



**PRODUCE FOR[®]
BETTER HEALTH**
FOUNDATION

**HAVE A PLANT[®]
INFLUENCER
TOOLKIT**

SPRING 2022

Food Rooted In A Better Mood[®]

**The Science Of Food Rooted
In A Better Mood[®]**

The Plant Prescription For A Better Mood

Share The Have A Plant[®] Love

Ideas & Inspiration

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Dial Up The Delicious

Creating Aromatherapy Benefits
With Culinary Techniques

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.



BY KATIE CALLIGARO
PBH MARKETING & COMMUNICATIONS
DIRECTOR

Did you know that eating fruits and vegetables is not only good for your health, but can also boost your mood? It's true. Not only is there scientific evidence suggesting cognitive health benefits of some fruits and vegetables, but we also know people who eat fruits and vegetables every single day report a greater sense of overall life satisfaction and happiness. I love that stat!

We at PBH have been talking about the concept of Food Rooted In A Better Mood® for a few years now. And we know consumers KNOW that fruits and veggies are good for them. But still, 9 out of 10 Americans aren't eating the daily recommended amounts. So here's a plan, encourage your clients/customers/followers to Have A Plant®, not just for their health, but their happiness, too.

I also like to point to the actual feelings that people have when they eat certain foods. People report experiencing joy when eating berries, for example, and pride when serving their family vegetables. The positive emotional connections people have with the experience of eating fruits and vegetables is one we can tap into as communicators, as leaders, as menu developers and counselors. Maybe its using different adjectives when describing a menu item, or in how you're writing a recipe description. Maybe it's as simple as showing more visuals of people happily eating these foods in consumer-facing collateral. But they also have to taste good for people to want to repeat the behavior, right? This is where the flavor combinations come in, or flavor-and aroma-boosting cooking techniques like roasting, grilling and smoking. What can you do to tap into your expertise and bring these experiences to life?

In this toolkit, you will find research tidbits, expert quotes, social media posts, in-store activation ideas for those working in retail, as well as culinary tips to help consumers eat and enjoy more fruits and vegetables every day for better health AND happiness.

These past few years have been nothing but ups and downs for everyone. And let's face it; not everyone is in the same boat. But if there's one thing that remains constant, it's that all forms of fruits and vegetables are available year-round and provide many essential nutrients Americans are lacking. And, from what we just said, we know that they can actually make you FEEL better too.

Let's celebrate the good in the world by helping people do just that. If there is one thing you do for consumers this year – whether in restaurants, foodservice or retail establishments, on social media or in public or private practice, invite everyone to Have A Plant®. Their body, mind and souls will thank you!



Katie Calligaro
PBH Marketing & Communications Director



THE POWERFUL POTATO!

We all need proper fuel to perform our best. Did you know that potatoes are a nutrient-dense vegetable that provides the carbohydrate, potassium and energy to fuel you? Potatoes are more energy-packed than any other popular vegetable, plus they are an excellent source of vitamin C and even have 3 grams of protein. What better way to celebrate National Loaded Potato Month than with a [Power Baked Potato](#).

For more loaded potato recipes, visit PotatoGoodness.com.

The Plant Prescription For A Better Mood



BY DR. TAYLOR WALLACE
PBH CHIEF FOOD & NUTRITION SCIENTIST

Food and mood. We intuitively know they're connected. That's why we reach for something sweet when we've had a bad morning or order coffee for the will power to finish a long workday.

We're a little duped by our instincts, though. The most important dietary drivers of our mood and cognitive abilities aren't these little pick-me-ups (tasty as they are). They're the choices we make, day in and day out, about how we fill our shopping carts, cupboards and plates.

It turns out that your love of roasted asparagus, your weekly veggie chili night, or your habit of eating sliced mango for breakfast is doing more than filling your belly, or even warding off cardiovascular disease and diabetes. Those fruits and vegetables may also be keeping you happy, chill, and able to think and remember clearly.

For example, research into the role of our dietary habits in the development of depression has taken off in recent years. Large studies that observe people and their diets show that a higher consumption of fruits and vegetables is associated with a reduced risk of depression. Another research group found that low fruit and vegetable intake was linked with poor mental health status and having been diagnosed with a mood or anxiety disorder. A cross-sectional European study found that the participants who reported eating more fruits and vegetables also were more likely to exhibit better mental health.

