

2022 PBH
**EDUCATION &
ENGAGEMENT
OPPORTUNITIES**

Creating happier, healthier lives
by inspiring consumers to eat and
enjoy more fruits and vegetables





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ABOUT PBH & THE HAVE A PLANT® MOVEMENT

PRODUCE FOR®
BETTER HEALTH
FOUNDATION

**Produce for Better Health Foundation is THE ONLY
501(c)(3) charitable non-profit organization committed
to increasing fruit and vegetable consumption for
America's health and happiness.**

We do this by delivering best-in-class consumption research and consumer insights; providing consumer and influencer inspiration and education; and convening critical stakeholders necessary to elevate fruit and vegetable consumption to a national priority.



PBH's award-winning Have A Plant® Movement reaches millions of consumers each day with information and inspiration that makes eating fruits and vegetables exciting, enjoyable and achievable.



OUR COMMUNITY



We reach 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 omnichannel digital ecosystem, which includes fruitsandveggies.org, social media channels and e-newsletters.



1,001,400

Facebook Followers



22,500

Instagram Followers



61,000

Twitter Followers



365,000

Average Monthly Website Visitors



29,000

Influencer Newsletter Subscribers



54,000

Consumer Newsletter Subscribers

OUR HAVE A PLANT® INFLUENCER NETWORK

We have the relationships, platforms and networks you need to create meaningful connections with those who inspire new fruit and veggie eating behaviors and purchase decisions for Millennial and Gen Z consumers, shoppers and diners. Our diverse Have A Plant® Influencer Network includes 300+ plant-passionate advocates spanning four major points of influence:

POINT-OF-SALE

Retail dietitians are trusted, credentialed advisors who inspire health and happiness at retail.

POINT-OF-FLAVOR

Culinary educators, chefs and foodservice leaders set consumption trends at national and regional restaurant chains, contract foodservice operations and campus dining programs.

