



HAVE A PLANT® AMBASSADOR ACTIVATION KIT WINTER 2022

“Plant-entions”

Plant-entions

The Behavioral Science Of Increasing
Fruit & Veggie Consumption

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Make It Easy To Love Fruits & Veggies With
Powerful Produce Pairings

**PRODUCE FOR®
BETTER HEALTH**
FOUNDATION

Plant-entions

Kick 2022 into gear by setting long-term intentions to boost your mood with fruits and veggies instead of quick-fix resolutions. Let's do this!



BY KATIE CALLIGARO
PBH MARKETING & COMMUNICATIONS
DIRECTOR

Seasons Greetings!

We at PBH are thrilled to deliver our first quarterly toolkit for 2022 — Plant-entions. Setting intentions is a powerful way to bring more of what you want into your life. A new year offers a fresh start and a chance to think through our priorities and goals. Often, new year's resolutions center around restrictions that can make us feel deprived instead of on new habits and behaviors that can make us happy. Whether you're encouraging consumers to add one more fruit or veggie to their carts online or in-store, putting more produce in plant-forward dishes or on menus in restaurants or schools, or inspiring followers on social media channels to #haveaplant, think about how you can help people invite more of what's good into their lives with long-term behavior changes — not just quick-fix resolutions. A good place to start is to set an intention to eat (and enjoy!) more fruits and vegetables.

In this first toolkit, PBH experts delve into the idea of "Plant-entions," by arming you with science-backed information to help you communicate directly with consumers. We know at PBH that our 1+ Million followers are searching for seasonal produce tips, kitchen hacks, and information on how to safely select, store and serve fruits and vegetables. And so you'll find some of that in here too.

Sample social media posts, images and infographics are available for sharing with your followers and to help you as a leader and a critical partner in advancing the Have A Plant® Movement.

We hope you find these ideas helpful and look forward to seeing what you come up with in your own inspiring ways for Q1 2022. For now, stay happy, healthy and by all means, #haveaplant!

Katie Calligaro
Marketing & Communications Director
Produce for Better Health Foundation



The Behavioral Science Of Increasing Fruit & Vegetable Consumption



BY DR. JASON RIIS, PBH CHIEF BEHAVIORAL SCIENTIST

One of the most common reasons many of the resolutions people made on January 1st will be abandoned is that people choose resolutions that are too difficult, and promise themselves changes that are too big because they want big results. Here are three, simple evidence-based ideas you can share with consumers to help them stick to their fruit & veggie resolutions:

Create a habit

If you can manage to create a habit, your desired behavior will become automatic – and so much easier to do. Habits aren't easy to create, but there is a formula that works if you can put in the early effort to keep on track: pick a simple behavior, pick a time and place to do it, repeat the behavior at that time and place, and enjoy a little reward when you do it.

Make It Easy

Easy to see, grab, find, eat immediately, plan, keep around, buy, get in your mouth, get in your kids' mouths, swallow, like, clean, pack, remember and habitualize.

Cultivate enjoyment

The evidence is strong: systematic exposure increases liking over time. It's all about repeatedly trying to eat fruits and vegetables. Exposure works well with kids if you keep the experience positive by giving praise for trying and if you remain realistic: change won't happen overnight, and the goal isn't to create a connoisseur – just a kid who at least tolerates fruits and vegetables.

You can read more about these and other evidence-based tips at my [Create Better Resolutions](#) series on fruitsandveggies.org.

Quotes For You To Use

“Building on old habits is a great way to take advantage of existing habits to make new ones. To help build a fruit & veggie habit, add specific eating occasions onto some existing routines like leaving the house, leaving school or work, arriving home, watching TV, etc.”

- Dr. Jason Riis, PBH Chief Behavioral Scientist

“New Years Tip: Building good habits can take effort. But take heart, in the beginning, when the action is the hardest to do, your habit memory is learning the most! Putting in more effort means you're getting more out of it!”

- Dr. Wendy Wood, psychology professor at the University of Southern California; PBH scientific advisory council member.