The takeaway here? Depression and anxiety are serious disorders that can require help from doctors and therapists. But whether you're dealing with a client who has been diagnosed with a mood disorder or just a case of the blahs, consistently meeting five servings of fruits and vegetables a day may help. When you're planning your own meals or creating recommendations for consumers, consider eating

Quotes

you can use

“Whether you have a diagnosed mood disorder or just a case of the blahs, consistently eating at least five servings of fruits and vegetables a day may help.”

- Dr. Taylor Wallace, PBH Chief Food & Nutrition Scientist

“Enjoying more fruits and vegetables at every meal and snack, everyday, is one of the the most important actions you can take to live a happier, healthier life.”

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

“Eating foods we know to be healthy can lead to positive emotions like pride. It can also support feelings of increased self-esteem, especially if the fruit and vegetable consumption can replace some ‘guilty’ food experiences.”

- Dr. Jason Riis, PBH Chief Behavioral Scientist

some fruits and veggies uncooked: one recent study found higher mental health outcomes for those eating more raw fruits and vegetables.

Of course, the brain thinks as much as it feels, and, here, too, fruits and vegetables can play a role. Ongoing research in this area is increasingly valuable; cognitive impairment tends to affect the elderly and, by 2030, one in five Americans will be over the age of 65. Although findings on diet and cognition have been mixed, there is evidence that high vs. low intake of fruits and vegetables is associated with a reduced risk of cognitive impairment. In this case, more may be better, so bring on the berries! One meta-analysis of multiple studies found a dose-dependent response, finding that every 100g per day increase in fruits and vegetables was related to a 13% decrease in cognitive impairment and dementia risk. 100g is just two medium carrots, ½ an apple or 6 tangerine wedges, so why not aim for more?

In our culture, we are sometimes taught to think of our minds as separate from our bodies, like we're carting our brains around in rolling suitcases. But nutrition isn't just from the neck down. Every plump berry, tender broccoli spear or juicy peach that helps your heart or reduces your diabetes risk is also a bite that feeds your brain — a delicious dietary difference you can feel in your mood and thinking, too.



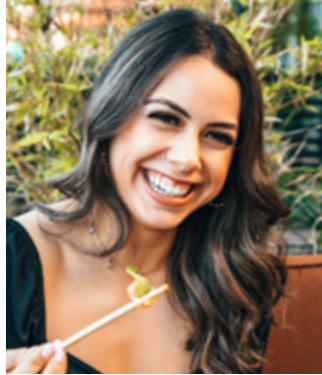
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Insights From PBH Research



Those who reported eating fruits and veggies every day of the week were significantly more likely to report being happy and satisfied with their life.

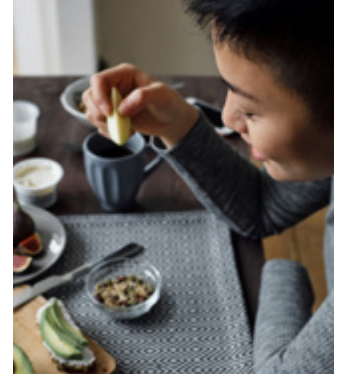


65% of people who eat vegetables daily say they are happy vs 42% of people who do not eat vegetables.

68% of people who eat fruit daily say they are happy vs 33% of people who do not eat fruit.



People who eat the most fruits and vegetables pointed to several physical, emotional, and social benefits including pride in their choices, feeling good in their day-to-day activities, alleviation of physical illness, and confidence in their future health.



Those who do not eat fruits and vegetables are significantly more likely to report feeling hopelessness and disengagement.

REFERENCE: Produce for Better Health Foundation.

[Novel Approaches to Measuring and Promoting Fruit and Vegetable Consumption, 2017](#)

Key Consumer Messages

Mental health is just as important as physical health. Eating delicious fruits and veggies can boost your health AND your mood!

Eating more fruits and vegetables can help you have a more positive outlook on life and feel confident and proud that you are making the best food decisions.

Research suggests eating more fruits and veggies can help improve happiness, satisfaction, and emotional well-being.

