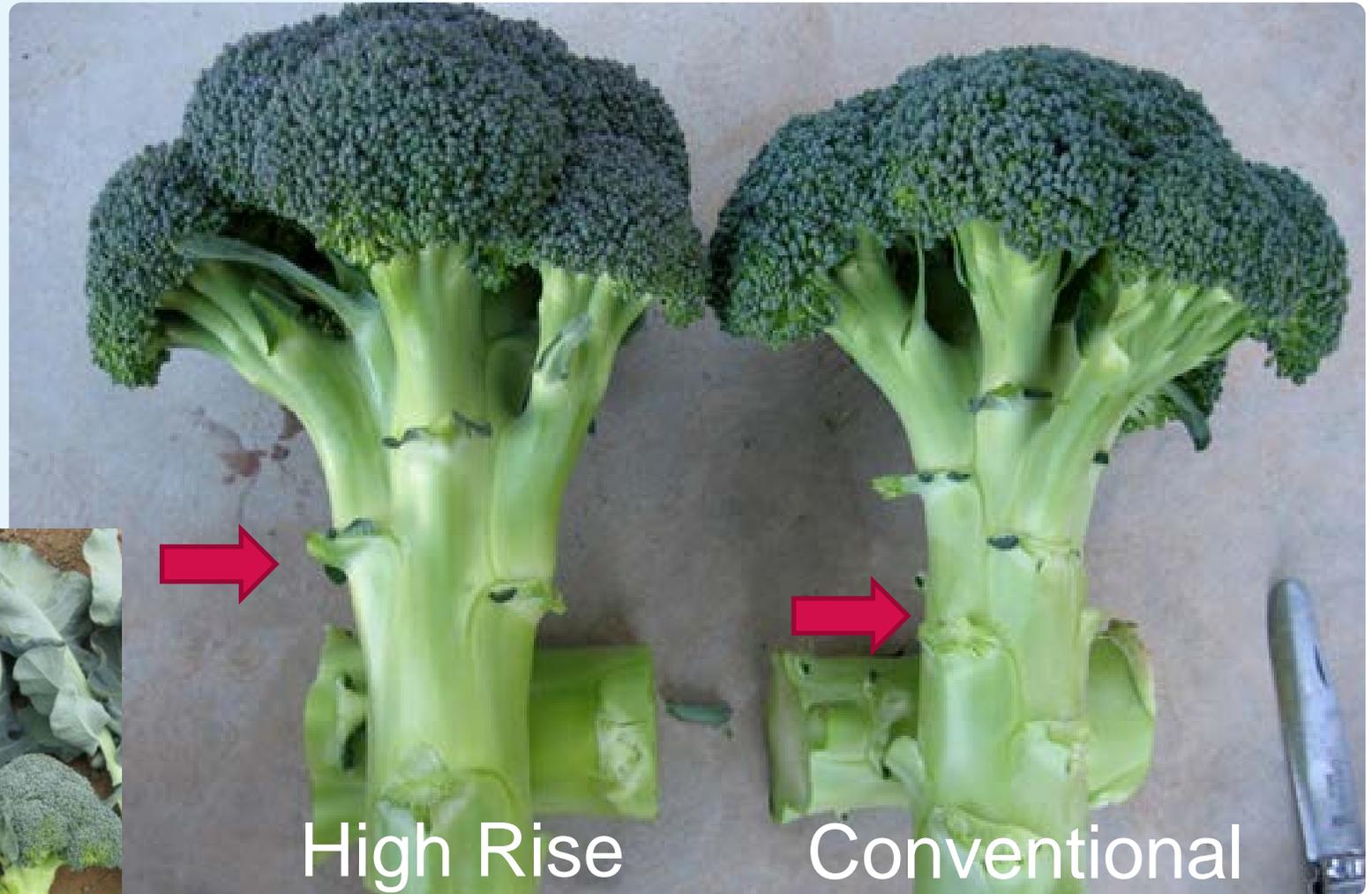


# Improved harvest uniformity





**Firm heads  
and tender  
stems**





**Stay white  
longer post-  
harvest**

Conventional



Curdivex

*/// Vegetables*  
by Bayer



*Thank you.*



 **Seminis**



 **De Ruiter**



# 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 Early Years

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*Campbell's*

Connecting people through food they love.  
