



PBH[®]

**PRODUCE FOR
BETTER HEALTH
FOUNDATION**

**HAVE A PLANT[®]
INFLUENCER TOOLKIT**
SUMMER 2022

Celebrating The Roots Of Our Food

**Innovations In Agriculture That Put
More Produce On Our Plates**

Share The Have A Plant[®] Love:
Ideas & Inspiration

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Celebrating The Roots, Stems, Stalks &
Leaves Of Our Food

Sponsored by



**Pacific Northwest
Canned Pears**
Always ripe. Always ready.



Celebrating The Roots Of Our Food

Celebrate farmers and growers across the nation by learning about their passion for bringing fruits and vegetables from farm to table.



BY KATIE CALLIGARO
PBH MARKETING & COMMUNICATIONS DIRECTOR

Greetings fellow plant-passionate people!

It is my favorite time of year and not just because it is my birthday month in August, but as a summer baby, I have so many amazing memories that I associate with summertime food experiences. Most of which involve “having a plant!” Kicking off with Fourth of July (known as an outdoor food-centric holiday, if we can all agree) and culminating with National Fruits & Veggies Month this September...there are so many ways to celebrate fruits and vegetables in America this season!

The quarterly theme, “Celebrating The Roots Of Our Food,” is special because we are dedicating this time to honor the passionate people who make it possible to deliver fruits and vegetables directly to our stores, schools, restaurants and homes. It’s a time to showcase the variety of practices and processes that go into growing, harvesting, delivering, sharing and serving fruits and vegetables.

Beyond farmers and growers, there are people across the supply chain committed to helping people Have A Plant®, and who are making experiences delicious and enjoyable for consumers.

Many companies are dedicated to using agricultural innovations to help reduce food waste – whether that’s enabling fresh foods to have a longer shelf life or making them taste sweeter, more desirable, getting them eaten quicker – and on repeat.

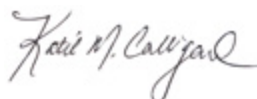
There is also an opportunity in this moment to celebrate what makes America great, including honoring different cultures, traditions and culturally inclusive global cuisines. As you communicate with consumers daily, let’s show them all the ways we can honor and experience authentic varieties of ethnic foods as well as enjoy more fruits and vegetables too!

And lastly, let’s use National Fruits & Veggies Month to elevate fruit and vegetable consumption to a national priority. The time is now to close the consumption gap, and yes I’m stomping my foot when I say that! While farmers and growers work tirelessly to grow and deliver some of the most healthful and beneficial foods on the planet, we will do our best every day to help people eat and enjoy more fruits and vegetables.

We hope you find inspiration in this quarterly toolkit! Perhaps you’ll come up with a unique promotion or contest that engages consumers directly; or it may shed light on a new menu item, recipe or approach to a meal or experience that we can make better just by adding one or more fruit or vegetable.

So let’s collaborate, Have A Plant® and Celebrate The Roots Of Our Food.

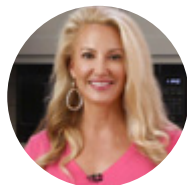
Cheers,



Katie Calligaro
PBH Marketing & Communications Director

Celebrating The Roots Of Our Food

Innovations In Agriculture That Put More Produce On Our Plates



BY WENDY REINHARDT KAPSAK, MS, RDN
PBH PRESIDENT & CEO

Leaders across all sectors of agriculture continually develop, test, and implement innovations that will help make farming more environmentally and financially sustainable. Climate change, regulatory pressure, changes in consumer demands, and other factors put pressure on all farmers to evaluate and adopt technologies, but this is especially true for our nation's fruit and vegetable farmers. Here are a few examples of innovations across our diverse industry.



Broccoli With Longer Stems

Fruit and vegetable companies that grow items that must be hand harvested are seeking innovations that reduce their need for labor. Leaders at Bayer Vegetable Seed developed a variety of broccoli that produces a longer stem thereby enabling the broccoli to be harvested with a machine versus being cut by hand. Sadly, many consumers are not interested in eating broccoli stems so further innovation is being done to produce products from the broccoli stems, including star-shaped broccoli pieces for kids called “Broc-Stars.”

Quotes For You To Use

“A lot of farmers have advanced science degrees and share the same goals about preserving the land for future generations. Being a shepherd to the land and the trees and the people who work on the farm is key to a flourishing industry.”