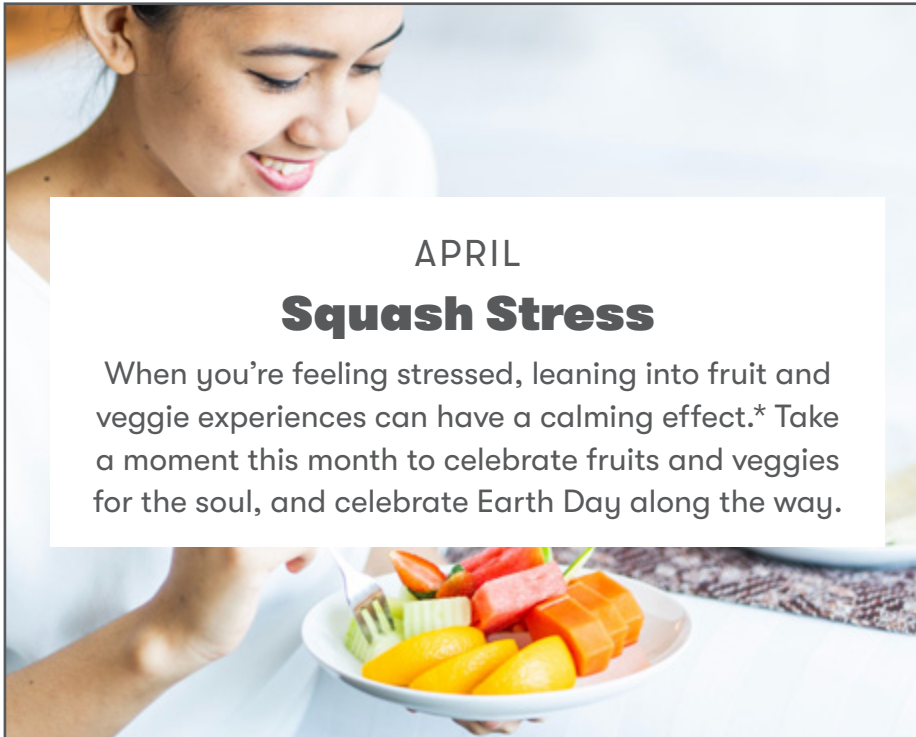
There's lots of science behind it all, and it boils down to this: if you're human, your body and mind benefit from eating fruits and vegetables, resulting in better health and a better mood.

There is joy in the sweet-tasting eating experience of fruit, and smart satisfaction associated with the success of preparing vegetables.

Celebrate loud and often when kids eat fruits and veggies! The pride and happiness this can instill will make them more likely to eat them again next time.

Share The Have A Plant® Love: Ideas & Inspiration

As we head into spring, 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 that gets people thinking about, choosing and eating fruits and veggies at every meal occasion.



APRIL

Squash Stress

When you're feeling stressed, leaning into fruit and veggie experiences can have a calming effect.* Take a moment this month to celebrate fruits and veggies for the soul, and celebrate Earth Day along the way.

Additional Weekly Themes

Feel Good Foods & Earth Day Feels

Let's get happy by celebrating and honoring the earth that provides us with a bounty of fruits and vegetables.

The Goodness Of Gardening

Enjoy the physical feeling of happiness that comes with gardening and the goodness you're growing too!

What's In Season In Spring?

Your guide to which fruits & veggies are in season.

Promotion Ideas

Get Moovin' & Groovin'

Whether dance classes are your jam or you prefer a walk around the neighborhood, discover movement that feels right for you. It'll help reduce your stress level, too! Don't forget to grab a water bottle infused with vibrant fruits + flavorful herbs to stay hydrated.

Get Gabbing

Picking up the phone and connecting with a loved one or meeting a friend for a cup of coffee can do wonders to your mood. Sometimes, all you need is good conversation and a plant-packed snack board to keep yourself emotionally grounded.

Celebrate Earth Day

This Earth Day (Friday, April 22), let's give back to the planet that provides us with a bounty of fruits and vegetables for health and happiness. Challenge yourself (and clients, too!) to check out local park district/community events related to gardening, recycling and sustainability to see if you could lend a helping hand and show some love to the Earth along the way.