“As we work together to make fruit and vegetable behaviors easy, the focus should be on creating sustainable habits rather than achieving recommended goals. That is, instead of telling people HOW MANY fruits and vegetables they should eat each day, let's inspire them with realistic, everyday habit-forming ideas – such as aiming to eat fruits or vegetables first at a mealtime on most days. Or better yet – simply Have A Plant®!”

- Wendy Reinhardt Kapsak, MS, RDN, PBH President & CEO

Key Messages

Creating new habits is the ultimate way to make fruit & veggie consumption easy.

Making an emotional connection is a powerful way to inspire people to eat more fruits & veggies.

Start every meal by eating fruits and veggies first.

You can influence what people know, do and feel. People already know they should eat more fruits and veggies. We need to focus now on the doing and feeling.

Repeated exposure — trying something again and again — can make fruits & veggies tastier over time.

Make eating more fruits and vegetables easy to increase doing. Make it enjoyable - fun, happy, tasty and delicious - to increase feeling.

Insights From PBH Research



Consumers express the same top barriers in relation to eating fruits and vegetables, and in almost the exact percentages. Top barriers include finding new menu ideas (31% for both); staying within budget (30% for both); planning healthy meals (29% for vegetables and 30% for fruit); and finding meals quickly (26% for both).



Consumers say one reason they eat fruit is because it's part of their routine and one reason they eat vegetables is because they have them on hand. Those are examples of two behavioral tenets — routine and ease — that can be reinforced for lasting fruit and vegetable consumption habits.



From a health and nutrition perspective, consumers say they are trying to get more protein (61%), vitamin C (56%), whole grains (52%), and fiber (52%). Vitamin C and fiber are firmly in the sweet spot when trying to affect increases in produce consumption.



Just over one half of adults say they are making an effort to eat more fruit (53%) and vegetables (56%) and the desire to eat more increases with age.

SOURCE: Produce for Better Health Foundation. [State of the Plate: America's Fruit & Vegetable Consumption Trends. 2020.](#)

Share The Have A Plant® Love: Ideas & Inspiration

As we head into the heart of winter, we wanted to share our Editorial Calendar plans for the entire quarter to help inspire content to share on your own channels. These themes were designed to help break through the clutter and serve as a guidepost to help create content that tells a compelling story.



JANUARY

Turning Over A New Leaf

Start the New Year on the right fruit. It's as easy as incorporating your favorite plants into daily meals and snacks to support overall health and help support a healthy immune system.

Additional Weekly Themes

New Year, Good Vibes

As 2020 rolls on, use that positive energy to start some healthy habits.

Food Rooted In Immune Support

Fruits & veggies can't keep you from getting sick, but they can help your immune system be prepared to fight!

What's In Season In Winter?

Your guide to which fruits & veggies are in season.

Promotion Ideas

Savor Self-Care

Take a moment to focus on YOU. Whether it's a walk around the neighborhood, grabbing a cup of coffee with a friend or putting on a soothing banana + honey face mask, stepping away and boosting your mood is important for your mental health.

Embrace Organization Inspiration

Getting organized now can help save time later. Scroll through Instagram or Pinterest for creative ways to tidy up! Start here: refrigerator (we see you, fruit + veggie drawers), kitchen pantry, office desk, bedroom closet.

Focus On Fresh Starts

Get into a new groove and make the doing easy. Help consumers ditch old routines and create sustainable habits that work! It can be as easy as placing an orange on the counter to grab with tomorrow's breakfast or chopping a few veggies on Sunday to prep ahead for a week's worth of meals + snacks.

National Observances

National Hot Tea Month

National Oatmeal Month

National Slow Cooking Month

National Soup Month

National Baking Month

National Fat Free Living Month

International Creativity Month

Get a Balanced Life Month

National Wheat Bread Month



FEBRUARY

Warm Your Heart With Fruits & Veggies

In honor of American Heart Month, keep those positive “plant-entions” up by adding fruits and veggies to soups, warm casseroles, sizzling stews and all those feel-good comfort foods!