- Adam McCarthy, Pacific Northwest Pear Grower

“Sustainability really is a buzz word that came out about 20 years ago. Before that, we just called it ‘good farming practices.’ And, what that really centers around is just taking care of your land and making sure that you’re leaving what you’re entrusted with in better shape tomorrow than it was today.”

- Frank Muller, Farmer in Woodland California

“For the longest time technology has been out there unachievable to the mainstream agriculture field. But, I would say in the the last decade – between auto-steering, gps pinpoint, water management – it is a really exciting time to see it becoming more affordable which lends itself to large production ag and where we’re going to go in the next decade. It makes my skin bumpy there’s so much good stuff in the pipeline!”

- Justin Micheli, 4th Generation California Peach Farmer

Mechanically Harvested Romaine Lettuce

Romaine lettuce is another example of a crop that used to require hand harvesting. Engineers working for Taylor Farms, one of the largest lettuce growers and processors in the Salinas Valley of California, developed lettuce combines that slowly move through Romaine fields using water “knives” to cut the lettuce at the root base. The cells in the plant react differently to the water jets compared to actual knives, sealing off the cells and reducing risk of bacterial contamination in the field. This innovation saves on labor costs and promotes food safety.



Helicopters In Cherry Orchards

This innovation is an example of an old-school technology, helicopters, being used to reduce risk of fruit damage during harvest. If it rains during harvest, cherries will collect water in the stem cup, increasing risk of cherries splitting open. Cherry growers in Washington state such as Stemilt Growers and Chelan Fresh have helicopter pilots who can fly over the orchards to gently shake the water off the cherries, protecting the fruit from potential damage.



Breeding For Better Flavor

Plant breeders across our industry in both the public and private sector work to develop new varieties that meet the taste preferences of today’s consumers. Breeders are looking for traits like higher brix in melons to increase sweetness, fewer sulfur compounds in onions to reduce tearing when the onions are cut, and strawberries with more volatile compounds that produce aroma that strongly correlate with flavor are just a few examples of how breeders use traditional breeding methods combined with computer-assisted tracking of genes associated with valuable traits.



Let’s all celebrate all the work being done in agriculture that brings to market more fruits and vegetables that consumers enjoy every day!

Key Messages

Rooted in tradition, the work of many farmers and growers spans generations, often dating back hundreds of years.

Farming is a journey and labor of love that is driven by passion, dedication and social responsibility.

Farmers put their heart and soul into growing the most delicious fruits and vegetables possible, to bring produce from the field to your kitchen table.

From conserving water to the responsible use of pesticides and fertilizers, farmers unanimously stress that taking care of the land is their top priority.

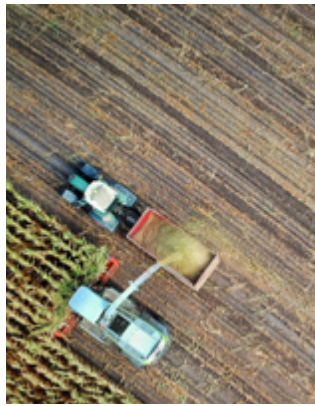
Farmers continually develop, test, and implement innovations that help make farming more environmentally and financially sustainable.

Celebrate and honor the hard work of farmers and the amazing fruits and vegetables they grow by working to reduce food waste.

Research & Insights



Fifty-nine percent of Americans say it is important to them that the foods they purchase or consume are produced in ways that are committed to the fair and equitable treatment of workers.¹



Over half of Americans say it is very/somewhat important that the food they consume is made in an environmentally sustainable way.¹



There are more than 2 Million farms in the United States. The vast majority (98%) are family owned and operated.²



A “small” farm, by USDA standards, refers to an entity that sells less than \$350,000 worth of goods in a single year. Most farms in the U.S. are “small” by this standard.²

REFERENCES:

1. IFIC's 2021 Food & Health Survey
2. 2017 USDA Census of Agriculture

IMPORTANCE OF 100% JUICE

Dietary Impact

Drinking juice is associated with better quality diet and higher total fruit intake.



Nutritional Impact

100% juice is a nutrient-dense beverage that delivers essential vitamins and minerals with no added sugars.

Consumer Economic Impact

Juice is an easy, convenient, accessible, and cost-effective way for both children and adults to obtain their daily fruit servings.