National Observances

Earth Month

National Garden Month

National Pecan Month

National BLT Month

National Soft Pretzel Month

National Grilled Cheese Month

National Poetry Month

Keep America Beautiful Month

National Garlic Month

National Soy Foods Month

*REFERENCE: Wallace, T.C., R.L. Bailey, J.B. Blumberg, B. Burton-Freeman, C-Y.O. Chen, K.M. Crowe-White, A. Drewnowski, S. Hooshmand, E. Johnson, R. Lewis, R. Murray, S.A. Shapses, and D.D. Wang. 2020. Fruits, vegetables, and health: a comprehensive narrative, umbrella review of the science and recommendations for enhanced public policy to improve intake. *Critical Reviews in Food Science and Nutrition* 60(13):2174-2211. Doi: 10.1080/10408398.2019.1632258.





MAY
Rooting For Your Health
It's National Mental Health Month. Let's take a mindful moment and remember to utilize brain breaks by fueling with healthful fruit and veggie snacks and meals.

Additional Weekly Themes

Let's Brunch

Make fruits and veggies part of your brunch crew.

Mindful May

Mental health is just as important as physical health! Dedicate your May to treating your mind with positivity-boosting fruits and veggies!

Snacks For Weekday Survival

Weekday work and school snacks are a part of life - it's just a matter of what we eat! Here's some guidance for making healthier choices.

Promotion Ideas

Check In With Yourself

Take a mindful moment for YOU. Check in with yourself throughout the day to honor how you're feeling and re-connect with your to-do list. If you haven't grabbed a fruit or veggie yet, now's the time to time do so!

Savor A "Step Away"

During Mental Health Month, encourage yourself and your clients to step away and re-charge when needed. Whether it's taking a quick snack break to grab a banana + peanut butter or heading out on a weekend getaway, we all need time to rest and rejuvenate.

Step Into Spring

Set aside a bit of time to create a spring cleaning list – but don't go crazy! Prioritize places in need of the most organization and tidying up. Hint, hint: the fruit and vegetable drawer, freezer and kitchen pantry are great starting points.

National Observances

National Mental Health Month

National Beef Month

National BBQ Month

National Loaded Potato Month

National Hamburger Month

National Egg Month

National Salad Month

National Salsa Month

National Strawberry Month



JUNE

Effortless Outdoor Entertaining

What better way to boost your mood than enjoying fruits & veggies outside? Elevate your outdoor entertaining spread – from dried fruit paired with your favorite cheese for the perfect picnic to refreshing beverages mixed with 100% juice for a mid-day relaxation sesh.

Additional Weekly Themes

Smoothie Sensation

Up your entertaining game with a smoothie bar! Whip these up for a delicious way to add more fruits and veggies to your porch party.

Salads That Are Cool

Do you love eating salads? If not, you might be making them wrong!

Fresh Food Hacks

The hottest fruit and veggie hacks everyone is crushing on.

Promotion Ideas

Plan A Get Together

With the warmer summer weather upon us, why not set aside some time to surround yourself with those you love? And don't forget to make fruits and vegetables the life of the party! From melon + prosciutto bites to tacos with mango slaw, there's so many delicious ways to Have A Plant®.

Focus On Food Safety

We love summer gatherings – the perfect opportunity to bring fruits and veggies to the table and create memorable moments. Educate consumers on how to put food safety first, providing tips/tricks on proper temperatures for grilled proteins, keeping cold food cold, washing produce before eating, and more.

Bring On Brain Supporting Foods

During Alzheimer's and Brain Health Awareness Month and beyond, focus on encouraging the intake of foods that help support a healthy brain, like fruits (e.g., blueberries), leafy green vegetables, walnuts, salmon, etc.* Our noggins will thank us, later!

National Observances

National Dairy Month

National Fresh Fruit and Vegetables Month

National Iced Tea Month

National Papaya Month

*REFERENCE: Wallace, T.C., R.L. Bailey, J.B. Blumberg, B. Burton-Freeman, C-Y.O. Chen, K.M. Crowe-White, A. Drewnowski, S. Hooshmand, E. Johnson, R. Lewis, R. Murray, S.A. Shapses, and D.D. Wang. 2020. Fruits, vegetables, and health: a comprehensive narrative, umbrella review of the science and recommendations for enhanced public policy to improve intake. *Critical Reviews in Food Science and Nutrition* 60(13):2174-2211. Doi: 10.1080/10408398.2019.1632258.