♥

# Campbell Today

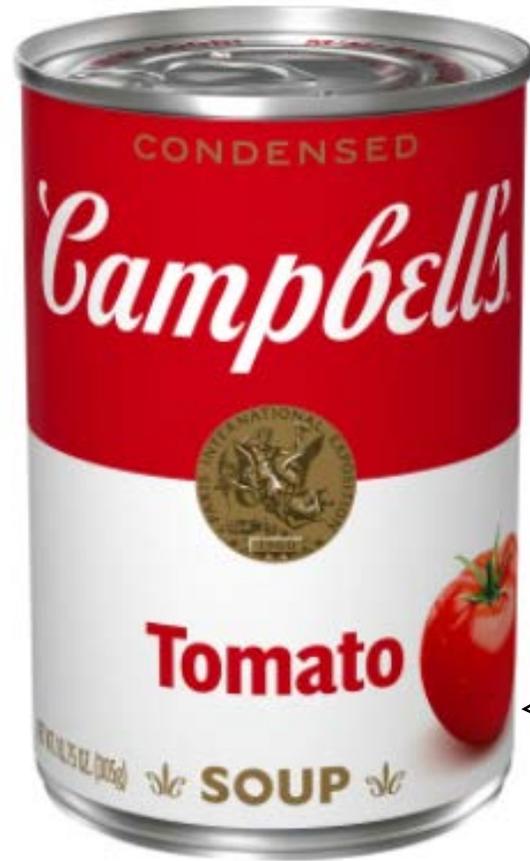
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Connecting people through food they love.



# 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.



# 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



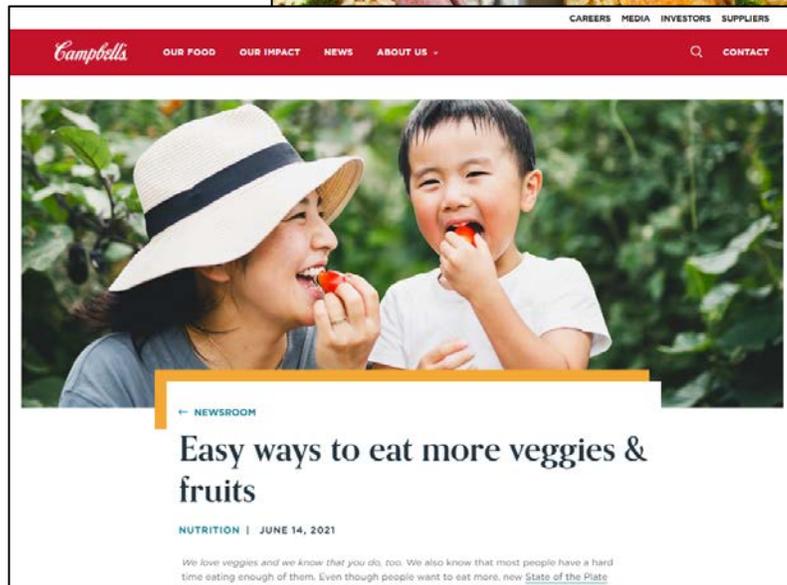
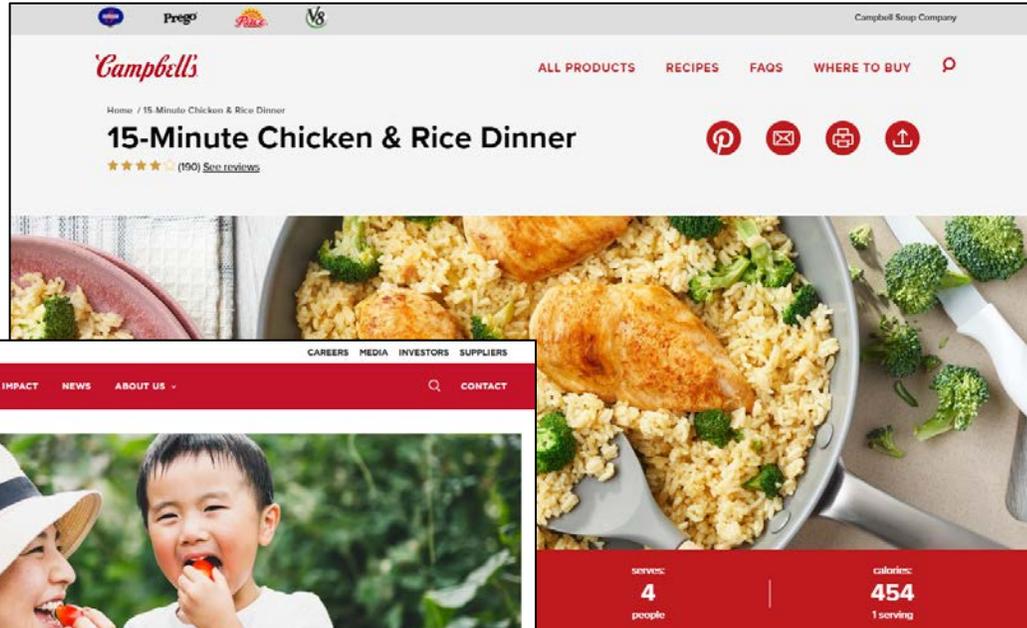
*Campbell's*

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.