Additional Weekly Themes

Eat Your Heart Out

In honor of American Heart Month and National Canned Food Month, use fruits and veggies to fill and fuel your heart.

Double The Love

Positive food experiences leave us wanting more — a wonderful way to cultivate fruit & veggie cravings.

Mealtime Heroes

Hectic days need simple solutions – here’s how you can use your Slow Cooker and Instant Pot to keep your meals easy and satisfying.

Promotion Ideas

Lean Into Love

With Valentine’s Day around the corner, lean into all that love. Thank the people in your support system circle (and encourage others to do the same) by sharing a sweet treat – we’re talking dark chocolate dipped dried fruits, a homemade fruit bouquet, strawberry roses – just to name a few.

Bust Boredom & Winter Blues

It may be cold outside, but it’s time to turn up the heat inside! Here’s a few ideas to beat winter boredom: make a new recipe incorporating seasonal fruits + veggies; host a virtual/in-person family cooking class; learn about a regional cuisine, sampling new produce/flavors, and testing out new cooking techniques.

Celebrate Power Couples

Bring on those produce pairings! Help consumers create nutrient, packed A-list couples: charcuterie boards (fruit + veggies + dips + deli meats); caprese bites (tomatoes + mozzarella cheese + balsamic drizzle); carrot/celery sticks + hummus of choice; harvest bowls (squash filled with lean meat + frozen veggies + spices).

Cherish Comfort Foods

Elevate favorite comfort foods rooted in family tradition/culture by adding fruits and veggies. Add parsnips to a traditional beef roast, zucchini puree to enchiladas, canned carrots to ramen, the possibilities are endless...

National Observances

National Cherry Month

National Grapefruit Month

National Hot Breakfast Month

National Macadamia Nut Month

National Snack Food Month

National Sweet Potato Month

American Heart Month

Wine and Chocolate Month

American Heart Health Month

Black History Month



MARCH

Bountiful Boards

Celebrate spring festivities and stick to your plant-entions by creating sharable boards starring your favorite fruits & veggies. Get creative and mix and match a variety of forms and flavors to march your way to better health.

Additional Weekly Themes

Personalize Your Plate

In honor of National Nutrition Month® let's explore enjoyable ways to make your eating plan as unique as you are.

Raisin' The Bar For Boards

A focus on dried fruits

March Matches

It's National Frozen Food Month and we think frozen + fresh fruits and veggies are a perfect match to save you time, reduce food waste, and aid in the creation of some amazing meals.

Promotion Ideas

Create Game Winning Combos

Boost go-to recipes with fruit and veggie additions, like adding canned veggies to dips to step up your produce game when entertaining with family and friends.

Feed to Succeed

With a focus on ease and accessibility, recommend relatable ways consumers can add more fruits and veggies to their routines, like reaching for pre-made salad mixes or utilizing veggie stir fry kits, to encourage simple, plant-forward meals.

Personalize Produce for Positive Vibes

Which fruits and veggie pairings evoke feelings of happiness? Add produce and delicious flavors you love to bountiful boards and personalized plates to tap into pairings that bring back good memories and boost moods.

National Observances

National Caffeine Awareness Month

National Celery Month

National Flour Month

National Frozen Food Month

National Nutrition Month

National Peanut Month

National Sauce Month

Sample Social Media Posts · #haveaplant

This social content is designed to help you easily share the fruit and veggie love — eating more plants is delicious and fun!

