**EMAIL TEMPLATE**

**SUBJECT LINE:** **2022 - A Collective Endeavor to Increase Consumption**

[Salutation / NAME],

It is a known challenge that consumers are not eating enough fruits and vegetables. Increasing the consumption of fruits and vegetables cannot be done alone. Successfully changing consumer behavior will take a collective effort.

As a partner of the [**Produce for Better Health Foundation (PBH)**](https://fruitsandveggies.org/membership/) – **the only 501(c)(3) charitable non-profit organization committed to increasing fruit and vegetable consumption** – and a member of [TRADE ASSOCIATION] I’d like to ask: how you might work in partnership with PBH to change consumer behavior?

It will take a collective endeavor supported by many different organizations and communities for us to achieve success in increasing fruit and vegetable consumption.

[Sharese Roper](mailto:sroper@pbhfoundation.org), PBH’s Industry & Partner Engagement Senior Director, is already looking forward to sharing the many ways you and your organization can contribute as part of the PBH community. She can be reached at [sroper@pbhfoundation.org](mailto:sroper@pbhfoundation.org) or (302) 235-1013.

I encourage you to join the effort. Together, we CAN change fruit and vegetable consumption behavior.

[Signed],

[YOUR name, title and company]

**SAMPLE SOCIAL MEDIA POSTS**

Engagement efforts with our partners in the produce and health community take place on various social platforms, with the majority being on LinkedIn. PBH welcomes you to use the below sample posts to engage with fellow industry leaders there, as well.

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| **Option 1** | It’s a known challenge that consumers are not eating enough fruits and vegetables. Successfully changing consumer behavior will take a collective effort.  We’ve joined the @Produce for Better Health Foundation (PBH) in support of their work to increase fruits and vegetable consumption.   This is the year for us to come together and create real change.  #community #growconsumption |
| **Option 2** | Join me and support the @Produce for Better Health Foundation (PBH).  Together, we can change consumer behavior and increase fruit and vegetable consumption.  #community #growconsumption |

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**Social Media Graphics**

We recommend you use on of the following graphics with your social posts.

**Instagram & Facebook**

A picture containing text, person, grass, outdoor

Description automatically generated **A person with green hair holding oranges up to her mouth

Description automatically generated with low confidence**

**A person eating food

Description automatically generated with low confidence A person sitting at a table with a bowl of fruit and a glass of juice

Description automatically generated with medium confidence**

**LinkedIn & Twitter**

A picture containing text, grass, outdoor, person

Description automatically generated A person eating food

Description automatically generated with low confidence

A picture containing person, indoor, person, striped

Description automatically generated A picture containing text, person, outdoor

Description automatically generated