Sample Social Media Posts · #haveaplant

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

Squash Stress With Fruits & Veggies

Instagram/Facebook

Kick stress to the curb by enjoying Food Rooted In A Better Mood®! Grab your favorite #fruits and #veggies to inspire go-to, down home recipes that fill your kitchen with all the smells and help boost your #health + #happiness. Let's keep things funky fresh and reach for spring produce like #peas, #radishes and #asparagus. __ #haveaplant

Twitter

Kick stress to the curb by enjoying Food Rooted In A Better Mood®! Grab your fave #fruits + #veggies to inspire go-to, down home recipes that boost your #happiness. Can we show spring produce like #peas, #radishes and #asparagus, some lovin'? #haveaplant #haveaplant

Instagram/Facebook

Squash stress with your favorite #fruits and #veggies this spring! __ You heard right: Food Rooted In A Better Mood® is all about creating meals and moments with friends + family that brings everyone together with comforting, healthful ingredients. Think Marie Kondo #joy in #plant form. Grab some inspiration for how to boost your mood with plants at the link! #haveaplant bit.ly/3lI3lZT

Twitter

Squash your stress w/ your fave #fruits + #veggies this spring! __ Food Rooted In A Better Mood® = creating meals + moments that bring everyone together through comforting, healthful ingredients. Grab inspo to get the good times flowing w/ #plants! #haveaplant bit.ly/3lI3lZT

Rooting For Your Health

Instagram/Facebook

Taking care of your #health starts up top with a healthy mind! It's National Mental Health Month, so let's take a mindful moment to fuel our bodies + noggins with things that keep us #healthy and doing what we love most. We're looking at you #fruits + #veggies! Include your fave #plants during meals + snacks to stay sharp, focused and – happy! #haveaplant

Twitter

It's National Mental Health Month, so let's take a mindful moment to fuel our bodies + minds w/ things that will keep us #healthy and doing what we love most - #fruits + #veggies! Include your fave #plants during meals + snacks to stay sharp, focused and – happy. #haveaplant

Instagram/Facebook

National Mental Health Month calls for a celebration of foods that keep our brains in tip-top shape, promoting healthfulness from head to toe. Give your brain a boost and don't forget to take a break + fuel up with #fruit + #veggie snacks, like peach + mozzarella salad. Need some food for thought? Check out the link for some seriously smart tips/tricks to support your noggin: bit.ly/3yB11oI #haveaplant

Twitter

National Mental Health Month calls for a celebration of foods that keep our brains in tip-top shape. Give your brain a boost and remember to take breaks + fuel w/ #fruit + #veggie snacks! Need more food for thought? Read on: bit.ly/3yB11oI #haveaplant

Effortless Outdoor Entertaining

Instagram/Facebook

Give your summer entertaining a face lift with foods that never go out of season or style - #fruits and #veggies! __ Show your friends and family how hosting is done by featuring delicious + healthy #plants, in all forms, in beautiful #charcuterie boards, fun shareables and one-bite wonders. #haveaplant

Twitter

Give your summer entertaining a face lift with foods that never go out of season or style - #fruits + #veggies! __ Showcase #plants, in all forms, through beautiful #charcuterie boards, fun shareables + one-bite wonders. #haveaplant

Instagram/Facebook

Slide into summer entertaining with the ultimate co-hosts - #fruits and #veggies! These show stoppers can be used in an endless number of ways to elevate your summer picnics, beach days and dinners under the stars. __ From appetizers to dessert, don't forget to invite fruits and veggies, like #watermelon, sweet #corn and #cherries, to your warm weather parties. #haveaplant

Twitter

Slide into summer entertaining with the ultimate co-hosts - #fruits + #veggies! From appetizers to dessert, showcase #plants, like #watermelon + sweet #corn in healthful + delish ways at your warm weather parties, picnics + dinners under the stars. #haveaplant __ #haveaplant

REFERENCE: Wallace, T.C., R.L. Bailey, J.B. Blumberg, B. Burton-Freeman, C-Y.O. Chen, K.M. Crowe-White, A. Drewnowski, S. Hooshmand, E. Johnson, R. Lewis, R. Murray, S.A. Shapses, and D.D. Wang. 2020. Fruits, vegetables, and health: a comprehensive narrative, umbrella review of the science and recommendations for enhanced public policy to improve intake. *Critical Reviews in Food Science and Nutrition* 60(13):2174-2211. Doi: 10.1080/10408398.2019.1632258.