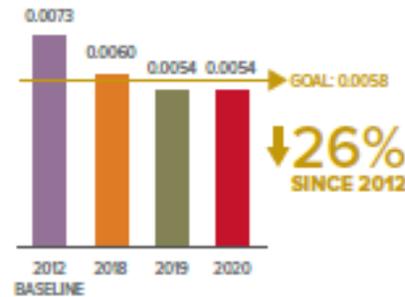
# Healthy Environment F&V Availability through Sustainable Agriculture



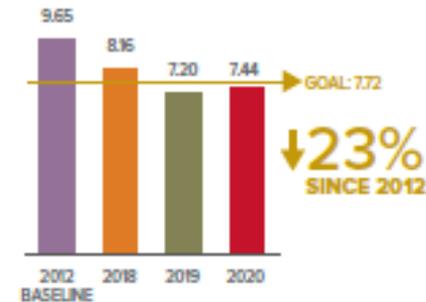
## Programs and technology to promote resilience

- 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

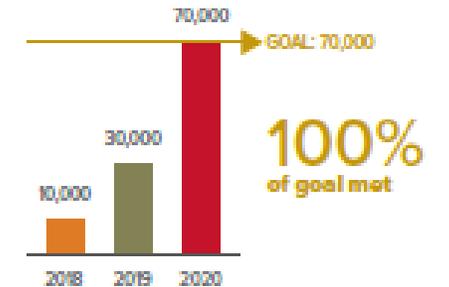
**GHG EMISSIONS**  
(tonnes CO<sub>2</sub>e/short ton of tomato)