Turning Over A New Leaf

Instagram/Facebook

Let's start 2022 on the right fruit! 🍌 We're all for dishing out simple and delicious ways to incorporate #fruits + #veggies into your daily routine for #health and #happiness. Savoring moments and connections with friends and family is so important, too! Hack your way into creating sustainable habits so that fruit and vegetable intake becomes effortless: bit.ly/3C5tGTm #haveaplant

Twitter

Let's start 2022 on the right fruit! 🍌 We're all for dishing out simple ways you can add #fruits + #veggies into your daily routine to support your #health + #mood! Hack your way into creating sustainable habits for effortless produce intake: bit.ly/3C5tGTm #haveaplant

Instagram/Facebook

2022 is here, and we're ready for a shake-up! 🍌 Let's make this new year about how we can make the doing easy — including more #plants in meals to support our #health + #immunity. A few favorites? Top cereal or oatmeal with sliced #banana + dried #strawberries, add sliced #cucumbers to your sandwich for a crunch, whip up a smoothie with your fave canned fruit and 100% juice or grab that bag of frozen veggies and a handful of flavorful spices for a quick, microwavable side dish. See, it CAN be that easy! Share your go-to #plant powered tips with us, below! #haveaplant

Twitter

We're ready for a shake-up in 2022! 🍌 Make the doing easy with manageable tricks to eat more #plants throughout the day to support your health + immunity. It's as easy as topping cereal or oatmeal w/ sliced #banana + dried #strawberries. Share your go-to tips below! #haveaplant

Warm Your Heart With Fruits & Veggies

Instagram/Facebook

It's chilly outside, so let's keep it cozy inside! To celebrate American Heart Month, warm your heart + home by using #fruits + #veggies to create comforting, plant-forward dishes like sizzling stews and warm casseroles that pack in nutrients for the best you. Need ideas? Try adding #okra to chili, frozen green beans to soup or eggplant to stew. ❤️ #haveaplant #HeartMonth

Twitter

It's chilly outside, so let's keep it cozy inside! To celebrate #HeartMonth, warm your heart + home by using #fruits + #veggies to create comforting, plant-forward dishes like sizzling stews with #eggplant and warm gratins starring root #veggies, such as #parsnips. ❤️ #haveaplant

Instagram/Facebook

Here's to full hearts all month long in celebration of American Heart Month! Keep your "plantentions" top of mind this month and beyond to give your ❤️ the love it deserves with the help of #fruits + #veggies. Pro tip: eat the rainbow throughout the week by choosing colorful produce in all its glorious forms — fresh, frozen, canned, dried and 100% juice. #haveaplant #heartmonth

Twitter

Here's to full hearts all month long in celebration of #HeartMonth! Keep your "plantentions" top of mind this month to give your ❤️ some love w/ #fruits + #veggies. Pro tip: eat the rainbow by enjoying fresh, frozen, canned, dried and 100% juice. #haveaplant

Bountiful Boards

Instagram/Facebook

What's more satisfying than creating a bountiful board packed with #plants to support your #health + boost your #mood? 🍌 Snack in style with bold flavors and a variety of fresh, frozen, canned and dried plants by customizing shareable boards. Try pairing brie with dried #cherries or celery sticks with a Greek tzatziki dip and serving with a 100% juice mocktail or cocktail — the possibilities are endless: bit.ly/3mffx0g #haveaplant

Twitter

What's more satisfying than creating a bountiful board packed w/ #plants to support your #health + boost your #mood? 🍌 Snack in style w/ fresh, frozen + dried #fruits + #veggies. Brie + dried #cherries, canned olives or celery + dip — the possibilities are endless! #haveaplant

Instagram/Facebook

Jump into spring with refreshing flavors and #fruits + #veggies, of course! Celebrate your favorite outdoor activities with #plant forward boards that help you stick to your "plantentions" and give you the nutrients you need to look and feel your best. What are your go-to board additions? Comment below! #haveaplant

Twitter

Jump into spring w/ refreshing flavors and #fruits + #veggies, of course! Celebrate your favorite outdoor activities w/ #plant forward boards that help you stick to your "plantentions" and boost your energy. Comment below with your go-to board additions! #haveaplant

Social Media Graphics — Click to download

Instagram & Facebook



Twitter



What's In Season In Winter?