Social Media Graphics — Click to download

Instagram & Facebook



Twitter



What's In Season In Spring?

[Apricots](#)

[Artichokes](#)

[Asparagus](#)

[Barbados Cherries](#)

[Belgian Endive](#)

[Bitter Melon](#)

[Broccoli](#)

[Butter Lettuce](#)

[Cactus](#)

[Chayote Squash](#)

[Cherimoya](#)

[Collard Greens](#)

[Corn](#)

[Fava Beans](#)

[Fennel](#)

[Fiddlehead Ferns](#)

[Green Beans](#)

[Honeydew](#)

[Jackfruit](#)

[Limes](#)

[Lychee](#)

[Mango](#)

[Manoa Lettuce](#)

[Morel Mushrooms](#)

[Mustard Greens](#)

[Oranges](#)

[Peas](#)

[Pineapple](#)

[Purple Asparagus](#)

[Radicchio](#)

[Radish](#)

[Red Leaf Lettuce](#)

[Rhubarb](#)

[Snow Peas](#)

[Sorrel](#)

[Spinach](#)

[Strawberries](#)

[Swiss Chard](#)

[Vidalia Onions](#)

[Watercress](#)

[White Asparagus](#)

Remember, fresh, frozen, canned, dried, and 100% juice are all good choices.

Fruit Highlight: Honeydew



Select

Choose well shaped honeydew melons that are nearly spherical. Should have a waxy, firm, not fuzzy, surface and feel heavy for size. Color is determined by sunlight position and doesn't affect quality.

Nutrient Content Claims: Fat free, Saturated fat free, Cholesterol free, Very low in sodium, High in vitamin C

Store

Store honeydew melons at room temperature. Once cut, store in refrigerator for up to 2 weeks.

Serve

[Top 10 Ways to Enjoy Honeydew](#)

[Any Melon Slushie](#)

[Avocado Melon Breakfast Smoothie](#)

[Pineapple Passion Fruit Pizza](#)

[Dessert Fruit Kabobs](#)

Veggie Highlight: Watercress



Select

Choose green watercress without any yellow areas or slippery stems — it does not taste good stale!

Varieties to Explore: [Upland Cress Greens](#)

Nutrient Content Claims: Low calorie, Fat free, Saturated fat free, Cholesterol free, Very low sodium, Sugar free, High in vitamin C, High in vitamin K, Good source of vitamin A, Good source of copper

Store

Rinse cut stems, blot with a paper towel and refrigerate in a plastic bag. Use within 4-5 days.