**WATER USE**  
(gallons/pound of tomato)

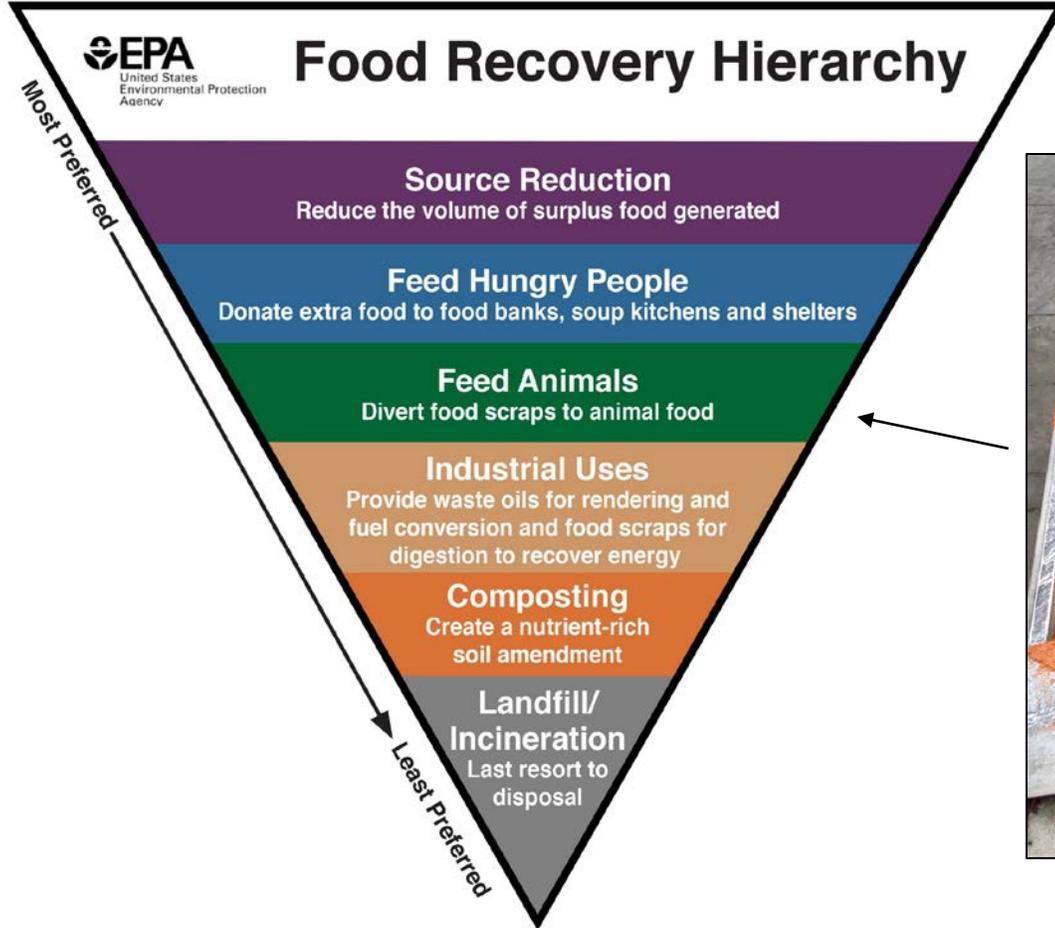


**ACRES ENROLLED IN FERTILIZER OPTIMIZATION PLAN**





# 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

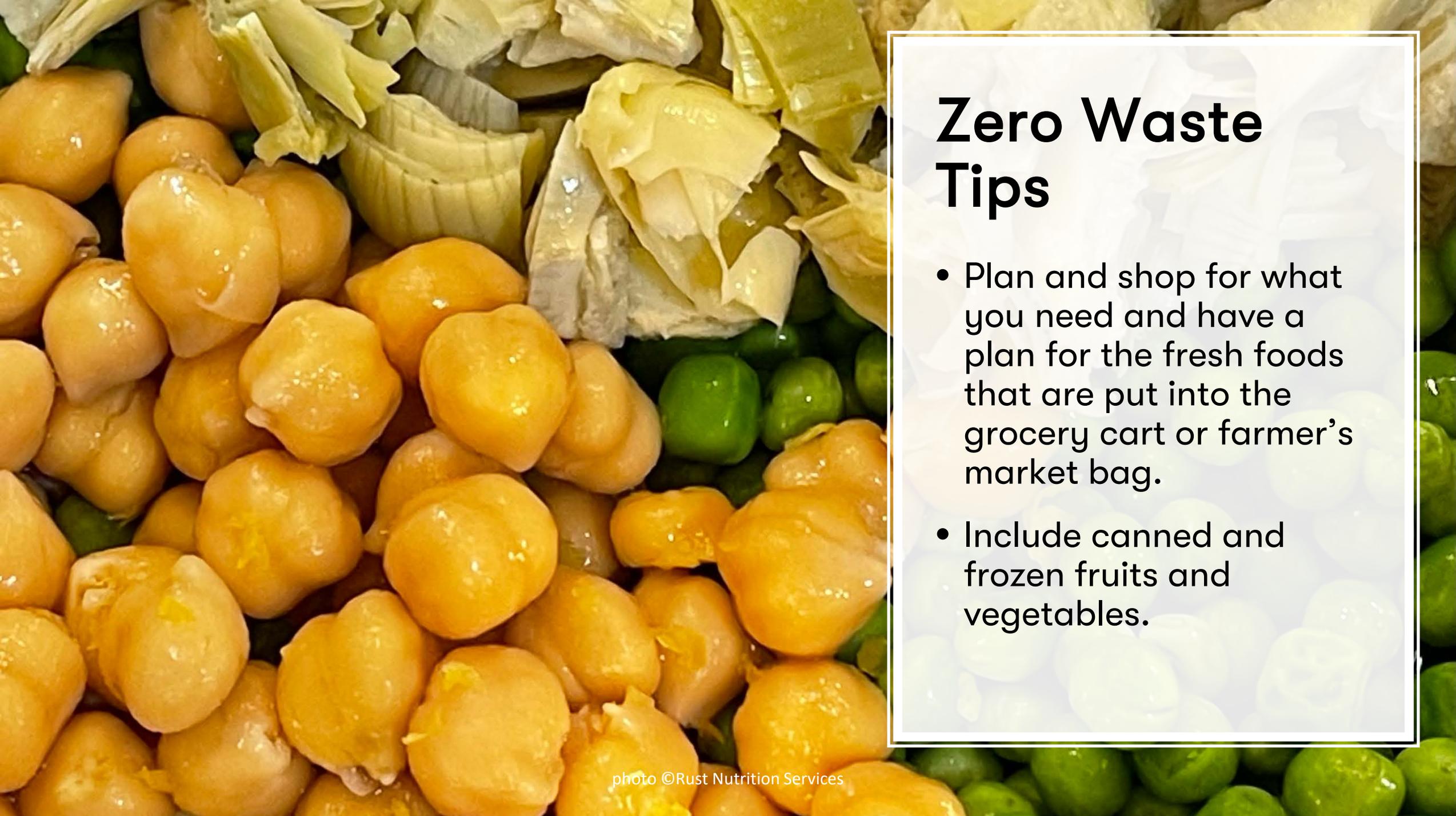
- According to the UN World Food Program, if wasted food were a country, it would represent the 3rd largest producer of CO<sub>2</sub>, after the US and China.
- In the United States, 60% of household food waste goes to landfills (emitting the greenhouse gas methane into the environment).



