

**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, grower-shipper organizations like yours can benefit in a variety of ways:

Position yourself

with your buyer customers as a solutions-driven company who invests in opportunities to make a real difference in consumer behavior.

Be a leader

for fruit and vegetable consumption by aligning your organization with PBH's mission.

Grow brand awareness

and loyalty among consumers through your engagement in the PBH partner 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 or (302) 235-1013 to learn more about the benefits of joining the PBH community.

FRUITSANDVEGGIES.ORG