[Belgian Endive](#)

[Brussels Sprouts](#)

[Buttercup Squash](#)

[Cactus Pear](#)

[Cardoon](#)

[Cherimoya](#)

[Clementines](#)

[Collard Greens](#)

[Date Plums](#)

[Dates](#)

[Delicata Squash](#)

[Grapefruit](#)

[Kale](#)

[Kiwifruit](#)

[Leeks](#)

[Mandarin Oranges](#)

[Maradol Papaya](#)

[Oranges](#)

[Passion Fruit](#)

[Pear](#)

[Persimmons](#)

[Pomegranate](#)

[Potatoes](#)

[Pummelo](#)

[Red Banana](#)

[Red Currants](#)

[Sharon Fruit](#)

[Sweet Dumpling Squash](#)

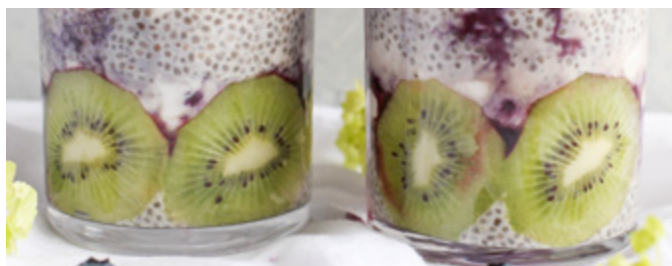
[Sweet Potatoes](#)

[Tangerines](#)

[Turnips](#)

Remember, we can enjoy the taste of any fruit or vegetable year-round. Fresh, frozen, canned, dried, and 100% juice are always good choices.

Fruit Highlight: Kiwifruit



Select

If selecting fresh, choose slightly firm kiwifruits with a rough, fuzzy skin.

Varieties to Explore: Golden Kiwifruit

Nutrient Content Claims: Low in fat, Saturated fat free, Cholesterol free, Sodium free, Good source of fiber, Good source of potassium, High in vitamin C

Store

Store un-ripened kiwifruits in plastic bags under refrigeration for up to 6 weeks

Serve

[Papaya Boats](#)

[Kiwi Mango Salsa](#)

[Early Morning Round-up Parfait](#)

[Kiwifruit-Mango Salsa](#)

[Kiwifruit Cobbler](#)

[Tropical Fruit Snacking Cup](#)

Veggie Highlight: Brussels Sprouts



Select

If selecting fresh, choose firm, compact, bright green Brussels sprouts heads. Buy on stalk when possible.

Nutrient Content Claims: Fat free, Saturated fat free, Cholesterol free, Very low in sodium, Low in calories, Good source of fiber, High in vitamin C, High in vitamin K, Good source of vitamin B-6, Good source of copper, Good source of manganese

Store

Refrigerate brussels sprouts in plastic bag up to 1 week

Serve

[Roasted Autumn Vegetables With Harissa Yogurt Dip](#)

[Fall Harvest Farmers Cheese Grain Bowl](#)

[Tangy Cherry Brussels Sprouts Slaw](#)

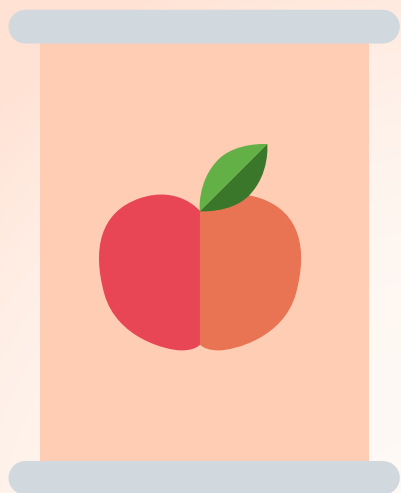
[Fall Roasted Vegetable Panzanella Salad](#)

[Brussels Sprouts With Pecans & Shallots](#)

[Sautéed Mango, Brussels Sprouts & Chicken With Spicy Mango Sauce](#)

Top 10 Ways To Use Canned Peaches Infographic

Click on the infographic to download and share. Don't forget to use #haveaplant and tag @fruitsandveggies in all your awesome posts!