For more information, contact:

Diane Welland M.S., R.D.

Director of Nutrition Communication

Juice Products Association

dwelland@kellencompany.com



Share The Have A Plant® Love: Ideas & Inspiration

As we head into the heat of summer, we wanted to share our Editorial Calendar plans 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.



JULY

Celebrating The Roots Of Our Food

Celebrate farmers and growers across the nation by learning about their passion for bringing fruits and vegetables from farm to table. We'll spotlight inspiring stories each week to appreciate those who cultivate and create the produce on our plate.

Additional Weekly Themes

What's In Season In Summer?

Your guide to which fruits & veggies are in season.

Vacation Mode Gone Rogue

Staying on track throughout the summer is hard. Let us help!

Gut Check

Fun, easy ways to ferment and can our bountiful fruit and veggie harvests.

Promotion Ideas

Bring On The Patriotic Produce: We know Fourth of July celebrations to be full of grilling, sweet treats and refreshing beverages, but don't forget about fruits and veggies too! Discover new ways to help your shoppers, clients or followers boost nutrition and fresh flavors in their favorite dishes, like adding sliced radish to potato salad or serving grilled pineapple with a hint of chili lime seasoning.

Savor Summer's Bounty: Thanks to hard-working farmers and growers, it's easy to enjoy sensational summer superstars like berries, asparagus and bell peppers. Encourage your shoppers, clients or followers to venture out into their local community to visit a farmer's market or explore a community-supported agriculture program. Learning more about where food comes from helps foster appreciation for the journey from field to plate.

Refresh After Vacation: After a well-deserved vacation and time away from a typical eating routine, we all feel the need for a reboot. Encourage your followers to hop on the easy train! Offer them simple ways to get back on (or even stay on track while indulging in other things) like sprinkling berries on cereal; pairing sliced cucumbers with dip for an afternoon snack; or adding an extra veggie to a colorful stir fry dinner.

National Observances

National Berry Month

National Blueberry Month

National Grilling Month

National Salad Week

National Watermelon Month

Eat Beans Day

National Baked Bean Month

National Culinary Arts Month

National Ice Cream Month

National Picnic Month

National Pickle Month



AUGUST

Here's A Plan, Have A Plant®

As the summer comes to a wrap, planning is an important part of keeping us on track for getting back to busy. Smart shopping strategies, meal planning and prepping can support you in making the most of the summer's harvest.

Additional Weekly Themes

Stock Up On Staples

Stock up on all the different forms of fruits and vegetables this back-to-school season for the best year yet!

Prep For Back-To-Busy Success

Back-to-school means back-to-busy! Put some happy in your hustle with these fun, quick and easy plant-forward meal and snack ideas.

Produce For Performance

Fuel your daily routines with easy snacks designed to support performance, meet a range of dietary needs and, perhaps most importantly, taste delicious!

Promotion Ideas

Step Into Meal Prep: Let's face it – it's a busy time of year and we're busy people. Think of meal prep and planning as a form of self-care! Encourage consumers to carve out some time in advance of a hectic week to get organized in the kitchen so they can pull together nutritious meals in minutes.

Simplify Snacktime: Snacktime shouldn't be complicated, so let's make the doing easy! Focus on a mix of fiber, healthy fats and protein. Here's a few tasty ideas your followers are sure to love: apples + peanut butter; cottage cheese + mixed berries + edamame; cherries + nut mix + cheese cubes; sliced veggies + hummus + crackers. Great for on-the-go, and keeping families fueled for back to busy!

Stock Up On Staples: Skip that staring mindlessly into the pantry moment! Having basic meal builders and sound staples on hand can help consumers with meal planning and creating balanced meals. Encourage them to stock up on items that keep well like whole grain pasta, canned pears, frozen fruits and veggies, oatmeal, fruit cups and more.

National Observances

Get Acquainted with Kiwifruit Month
National Peach Month
National Watermelon Day
National Zucchini Day
National Potato Day
"Eat a Peach" Day
Banana Lover's Day
Lemon Juice Day
Family Fun Month
National Panini Month
National Catfish Month
National Sandwich Month



SEPTEMBER

Cheers To National Fruits & Veggies Month!

It's National Fruits & Veggies Month, and we couldn't be happier! Join in the plant-packed extravaganza – it's going to be bananas!