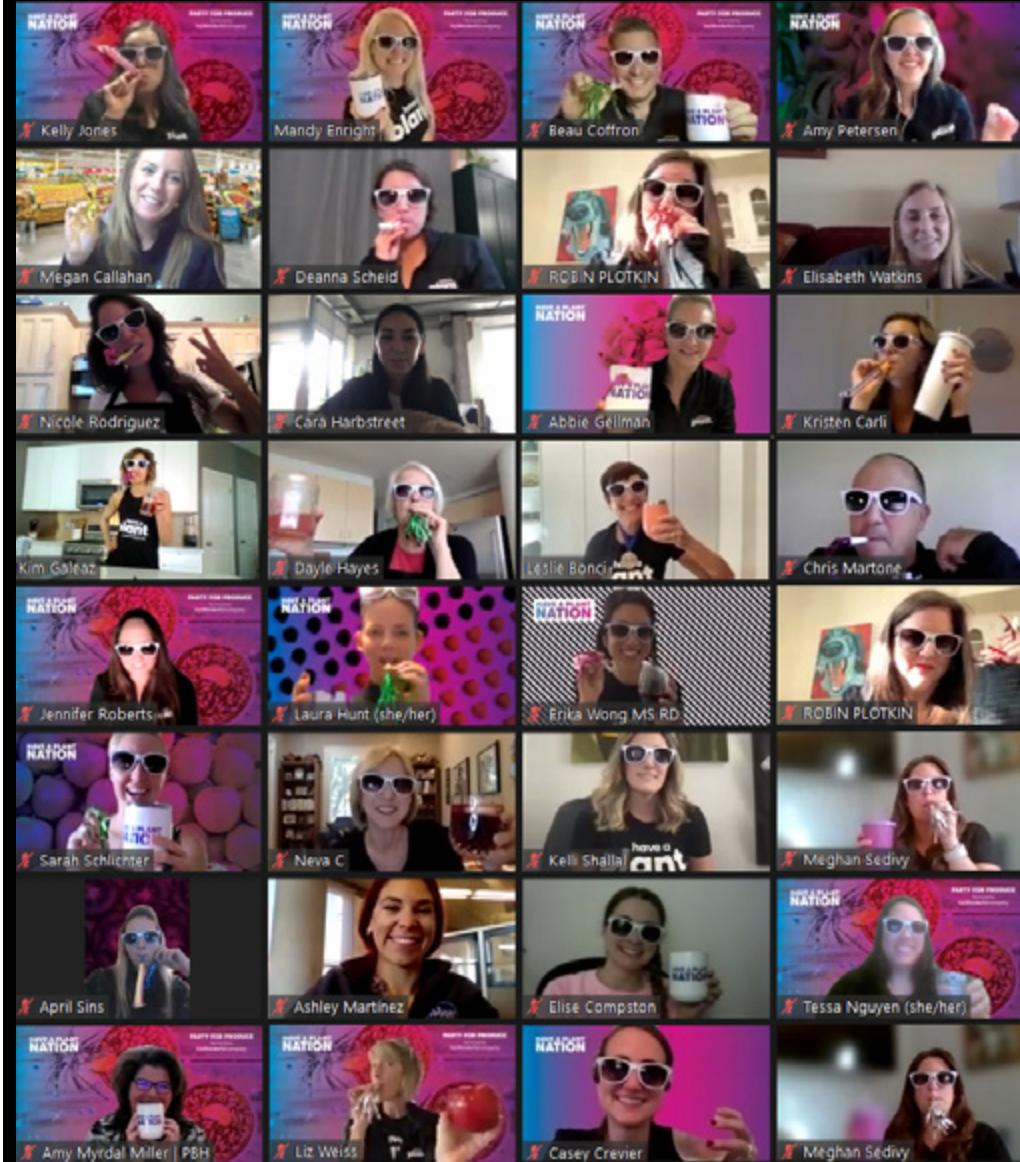
POINT-OF-INSPIRATION

Expert lifestyle, nutrition, fitness and agriculture communicators create cravings and amplify messaging on a broad spectrum of digital and social media platforms.

POINT-OF-AWARENESS

Trendsetting journalists and food editors determine newsworthy information and disseminate facts through trusted consumer media outlets, such as tv, radio, podcasts and online and print publications.

MEET OUR HAVE A PLANT® INFLUENCER NETWORK!



2022 QUARTERLY CONTENT CAMPAIGNS

Turn your moment into momentum.

Our centralized editorial themes unify messaging and build momentum for PBH Partner and Have A Plant® Ambassador content to shine bright within our digital and social media ecosystem.

Q1: “PLANT-ENTIONS”

Set positive plant-entions for the New Year! It's as easy as incorporating your favorite fruits and veggies into a variety of diet plans to support overall health and immunity.



Q2: FOOD ROOTED IN A BETTER MOOD®

Fruits and veggies can lift your spirits! There can be immense joy in the sweet-tasting, healthy eating experience of fruits, and smart satisfaction associated with the success of preparing vegetables as a meal, or as part of a meal.



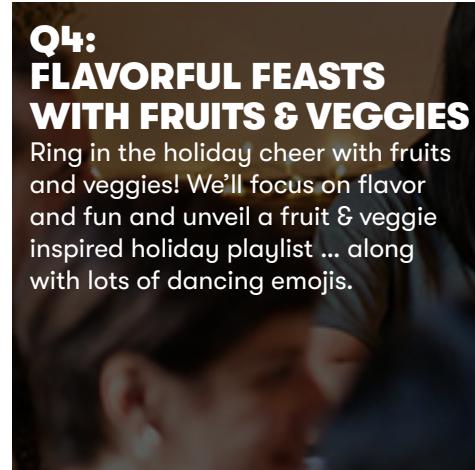
Q3: CELEBRATING THE ROOTS OF OUR FOOD

Farmers and growers work tirelessly to bring produce to Americans' tables to fuel health and happiness. We salute their extraordinary efforts every day, and especially during National Fruits & Veggies Month (September), a plant-packed celebration of America's favorite and most flavorful plants!



Q4: FLAVORFUL FEASTS WITH FRUITS & VEGGIES

Ring in the holiday cheer with fruits and veggies! We'll focus on flavor and fun and unveil a fruit & veggie inspired holiday playlist ... along with lots of dancing emojis.



PBH SIGNATURE EVENTS

Our signature events showcase the undeniable power of collaboration and connectivity from industry to influencer – and ultimately, THE CONSUMER



"The only way to shift consumption behaviors is through collaboration. This conference has the right people in the right place to do so. Change begins here."

– Bil Goldfield, Director of Corporate Communications
Dole Food Company and 2019 PBH VP Chair of the Board
In reference to The Consumer Connection

The Consumer Connection Conference

Join us at THE PLACE where produce industry stakeholders, food system thought leaders, and top-tier consumer influencers UNITE to advance the food dialogue and elevate fruit and vegetable consumption to a national priority.

[LEARN MORE ABOUT THE EVENT](#)

SPONSORSHIP DETAILS:

For those seeking thought leadership, influencer engagement, educational and/or product promotion opportunities, this event is a powerful all-in-one marketing tactic. Sponsors will have the opportunity to:

- **Demonstrate thought leadership** through a full audience general session address
- **Gain business-boosting insights** through immersive educational experiences
- **Build and diversify your network** in an intimate environment and conduct your own pre-scheduled 1:1 business meetings
- **Showcase your product or commodity** in captivating plant-FIRST culinary experiences that build upon top food trends
- **Boost your brand visibility and expand your reach** in real-time with an on-site social media activation, led by a handpicked Have A Plant® Ambassador

[VIEW CONSUMER CONNECTION SPONSORSHIP OPPORTUNITIES](#)

Fresh Concepts Event

Experience the culinary and foodservice leader engagement event that offers opportunities to share key messages, collect business and industry insights, and develop deeper relationships with those who influence future product development and menus across America's foodservice industry.