Top 10 Ways To Use Canned Peaches



10. Peach Salsa
9. Add To Beverages
8. Spiced Cobbler Or Crumble
7. Bake, Broil Or Sauté
6. Make Fruit Leather
5. Make Peach Compote
4. Drink In A Smoothie
3. Grill 'Em
2. Add To Breakfast
- 1. Enjoy Straight Out Of The Can!**

Retail Roundup

Plant A Plant-ention



BY ANNETTE MAGGI, MS, RDN, LD, FAND, PBH RETAIL SPECIALIST

As shoppers navigate the path-to-purchase, they seek guidance on products that meet their definition of healthy living. They want focus on what's new to try and options to add to their cart. PBH's focus on "Plant-entions" is just what the dietitian ordered for shoppers: a dose of positivity with messaging encouraging the addition of craveable plant foods to their baskets and daily meals.

How can you plant a plant-ention with your retail shoppers and clients? Consider these ideas:



Be A Plant-ention Role Model

For the month of January, commit to eating one more fruit or vegetable every day. Announce your commitment in social and post pictures each day, linking to recipes on your retailer's website or Pinterest page; promote produce items on sale each week at your retailer, or feature past videos or food demos that highlight fruits and veggies. Focus on seasonal produce items as showcased in this activation kit. Invite your shoppers to join you in making this commitment. #haveaplant



Host A Plant-ention Kitchen Makeover

As Dr. Jason Riis mentions earlier in this document, a key to creating new habits is making behaviors easy. Mix up your cook-along and video programming with a "Plant-ention" Kitchen Makeover, showing how to set up your kitchen counters, pantry, refrigerator, and family dining zone to make fruits and veggies easy to find, see, grab, eat immediately, get in your kids' mouths, clean, pack, and habitualize.



Expose The Unexposed

Systematic exposure increases liking over time, creating an opportunity to engage kids with plant-entions and establish lifelong habits. Create kids' programs that encourage tasting of fruits and vegetables prepared in various ways (raw, steamed, broiled or blended); in various meals (broccoli for breakfast, lunch or dinner); and in their various forms (i.e. fresh, canned, or frozen peaches).

Dial Up The Delicious

Make It Easy To Love Fruits & Veggies With Powerful Produce Pairings



BY AMY MYRDAL MILLER, MS, RDN, FAND
PBH CULINARY & FOODSERVICE SPECIALIST

Have you ever wondered why some foods taste so good when paired with others? Think about apples and peanut butter or French fries and ketchup. What is it about these combinations that make them so delicious? The secret lies in the science of food pairings. Setting “plant-entions” is the first step, but if something isn’t delicious we’re not going to want to repeat it.

When we think something is delicious, that perception is not only based on our sense of taste from the sweet, sour, salty, bitter, and umami properties in food, but also on what we can see, touch, hear, and smell.

While all our senses play a role in our perception of flavor, research shows that most of the flavor experience — more than 80% — comes from our sense of smell. The aromas we detect in food and beverages are created by volatile aromatic compounds. Each food has its own aroma profile, which can be made up of thousands of aromatic compounds.

So, what do these compounds have to do with creating powerful produce pairings? Research shows that a perfect food pairing is created when two ingredients share one or more aroma compound. Sometimes these pairings are quite surprising. One example is blue cheese and chocolate; the two foods share an aroma molecule. A talented chef could combine these two ingredients to create an amazing dessert or a sauce to accompany roast pork loin.

Sometimes two foods can’t be successfully paired without using a “flavor bridge”, an ingredient that shares flavor molecules with the other two ingredients. An example of this is using beef to create a flavor bridge between garlic and strawberries.

Behavioral science tells us that if we want to create a habit, it has got to be easy. We also know that it has to be a positive experience in order for it to be repeated. Exploring new flavors, new pairings and new ways of enjoying more fruits and vegetables with foods you already know and love is a great way to set your intentions for the year and to Have A Plant® more often.

MEALS IN MINUTES THANKS TO CANS!

Canned foods pair with a variety of ingredients to create tasty and energizing meals in no time!



