

**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, wholesale-distributors like yours can benefit in a variety of ways:

Show your grower customers that you're further invested in their success

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

Influence your retail and foodservice buyers

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 or (302) 235-1013 to learn more about the benefits of joining the PBH community.



FRUITSANDVEGGIES.ORG