SPONSORSHIP DETAILS:

PBH hosts a select group of influential VIPs, including culinary leaders, menu R&D professionals, and nutrition, sustainability, and food safety executives who influence purchasing decisions across large national brands, smaller regional chains, contract foodservice operations, and campus dining programs. During the experience, VIPs will participate in:

- **Field and facility tours**
- **Hands-on culinary experiences**
- **Intimate group discussions** focused on the unique challenges and needs of the foodservice industry
- **Exhibit exploration** during The Foodservice Conference – all from the heart of agriculture within Salinas Valley

[VIEW FRESH CONCEPTS SPONSORSHIP OPPORTUNITIES](#)



Retail Ambassador Immersion Event

Build fruitful relationships and introduce new (and future) products with 20+ trusted, credentialed retail dietitians leading health and wellness promotions at Kroger, Hy-Vee, Wegmans, Wakefern, Giant Food and more.

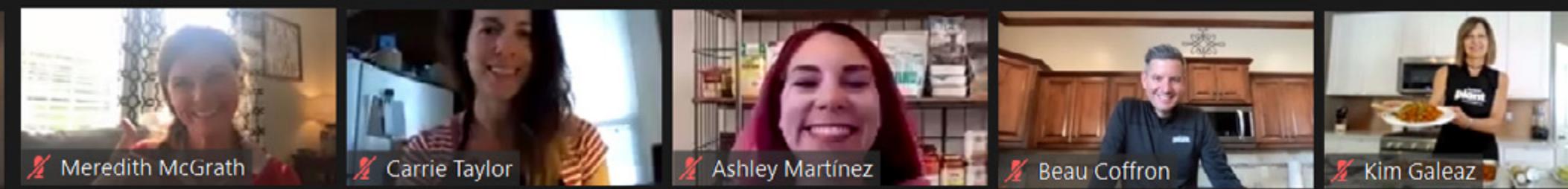
SPONSORSHIP DETAILS:

Sponsors of this signature event will have an opportunity to:

- **Build fruitful relationships** with those who influence shopper decisions at the point-of-sale in more than 10,000 stores across America
- **Gain business and shopper insights** to drive marketing decisions
- **Inspire produce-centric promotions and shopper engagements** — in-store, virtually and via e-commerce platforms
- **Distribute key messages, educational content and turnkey tools to support in-store retail promotions**
- **Showcase your Global Produce & Floral Show exhibit** during our direct-to-consumer coverage on PBH's social media channels

More details about this event will be shared
in early 2022. Stay tuned!



A large central image of a chef with white hair and a warm smile. He is wearing a white chef's coat over a black apron. The apron has the word "Duda" printed on it along with some smaller text. He is positioned in a kitchen setting with wooden cabinets and a window in the background.

"By helping empower these influencers with more fruit and veggie content, we're able to reach a much broader audience and get the message out to more consumers to eat more produce."

-Anonymous PBH Education & Trainings Sponsor

PBH EDUCATION & TRAININGS

Arm PBH's Have A Plant® Ambassadors with high-value tactics and tools for consumer engagement around your product and messaging

NEW Have A Plant® Ambassador Training & Activation Guide: \$15,000

Arm trusted lifestyle and nutrition communicators with high-value tactics and turnkey tools that excite and educate consumers about your product and/or commodity.

SPONSORSHIP DETAILS:

- **Collaborate with PBH to develop a 1-hour training session** that will arm consumer-facing Ambassadors with high-value tactics and tools for online engagement
- **PBH will invite up to 25 strategically-selected Ambassadors to training session** and provide end-to-end management of registration, attendee lists and Zoom platform
- **PBH will develop and design a co-branded Have A Plant® Activation Guide** with sponsor's key messaging, content, and tools for attendees to utilize post-training.
- **One sponsor-selected recipe or content piece** from training will be featured on fruitsandveggies.org, with a cross-link to your member profile page for optimal reach and maximum searchability
- **Analysis and submission of content for continuing professional education credits** to the Commission on Dietetic Registration (CDR)
- **Post-training performance report** with key insights and analytics



NEW Have A Plant® Ambassador Activation Kit: \$10,000

Drive loyalty and engagement for your product or commodity among our Have A Plant® Ambassadors by arming them with compelling ideas to generate their own content, programs and/or promotions surrounding PBH's compelling quarterly themes.

SPONSORSHIP DETAILS:

- One recipe + image
- Up to three talking points included in key messages, social posts, infographic, usage ideas, shopping and storage tips, and/or how-to tips & hacks
- One usage tip and/or promotional idea (can be customized for retail)
- One video (how-to select or prepare, agriculture segment, etc.)
- One product or commodity featured as a seasonal highlight
- Prominent brand and logo recognition on front cover
- Distribution to full Have A Plant® Influencer Network
- Up to 3 sponsors per toolkit

A LA CARTE ADVERTISING:



1/4 Page:
\$500



1/2 Page:
\$800



Full Page:
\$1,000

HAVE A PLANT® ACTIVATION KIT WINTER 2022

“Plant-entions”

Plant-entions
The Behavioral Science Of Increasing
Fruit & Veggie Consumption

Share The Have A Plant® Love
Ideas & Inspiration

What's In Season?
Fruit & Veggie Highlights

Retail Roundup
Plant A Plant-ention

Dial Up The Delicious
Make It Easy To Love Fruits & Veggies
With Powerful Produce Pairings

NEW PBH Expert Webinar Series: \$6,000

Dig deeper into elusive topics that stifle fruit and vegetable consumption!