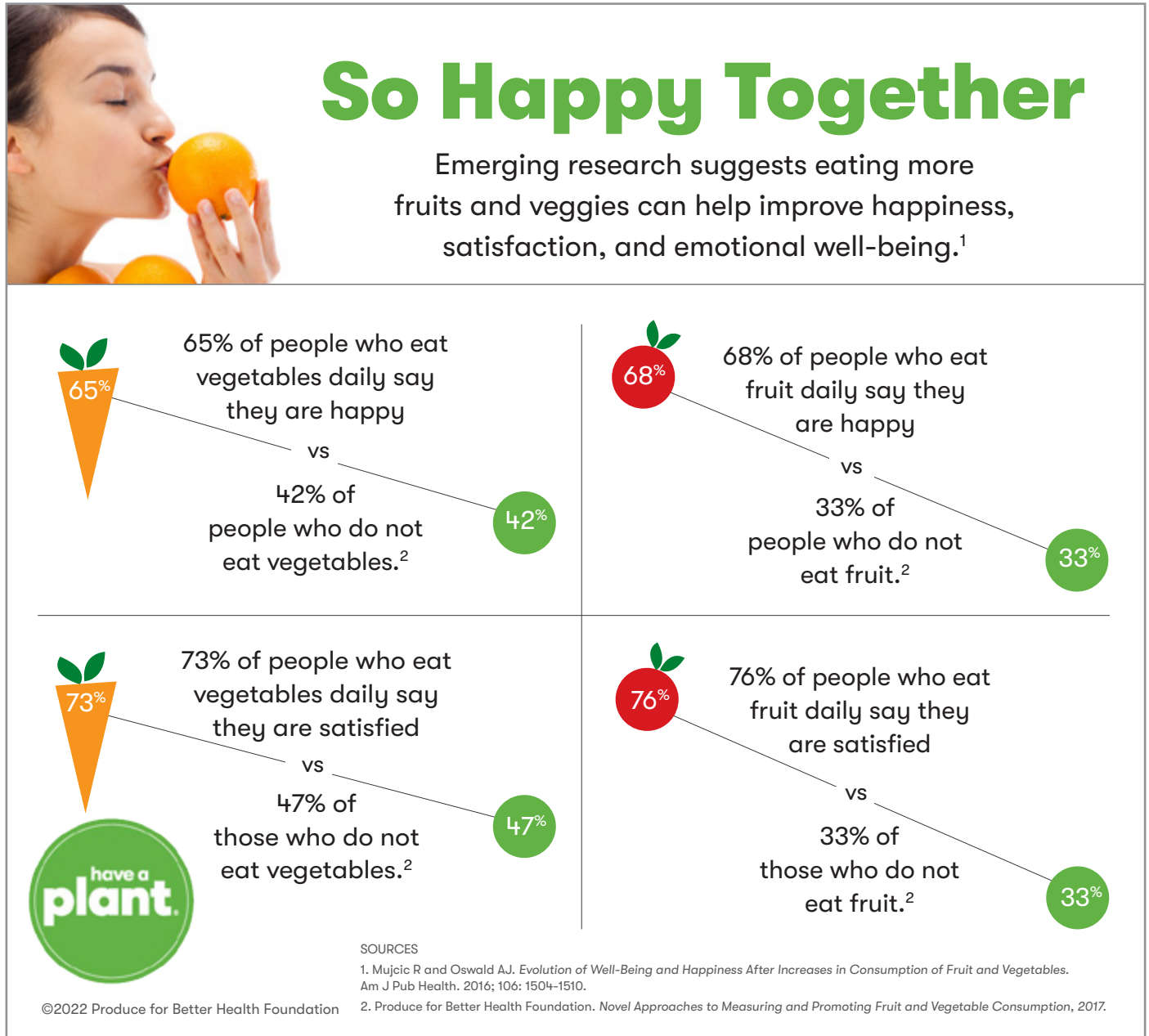
Serve

[Pear & Walnut Flatbread](#)

[Marinated Pear & Toasted Farro Salad With Greens & Gruyere](#)

PBH Happiness Research Infographic

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



Educational Selling: The Power of a Better Mood



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

Spring is a time of renewal. Longer days and warming temperatures give your shoppers a sense of hopefulness and new energy to take action and create change. As research from the Produce for Better Health Foundation highlights in this guide, food – including fruits and vegetables – can extend this sense of mood positivity, creating a compelling way for retail dietitians to sell shoppers on adding one more pound of produce to their carts.

Consider these ideas for selling fruits and veggies based on their ability to increase happiness and life satisfaction.

Seasonal Produce Curated Bundle

As a part of health and wellbeing integration into e-commerce, offer a dietitian-curated bundle of produce at its peak in April, May, and June. In the description of each product, highlight a mood-lifting fact from this guide or assign a positive emotion to each item, such as the amusement of a toddler's taste of rhubarb without and then with sugar, pride in using

leeks in a recipe for the first time, or awe of the taste of locally grown produce.

Pride For Local Produce Suppliers

In social and digital, share your pride in your company's commitment to locally sourced produce. Feature videos from their farms. Offer videos or a cook-along on using less familiar locally grown produce to give your consumers their own sense of pride, linking to shoppable recipes using the produce item and creating a true omni-channel shopper experience.

Inspiration Series

Create a new video series to tap into the power of Spring's sense of renewal and inspire shoppers to explore new fruits and veggies as a way to build happiness. For Earth Day, inspire your shoppers on how to use overly ripe produce. For Mindful May, inspire them with tips on choosing fruits and veggies as their new snack habit. For June, inspire building of a new skill such as grilling fruits for dessert.