#NFVM2022

Additional Weekly Themes

Family Meals: Do Better Together

Research shows that when families eat together, they eat more fruits and veggies. It's a win-win!

A Focus On Fruit

Fruit is popular at breakfast, but that's only half the fun! Here are creative ways to enjoy fruit throughout the day in meals and snacks.

Get Your Veg On

Veggies are delicious and make you feel great. Here are some of our favorite tips and recipes to help you enjoy more of them.

Promotion Ideas

Make Time For Family Meals: Family Meals Month is the perfect time to gather family and friends around the table to share in the love of good food and even better company. Eating with others fosters connection, provides an opportunity for deeper conversation and encourages food exploration. Encourage followers to add one more fruit or veg to their weekly (or daily) family meal routine!

Fall In Love With Autumn Produce: Apples, butternut squash and grapes, oh my! Whether visiting a local orchard or purchasing fall produce from the grocery store, everyone needs to be encouraged to use it before losing it. Explore different cooking and baking methods you haven't tried before, like poaching pears or pureeing squash, to enjoy seasonal flavors with minimal waste.

Focus On Fruit & Veg Out: National Fruits & Veggies Month is a plant-packed extravaganza! Let's celebrate all the flavors, vibrant colors and unique textures that fruits and veggies have to offer. This month (and beyond), it's all about connecting with local growers, tasting unfamiliar produce, planting an indoor garden and adding one more fruit or veg to a meal or snack. Let's do this!

National Observances

National Fruits & Veggies Month

National Mushroom Month

National Papaya Month

National Potato Month

Vegetarian Awareness Week

National Acorn Squash Day

National Guacamole Day

Better Breakfast Month

National Chicken Month

National Honey Month

National Courtesy Month

Keep an eye out in early July for the National Fruits & Veggies Month toolkit with turn-key resources for celebrating our favorite plants all month long!

Sample Social Media Posts • #haveaplant

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

Celebrating The Roots Of Our Food

Instagram/Facebook

Hello, summer 🍌 We love all the fresh and delish #fruits and #veggies that the summer harvest brings, like #peaches, #berries and #tomatoes. Whether you're headed to your local grocery store, farmer's market, produce stand or CSA program to grab the season's bounty, don't forget to give a sincere "thank you" to all the hard-working farmers and growers who work tirelessly to bring fruits and veggies from farm to table. Drop a few appreciation emojis, below! #haveaplant

Twitter

Hello, summer 🍌 Whether you're headed to your local grocery store, farmer's market or produce stand to grab a taste of the summer harvest, don't forget to thank the hard-working farmers and growers who make it all possible. Drop a few appreciation emojis, below! #haveaplant habits for effortless produce intake: bit.ly/3C5tGTm #haveaplant

Instagram/Facebook

Did you know that 98% of farms and ranches in the U.S. are family-owned and operated? Farmers and growers are incredible stewards of the land and keep sound #agriculture practices top of mind. Show some ❤️ to those who cultivate and create the produce on our plate by purchasing #fruits + #veggies in all forms, whether fresh, frozen, canned, dried or 100% juice. bit.ly/347rleQ #haveaplant

Twitter

DYK: 98% of U.S. farms & ranches are family-owned & operated? Farmers = stewards of seeds, soil, #plants & the earth. Show ❤️ to those who cultivate & create the produce on our plate by buying #fruits + #veg in all forms - fresh, frozen, canned & more. bit.ly/347rleQ #haveaplant

Instagram/Facebook

Pear orchards in Oregon and Washington are tended by farmers who have been cultivating 🍏 for generations. After being harvested by hand in August and September, pears are delivered to nearby canneries where they are carefully ripened, peeled, cored—and halved, sliced or diced—before being poached in juice right in the can. Visit the orchards and canneries, and hear the stories behind what's in the can – pears! bit.ly/3u0C03T #haveaplant

Twitter

Bartlett pear orchards in Oregon and Washington are tended by farmers who have been cultivating 🍏 for generations. Visit the orchards and canneries, and hear the stories behind what's in the can – pears! bit.ly/3u0C03T #haveaplant