SPONSORSHIP DETAILS:

- Our new educational platform hosted by our extended team of food science, nutrition, and consumer behavior research experts
- Each quarterly episode will prepare our Have A Plant® Influencer Network as well as other food, nutrition, health and wellness professionals to support consumers in a dynamic, data-driven approach
- Opportunity to showcase your thought leadership through a 1-minute intro video or up to 3 minutes speaking time
- Prominent brand visibility through omnichannel promotion featuring your logo
- On-demand webinar recording added to PBH's virtual education library on fruitsandveggies.org for continuous access
- Anticipated Reach: 600-1000 registrants, 300-600 attendees



Have A Plant® Ambassador Promotional Mailing: \$5,000

Arm our Have A Plant® Ambassadors with your product to generate buzz and boost brand love on social media and beyond.

SPONSORSHIP DETAILS:

- Send promotional products and fun swag** with inspiring content and recipes to our Have A Plant® Ambassadors to share, post and promote on our Have A Plant® digital ecosystem
- Strategically curate your mailing** to share new products, key messaging, innovative culinary techniques, and/or turnkey tools that equip passionate Ambassadors with information to share with their unique consumer base
- Accompanying email blast** to build anticipation and spread the good news about your new product, recipes and tools
- Fully managed communications before, during and after** to verify mailing information, as well as provide a post-mailer report, with feedback and social media highlights

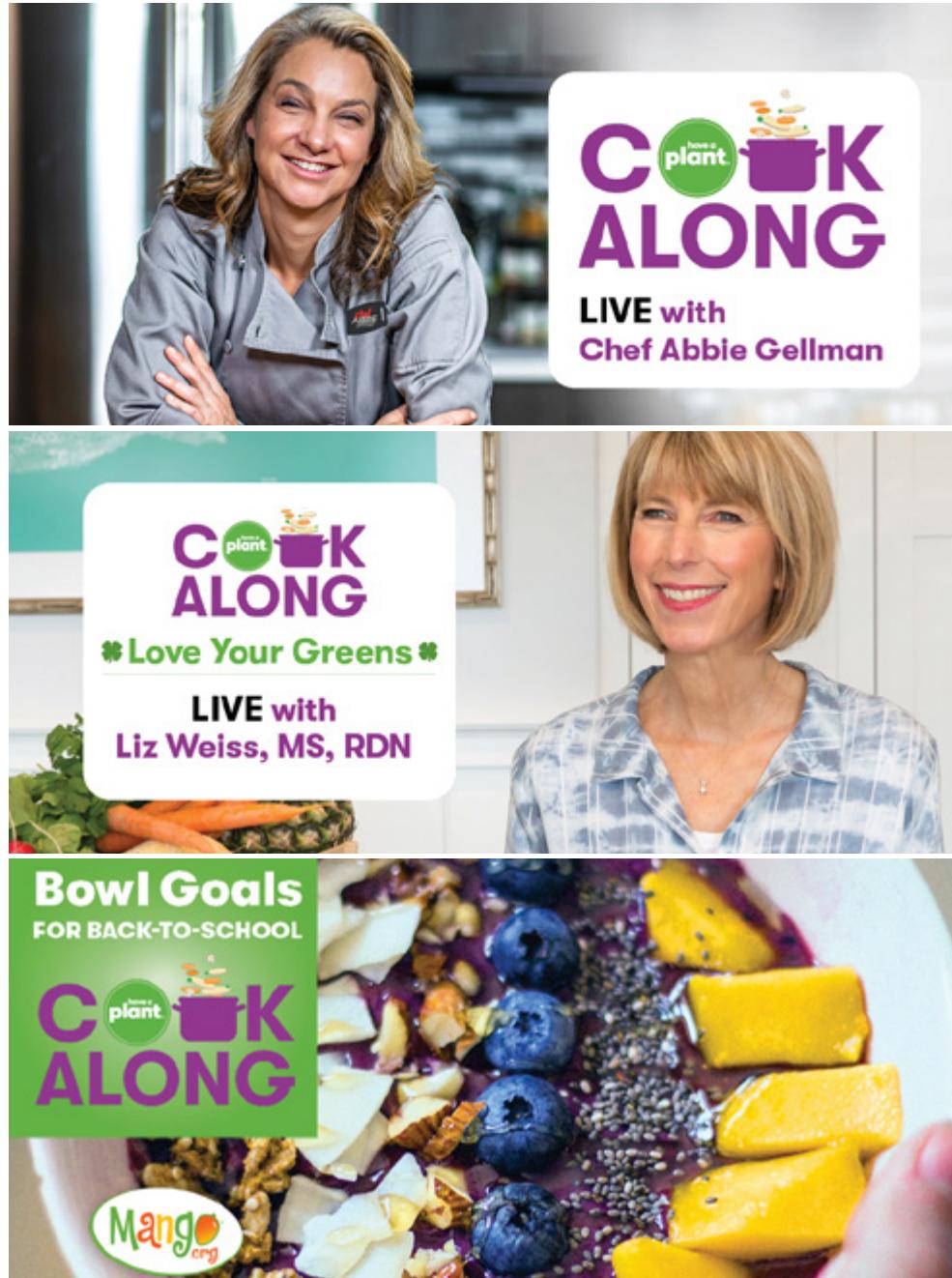


Have A Plant® Cook Along: \$10,000

Entice consumers with a live virtual cooking demonstration hosted by one of our Have A Plant® Ambassadors!

