

**PRODUCE FOR®  
BETTER HEALTH**  
FOUNDATION

# A COLLECTIVE ENDEAVOR TO INCREASE CONSUMPTION

It's a known challenge that consumers are not eating enough fruits and vegetables. Although many organizations invest in independent efforts, successfully changing consumer behavior is a collective endeavor.

Produce for Better Health Foundation (PBH) is the only 501(c)(3) charitable non-profit organization committed to increasing fruit and vegetable consumption. Through their work, commodity boards and their members can benefit in a variety of ways:

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## **Show your brand partners that you're further invested in their success**

by supporting fruit and vegetable consumption through the PBH partner community.

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## **Influence businesses along the supply chain**

by positioning yourself as an advocate for fruit and vegetable consumption as a partner in the PBH community.

## **Partnering with PBH illustrates your commitment to grow fruit and vegetable consumption.**

Contact [Sharese Roper](#), PBH's Industry & Partner Engagement Senior Director at [sroper@pbhfoundation.org](mailto:sroper@pbhfoundation.org) or (302) 235-1013 to learn more about the benefits of joining the PBH community.



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