There are so many fun ways to get consumers to Have A Plant® this spring! We look forward to seeing what you come up with!

Feel-Good Trend Alert: MUSHROOMS!

If it seems like mushrooms are everywhere these days, it's because they are. Not only are these fabulous fungi both delicious and nutrient rich, but they've also become fashion darlings on the runway and the stage. Looks like everyone is feeling good about mushrooms!



Immunity

Building a strong immune system is an important message to share all year long. Feed yourself foods that make you feel good on the inside so you're giving off good vibes on the outside, too!

Retailers: Be sure to check out our FREE Retail Immune Health Signage materials in the Educational Resources section at fruitsandveggies.org.



Sustainability

Feel good about eating nutritious foods that are also good for our planet. April is Earth Month, and the Mushroom Council wants to remind PBH's influencer community that researchers consider mushrooms "one of the most sustainably produced foods in the United States."

For more great tips and recipes, please visit MushroomCouncil.com.



Creating Aromatherapy Benefits With Culinary Techniques



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

Research is revealing many potential mood benefits from aromatherapy, including stress relief, anxiety reduction, mood improvement, depression relief, and improved short term memory. While much of the research focuses on essential oils in controlled settings, insights from this research can be applied to other settings, including grocery stores, farmers markets and kitchens. Here are four tips to offer consumers on how to create aromatherapy from fruits and veggies.



1. Sniff While You Shop

Aromas in food come from volatile compounds that also contribute flavor. Ripe fruit, for example, contains more volatile

compounds than unripe fruit. Taking time to smell fruit before making your selection can lead you to better flavor. Keep in mind this will only work with fruit that has a very thin peel, like strawberries or peaches. Fruit like bananas offer a distinct visual cue as to their degree of ripeness. Sadly, most vegetables offer little aroma, but you can enhance aromas in vegetables. See tip #4!



2. Zest With Glee!

Citrus peels are a rich source of essential oils. Using citrus zest in cooking can boost flavor as well as your

mood. Keep in mind that the outermost part of the peel contains the essential oils while the white pith that lies between the peel and the flesh often contains bitter compounds. Use a citrus zester or microplane to remove

just the colorful peel of grapefruit, oranges, lemons and limes. Zest can be added to vinaigrettes for vegetable salads, beverages like iced teas and smoothies, spice blends for roasting vegetables, fruit salads and so much more!



3. Focus On Fresh Herbs & Spices

Fresh herbs and freshly ground spices contain essential oils that can enhance the flavor

of fruits and vegetables while also providing mood boosting benefits. Volatile compounds dissipate quickly; using fresh herbs that get minced right before adding to a dish and buying whole spices to grind right before use are two ways to ensure you're getting the most aroma. A small coffee grinder can be used to grind spices. Pro Tip: Grind some rice after grinding the spices to easily clean the grinder for your next batch of coffee beans.



4. Roast Those Veggies!

Roasting is a wonderful culinary technique for creating fantastic aromas and flavors in vegetables. Roasting vegetables in

a 375°F to 450°F oven starts a chemical process called the Maillard reaction, which creates crave-worthy caramelized flavors and complex aromas. The aromas and flavors created by the Maillard reaction can be further enhanced by using high quality, fresh extra virgin olive oil to roast your veggies.

At the end of the day, there are many benefits fruits and vegetables provide that can boost our health, and even our mood. So go ahead. Get those senses stimulated. And by all means, Have A Plant®!

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Roasted Asparagus



Roasting asparagus is one of the easiest ways to prepare this delicious veggie. This simple recipe uses just 5 ingredients and takes just 15 minutes!

- 1 lb fresh asparagus spears
 - 1 teaspoon olive oil
 - Freshly ground black pepper
 - 1 teaspoon crushed garlic
 - ½ teaspoon grated lemon zest
1. Preheat oven to 400 degrees
 2. Wash asparagus spears and snap off bottoms
 3. Place spears on a baking sheet lined with foil
 4. Top with oil, pepper and garlic and toss spears together to distribute seasonings evenly
 5. Roast for 8-10 minutes until just tender and beginning to brown slightly
 6. Sprinkle with grated lemon zest before serving

Recipe courtesy of Sylvia Emberger, RD, LDN



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