SPONSORSHIP DETAILS:

- Collaborate with a strategically-selected Have A Plant® Ambassador to host a 30-minute cooking demonstration or tasting experience to entice consumers with your favorite recipe, while sharing key messaging around your product or commodity
- Omnichannel promotion to our Have A Plant® Influencer Network, 54,000+ consumer and influencer opt-in subscribers, and 1+ million social media followers
- Your recipe will be added to PBH's high-traffic recipe database on fruitsandveggies.org, with a cross-link to your member profile page for optimal reach and maximum searchability
- Share key messages, recipes, shopping list and other demo-relevant content on fruitsandveggies.org/cookalongs
- Receive post-demo performance report with key insights and analytics



Health & Wellness Professional Webinar: \$7,500

Educate consumer-facing health and wellness professionals, and infuse a trusted voice into your content strategy.

SPONSORSHIP DETAILS:

- **Collaborate with PBH to develop a relevant cutting-edge 1-hour webinar**, promoted to more than 29,000 food, nutrition and health professionals as well as consumer influencers
- **Highlight diverse topics** — research, trends, product innovations, culinary inspirations and more
- **Ask the audience** one post-event survey question and one live poll question during the webinar
- **Full-scale promotion** with customized promotional graphic for amplification on PBH social media channels and in influencer e-newsletter
- **Analysis and submission of webinar content for continuing professional education credits** with the Commission on Dietetic Registration (CDR)
- **Post-webinar performance report** with key insights and analytics, including registration and attendee lists
- **On-demand webinar recording added to PBH's virtual education library** on fruitsandveggies.org for continuous access
- **Post-webinar attendee survey**, tailored to gauge interest and expectations of your webinar
- **Anticipated Reach:** 600-1000 registrants, 300-600 attendees





DIGITAL & SOCIAL MEDIA CONTENT AMPLIFICATION

Inspire Millennial and Gen Z consumers in an immersive fruit & veggie culture

How do you ripen a green Bartlett pear?

FroZEN Food MONTH MARCH 2021

Don't just be heart healthy Be heart happy

Cool Down Your Summer & Keep Hydrated With 100% Fruit Juice

NEW Social Media Post & Prize Drop: \$3,000

Create a social buzz among our plant-passionate followers around your product or commodity!

SPONSORSHIP DETAILS:

- Consumer contests are proven to increase product awareness by incentivizing trial and engagement
- PBH will amplify your contest and/or help you develop and coordinate a creative and concise contest that excites consumers about your brand or product with incentives and/or prizes
- Post topic can be trivia or challenge focused, and will include #haveaplant as well as your @account and #hashtag
- PBH will randomly select up to 3 winners and coordinate with your team to distribute incentives or prizes supplied by your organization

GIVEAWAY

2 \$100
VISA GIFT
CARDS

FROM:



LETTUCEINFO.org

Everything you need to know about lettuce.



NEW Branded Advertising

Prominently feature your brand to boost consumer, influencer and industry awareness!

E-NEWSLETTER DISPLAY AD: \$800

- Drive users to your channel by including your url with selected graphic
- Consumer newsletter subscribers: 54,000; open rate: 10.7%
- Influencer newsletter subscribers: 29,000; open rate: 10.6%

BANNER AD ON FRUITANDVEGGIES.ORG: \$1,500

- Drive users to your channel by including your url with selected graphic
- Ads run for a one-month period
- 365,000 average monthly visitors
- 110,000 anticipated minimum impressions

The screenshot shows a smoothie bowl recipe titled "Frutti Smoothie Bowl" by Danielle Hayes. The recipe includes instructions and a list of ingredients: frozen fruit, banana, yogurt, and vanilla extract. It also features a graphic for "It's NATIONAL APPLE MONTH" with the text "Arctic® Apples Are Ready To Celebrate With Orchard Freshness That Lasts Longer!" and the Arctic logo.

The screenshot shows the header of the PBH Connection Influencer Newsletter. It features a collage of various healthy food dishes and the text "Influencer Newsletter". Below the header is a photo of a woman in a pink t-shirt standing in a kitchen.

The screenshot shows an article from the PBH Connection newsletter. It features a photo of a pear and a can of pears. The headline reads "Ripe & Ready" and the subtext says "Choose U.S. grown canned pears for the delicious flavor and high quality." A "Get the Recipe" button is visible.

The screenshot shows the header of the PBH Connection Consumer Newsletter. It features a collage of various healthy food dishes and the text "Consumer Newsletter". Below the header is a large "have a plant." logo.

The screenshot shows an article from the PBH Connection newsletter. It features a photo of a person in a field and a close-up of a bowl of food. The headline reads "Healthy for the world, healthy for business." A "Learn More" button is visible.