# 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.

A close-up photograph of a bowl containing chickpeas, green peas, and artichoke hearts. The chickpeas are in the foreground, appearing glossy and yellowish-orange. The green peas are scattered throughout, and the artichoke hearts are in the background, showing their characteristic layered structure.

# 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

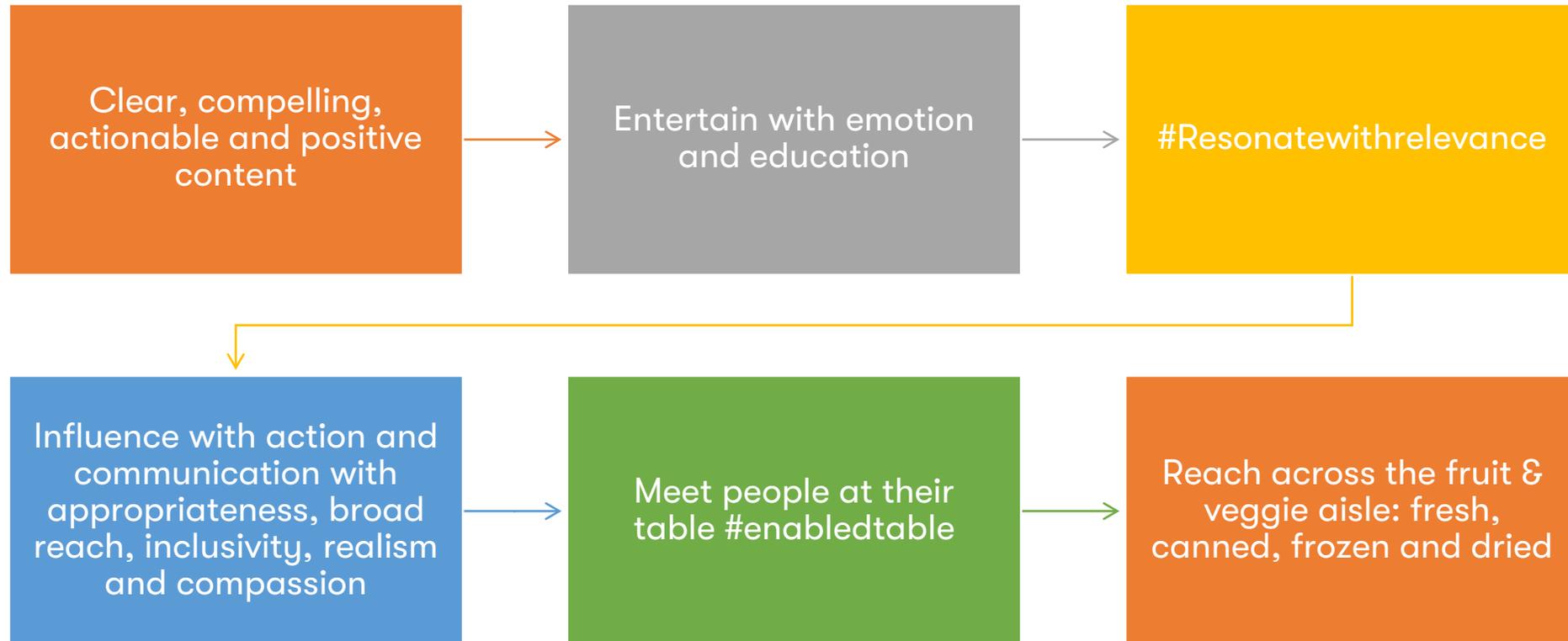
BUT- the public perception of agriculture/technology/industry is NOT necessarily understood or appreciated

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**<sup>®</sup>  
fruitsandveggies.org

Show your support by taking and sharing the Have A Plant<sup>®</sup> pledge at [fruitsandveggies.org](https://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<sup>®</sup> 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](https://fruitsandveggies.org/expert-professionals/webinars).**

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



# THANK YOU

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

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