BREAKFAST



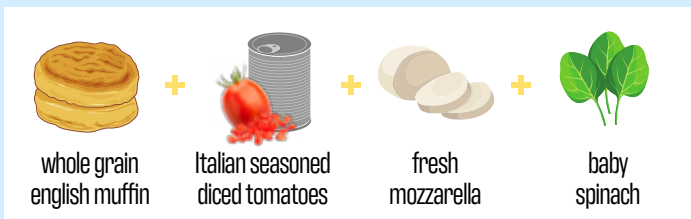
Canned peaches have higher levels of **Vitamin C**, **Folate**, and **Antioxidants**

SNACK



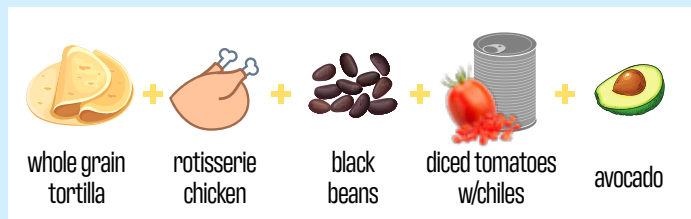
Canned apricots have increased **Antioxidants**

LUNCH



Heat from the canning process makes the Antioxidant **Lycopene** more bioavailable

DINNER



Canned tomatoes contain nutrients such as **Potassium**, **Vitamin A**, and **Vitamin C**

Cauliflower Herb Soup



Creamy, sweet cauliflower gets a flavor boost from fresh herbs in this comforting soup perfect for any winter evening.

- 1 lb. cauliflower, washed, trimmed, and cut into florets
 - 4 medium potatoes, peeled and cubed
 - 1 large onion, chopped
 - 3 cups low-sodium chicken broth
 - 2 cups low-fat (2%) milk
 - ½ tsp. black pepper
 - ½ tsp. hot pepper sauce
 - 1 to 1 ½ Tbsp. balsamic vinegar
 - 2 tsp. fresh rosemary leaves, chopped
 - 2 tsp. thyme, dried or fresh
 - *½ cup diced smoked cooked ham, optional
 - *salt and pepper, to taste, optional
 - *1 ½ cups toasted croutons, optional
 - *1 ½ Tbsp. salted butter, garnish
 - *1 Tbsp. chopped chives, garnish
1. Place cauliflower in a large deep saucepan, cover with water, and bring to full boil over MEDIUM heat. Reduce heat and cook, covered, until barely tender. Drain immediately. Add potatoes, onion, chicken broth, milk, ground pepper, and hot pepper sauce and return mixture to simmer. Cook for about 20 to 25 minutes, until all vegetables are fully cooked.
 2. Remove from heat and cool briefly.
 3. Using a blender, carefully place 1 ½ cups hot soup mixture into container and blender on LOW at first and the HIGH speed until all is smooth. Pour in another container. Proceed with remaining soup as directed.
 4. Reheat soup, 1 tablespoon balsamic vinegar, rosemary, thyme and ham, if desired. Bring to simmer and cook for about 15 minutes. Adjust seasonings to taste with additional vinegar and optional salt and pepper.
 5. To serve, place ¼ cup (optional) croutons in bottom of soup bowl or large mug. Ladle in hot soup and garnish with 1 teaspoon butter and chopped chives.

***Chef's Note:** When seasoning savory foods, it is important to achieve a correct salt-acid basis. Salt is usually perceived at the front of the mouth, acids usually in the back. When a food needs something extra in flavor, usually the first seasoning used should be an acid like lemon or lime juice, vinegars, or other fruit juices. Only then, add small amounts of salt. Stir well after each ingredient is added and then taste. And remember, do not forget the pepper and hot pepper sauces; they add wonderful components of flavor.

Developed for Produce for Better Health Foundation by Chef Carmen I. Jones, CCP.



**Follow along with PBH and our Have A Plant®
Ambassadors on Facebook, Twitter,
Instagram, and LinkedIn.**

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



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