“Own The Moment” Content Campaign: \$25,000

Owning the moment by infusing your content into a fully integrated month-long marketing campaign.

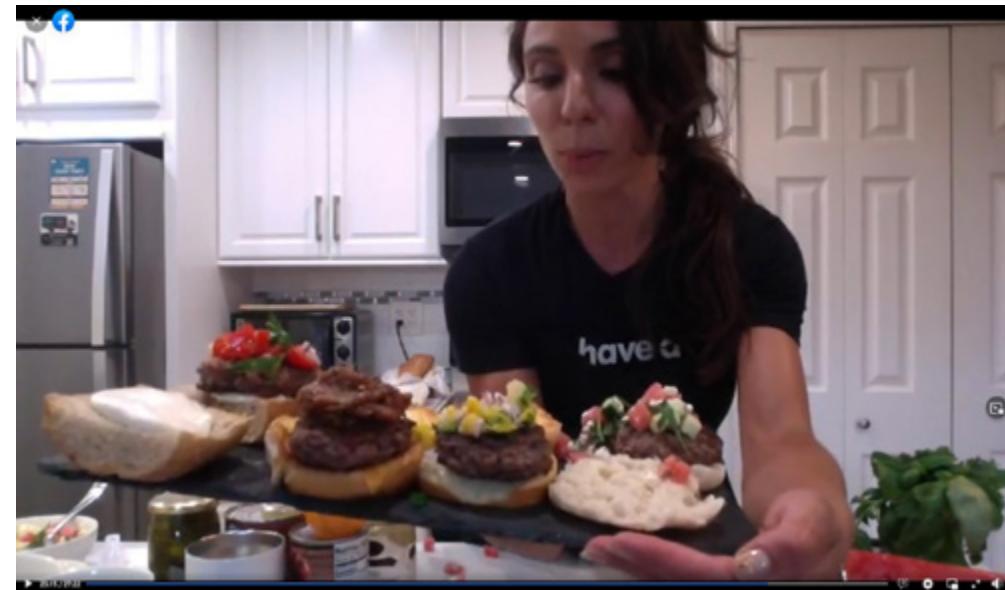
SPONSORSHIP DETAILS:

- Exclusive Content Series** featuring a collection of up to 7 recipes, articles, expert advice Q&As, infographics and/or videos
- Exclusive Have A Plant® Ambassador-hosted Cook Along** featuring a recipe demonstration, topic of choice, key messaging, insights and metrics surrounding your product
- Handpicked Have A Plant® Ambassador-authored editorial piece** highlighting the benefits of eating a fruit or vegetable of choice and a featured recipe
- Thought leadership editorial piece** authored by Wendy Reinhardt Kapsak, MS, RD, PBH President & CEO, centered around your fruit or vegetable and its significant role in a healthy lifestyle
- Dedicated email blast** to 54,000 consumer and influencer opt-in subscribers featuring your curated content collection, and an invitation to your exclusive cook along
- 500,000** anticipated minimum impressions



A New Way To Love Fruits & Veggies:
Beefing Up Your Burgers!

By Wendy Reinhardt, Kapsak



Fruitandveggies

Paul partnership with beefcheckoffrdn

Fruitandveggies. Sponsored as part of the #HaveAPlantCookAlong and sweet summertime, we're gathering around the grill to celebrate this month's theme: fruits & veggies + beef. Beef burgers are a nutrient-rich protein base for vibrant vegetables and flavorful dressings, making it easy to pack more nutrition into every delicious bite. #BeefUpYourBurger with fresh takes and recipe inspiration at the link in bio. #BeefUpYourBurger #BeefUpYourBurgers #BeefUpYourBurgers #BeefUpYourBurgers #BeefUpYourBurgers

@BeefUpYourBurgers

View Insights

17 Likes

1 Comment

Post



Fruitandveggies

Wendy Rodriguez, RD, RD, LDN, President and CEO, is serving up lots of flavor and lots of fun all over Instagram! How is that even possible, you might ask? With burgers. There's a perfect vehicle for adding fruits and veggies to create a nutrient-powderhouse and awesome flavor explosion. Give a scoop + her smart tips a try in the comments below! #BeefUpYourBurger #BeefUpYourBurgers #BeefUpYourBurgers #BeefUpYourBurgers

New Insights

34 Likes

1 Comment

Add a comment...

Post

Exclusive Content Series: \$10,000

Deliver a curated collection of recipes, stories and other custom content that consumers and influencers are craving!

SPONSORSHIP DETAILS:

- Stop visitors in their tracks with an exclusive content series on fruitsandveggies.org.
- Full-scale promotion throughout PBH's digital ecosystem, as well as ownership of the fruitsandveggies.org homepage masthead for one full week
- Up to 7 content pieces within your series, including recipes, articles, expert advice Q&As, infographics, videos, downloadable images, and other turnkey resources
- Series content is cross-linked from your member profile page for optimal reach and maximum searchability and lives on the site indefinitely
- 110,000 - 170,000 anticipated impressions
- 4,500 estimated page views + 700 per month ongoing

[CLICK HERE TO SEE THE JUICE PRODUCTS ASSOCIATION'S CONTENT SERIES WHICH EARNED OVER 800,000 IMPRESSIONS](#)



Plant-Forward Plates

If your goal is to put more plants on your plate in 2021, we got you! Dive into the goodness of plant-forward eating with these helpful recipes and tips.

IN PARTNERSHIP WITH [CALIFORNIA WALNUTS](#)

Plant-Forward Eating, Defined

Consider this your guide to plant-forward eating.

[READ THE STORY >](#)



Nuts Are Plants, Too

Discover what these nutrient-packed plants have to offer.

[READ THE STORY >](#)



Walnut Chorizo Crumble

While plant-forward eating doesn't mean you have to go meat-free, sometimes it's nice to have options and switch it up. Meet your new favorite meat alterna...

[READ THE STORY >](#)

Have A Plant® Instagram Story Takeover: \$6,000

Share your new products, research, culinary techniques, and key messaging with PBH's plant-passionate Instagram followers.

SPONSORSHIP DETAILS:

- **A one-hour Instagram Story takeover** featuring photos, Q&A, infographics, videos, #DYK, and/or recipes
- **Gain new followers** and fans through promotional efforts and exposure that includes your @account and #hashtag
- **Full-scale promotion** with customized promotional graphics through PBH e-newsletters and social media platforms
- **Enhance your sponsorship** with member-branded giveaways for participants to boost engagement (sponsor responsibility)
- **Tap into our Have A Plant® Influencer Network to create content** or amplify your messages to other health and lifestyle experts as well as consumers online (additional fees may apply)
- **Post-takeover performance report** with key insights
- **22,000 potential reach**

Data indicates 70% of the 500 million Instagram users watch stories daily!



RETAIL ENGAGEMENT



Gain direct access to retail dietitians through omnichannel shopper engagement programs that reach consumers before they hit the store — ultimately boosting sales, volume, and consumption of your product.

“PBH is positioned at the center of consumer and influencer engagement, and we’re able to use our benefits throughout the year to align with specific growing seasons, we have definitely seen the return on investment; our contribution to the mission and cause pays off in helping us drive sales.”

- Lorinda Oscarson, Marketing Coordinator at Chelan Fresh

NEW Have A Plant® Retail Dietitian Training: \$15,000

Arm trusted nutrition and communication leaders and credentialed retail dietitians with high-value tactics and turnkey tools that excite and educate shoppers about your product and/or commodity.

SPONSORSHIP DETAILS:

- 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
- PBH will invite up to 25 strategically-selected retail dietitians to training session and provide end-to-end management of registration, attendee lists and Zoom platform
- PBH will develop and design a co-branded Have A Plant® Activation Guide with sponsor's key messaging, content, and tools for attendees to utilize post-training.
- One sponsor-selected recipe or content piece from training will be featured on fruitsandveggies.org, with a cross-link to your member profile page for optimal reach and maximum searchability
- Analysis and submission of content for continuing professional education credits to the Commission on Dietetic Registration (CDR)
- Post-training performance report with key insights and analytics



Highly-Desired Training Topics:

- Cook Along Mastery
- Sustainability & Farming Practices
- Artistic Food Photography
- Farm-to-Table Insights
- Store Tour Training

NEW Coborn's Retail E-Commerce Pilot Project: \$7,500

Support farmers and boost sales by effortlessly integrating commodity-specific content within an online retail ecosystem.

SPONSORSHIP DETAILS:

- **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)
- **More than 150,000 shopping sessions** on Coborn's e-commerce site each month
- **Crop Agriculture Insights** video or content included in a blog written by Coborn's RD team OR "How To Video"
- **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 pages
- **Full-scale promotion** on PBH social media channels and in e-newsletter
- **Materials posted on Coborn's landing page** for one-month, digital coupon active for one week



OPTIONAL 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**

NEW Kroger Powerful Produce Pairing Co-Promotion: \$20,000

Target shoppers nationwide through one of the largest retailers in the United States, operating 2,750 stores across 35 states.

SPONSORSHIP DETAILS:

- **Sponsor image, recipe, talking points and/or coupon included in PBH-designed educational booklet**, focused on back-to-school theme. 60,000 booklets printed and distributed through 200+ Little Clinic locations as well as through PBH social channels, @KrogerHealthDietitians Instagram and as a follow-up tool for RD client telehealth sessions
- **PBH-hosted virtual Promotion Implementation Training** for Kroger retail dietitians serving patients nationwide around promotion, product health benefits, and recipe inspiration for recommendation and advisement
- **Cook Along led by Kroger RD**, featuring sponsor ingredients, and shared on @KrogerHealthDietitians Instagram, and PBH social media channels
- **Two (2) “how to” or “did you know” videos led by Kroger RD** and featuring talking points from program sponsors
- **Weekly social posts** including sponsor relevant messaging shared on @KrogerHealthDietitians and PBH social channels
- **Program recap** including social and digital metrics, RD team feedback, booklet distribution, and coupon redemption (if included in program)



NEW Hy-Vee Have A Plant® Retail Co-Promotion: \$12,500

Collaborate with PBH and the Hy-Vee RD team to place your product or commodity in the hearts of shoppers in 240 stores throughout the midwest.

SPONSORSHIP DETAILS:

- **Sponsor recipe, photo and talking points**, as well as opportunity to include coupon (redemption rates responsibility of sponsor), featured in Promotional Toolkit and shared with all Hy-Vee RDs on internal portal
- **Inclusion in PBH-hosted virtual Promotion Implementation Training** for their full RD team (30 corporate plus 30 store RDs) around promotion, product health benefits, and recipe inspiration for recommendation and advisement
- **Omnichannel digital and social media promotion** (i.e. “hot deals” banner in e-commerce, “RD Pick” link on mobile swipe), including weekly social posts featuring sponsor messaging on Hy-Vee and PBH social media channels
- **Produce Pairing included in virtual Pick of the Month promotion**, such as family meals program, virtual store tours, etc.
- **Clickable newsletter banner ad** (sent to 200,000 shoppers)
- **Key messages** included in RD one-on-one consults with shoppers
- **Custom Media Pitch** and Talking Points for local appearances
- Potential for in-store displays



Custom Powerful Produce Pairings

Retail Promotion: Pricing varies based on retailer and promotion components

PBH's Powerful Produce Pairings Program pairs fruits and vegetables with other nutrient-dense foods (i.e. whole grains, seeds and nuts, dairy, lean protein, etc.), providing easy, healthy shopper solutions, and increasing sales of healthier choices in the store – all bundled under the credibility of PBH and the award-winning Have A Plant® Movement.

SPONSORSHIP DETAILS:

- Collaborate with PBH and a complementary partner to develop a custom co-promotion that capitalizes on shopper trends and drives sales across multiple store departments — as seen in successful programs with Kroger, Weis Markets, Giant Eagle, Coborn's and Schnucks.
- PBH uses your key messages and product information to develop and design all content for in-store activation in partnership with retail dietitians
- Promotions come to life by activating retail dietitians through various shopper marketing tactics, in-store and online, including cross-merchandising, digital coupons, in-store displays, media segments, live RD demonstrations, video development and social media contests and posts
- Post-promotion report with key insights and analytics (shopper data may be included depending on retailer)

600% average sales lift



"Produce pairings promotions are spot on for our shoppers and our company. Not only do they offer healthy, convenient solutions, they drive sales from various store departments."

- Meghan Sedivy, RD, LDN, Media Dietitian for Fresh Thyme Farmers Market

MEDIA ENGAGEMENT

Reach consumers at the point-of-awareness

A photograph showing a person from behind, wearing a black jacket and a headband with a small screen displaying a video feed. They are holding a microphone and appear to be recording or streaming a video. In the background, several other people are seated, suggesting a conference or event setting.

"The content presented during the PBH Have A Plant® Media Meet Up captivated my attention and introduced me to unique research, the latest trends, as well as new and innovative products"

- Lauren Manaker, MS, RDN, freelance journalist for PopSugar,
The Kitchn, MSN and Livestrong.com

NEW Quarterly Have A Plant® Media Meet Up

Circulate newsworthy information and key messaging to notable food-focused media outlets at once!

PBH will continue to build fruitful relationships with trendsetting food editors and top-tier journalists from major food and nutrition consumer media outlets (print and online) reaching and directly affecting the food decisions of Gen Z and Millennials at the point-of-awareness.

**More sponsorship details will be shared
in early 2022.**



Co-Op Satellite Media Tour: \$15,000

An SMT is a paid tactic to penetrate your messages in local market TV appearances where you can generate buzz across the country – truly spreading the Have A Plant® love coast to coast!

Reach millions of consumers in an organic way by partnering with us to integrate your product or commodity into local and national TV and radio interviews delivered by PBH's own President & CEO, Wendy Reinhardt Kapsak, MS, RDN.

SPONSORSHIP DETAILS:

- **All media booking**, production (St. Louis studio) and post-production reporting/airchecks
- **Coordination of all logistics**, including food stylist, talent, studio staff, etc.
- **Product placement** on countertop during all interviews (to be approved by PBH and producers – brands will need to determine best approach given studio rules)
- **Two (2) key messages** delivered in every interview
- **Guaranteed 20 airings and 20 million impressions**, minimum
- **A minimum of 2 interviews/videos** posted to PBH's social media channels with amplification
- **Airchecks distribution** and images from the event, included in post-production reporting



MEET YOUR PBH TEAM

We look forward to partnering with you.



Wendy Reinhardt Kapsak, MS, RDN
President & CEO



Katie Calligaro
Marketing & Communications Director



Carrie Casey
Finance & Operations Senior Director



Sharese Roper
Member Engagement Senior Director



Nicole Farris
Member Engagement Manager



Candice Gordon
Marketing & Communications Manager



Allison Kissel
Member Engagement & Operations Coordinator



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

“Imagine a world where everyone is eating more fruits and vegetables. The time is now — this is our moment — where we can truly make a difference and help increase consumption. But we can only do it together.”

- Bil Goldfield, Director of Corporate Communications for Dole Food Company & PBH Board Member

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