Instagram/Facebook

#DYK apples need four true seasons to grow? In the winter, they need cold temperatures and a layer of snow to insulate the trees from the cold. This is the dormant, or resting state, and allows trees to store energy for the seasons to follow. Follow the link to learn more from 🍏 farming experts Stemilt Growers: bit.ly/37C9GNK #haveaplant

Twitter

#DYK apples need four true seasons to grow? In the winter, they need cold temperatures and a layer of snow to insulate the trees from the cold while they store energy for the seasons to follow. Learn more from 🍏 farming experts Stemilt Growers: bit.ly/37C9GNK #haveaplant

Here's A Plan: Have A Plant®

Instagram/Facebook

With summer coming to an end and back-to-school season heating up, schedules are about to get BUSY. Let's face it – it's time to 📌 your shopping game! If you're in need of some inspiration, check out these 30 ways to stretch your food budget, shop smart and prep/cook like a pro: bit.ly/3hy9xN3 #haveaplant

Twitter

With summer coming to an end & back-to-school season heating up, it's about to get BUSY. Let's face it – time to 📌 your shopping game! In need of some inspiration? Check out these 30 ways to stretch your food budget, shop smart + prep/cook like a pro: bit.ly/3hy9xN3 #haveaplant

Instagram/Facebook

During this busy season, it's important to make time for moments that matter. If you're feeling strapped for minutes, let meal prep + "snack meals" be your BFF! Make the doing EASY by ensuring you have filling and nutritious options on hand with limited clean-up and dishes. bit.ly/3HxJkZE #haveaplant

Twitter

During this busy season, it's important to make time for moments that matter. If you're feeling strapped for minutes, let meal prep + "snack meals" be your BFF! Make the doing EASY = have filling & nutritious options on hand w/ limited clean-up. bit.ly/3HxJkZE #haveaplant

Cheers To National Fruits & Veggies Month

Instagram/Facebook

Pop the champagne 🍾 It's National Fruits & Veggies Month – let's get our party on!!! There are unlimited ways we can add #fruits + #veggies to our favorite comfort foods, sheet pan dinners, satisfying snacks and more. How will YOU add in one more #plant today? #haveaplant #NFVM2022

Twitter

Pop the champagne 🍾 It's National Fruits & Veggies Month – let's get our party on!!! There are unlimited ways we can add #fruits + #veggies to our favorite comfort foods, sheet pan dinners, satisfying snacks & more. How will YOU add in one more #plant today? #haveaplant #NFVM2022

Instagram/Facebook

Celebrating National Fruits & Veggies Month looks a bit different for everyone, and that's a-ok! Whether you're pairing jicama with a snackable dip, visiting an apple orchard or learning more about a local #veggie grower, it's important to connect with and love the produce you put on your plate. How are YOU celebrating #NFVM2022? #haveaplant

Twitter

Celebrating National Fruits & Veggies Month looks different for everyone! Whether you're pairing jicama w/ dip, visiting an 🍎 orchard or learning more about a local grower, it's 🗝️ to connect w/ the produce you put on your plate. How are YOU celebrating #NFVM2022? #haveaplant



**SEPTEMBER IS NATIONAL
FRUITS & VEGGIES
MONTH** #NFVM2022 #haveaplant

September is National Fruits & Veggies Month (NFVM), a month-long celebration of Americans' favorite plant foods and all the amazing flavors and feelings associated with eating and enjoying fruits and vegetables. Keep your eyes out in early July for the NFVM toolkit with turn-key resources to help you get the party started!

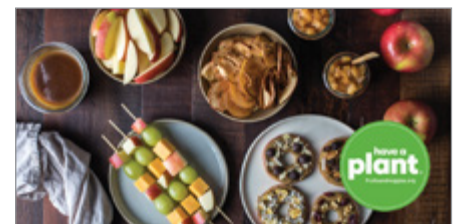


Social Media Graphics — Click to download

Instagram & Facebook



Twitter



Click on the infographic to download and share. Be sure to use #haveaplant and tag @fruitsandveggies in all your awesome posts!

From Here to There: The Journey of a Canned Pear

The story of how perfectly ripe, sweet, and juicy USA-grown Pacific Northwest canned Bartlett pears get from our orchards in Washington and Oregon to your table.

HARVEST
Harvest occurs in August and September, and each year's crop of canned pears is in the can by the end of September.

Every Bartlett pear tree has both small and large fruit. Lucky tree! The size of the pear determines where it goes next.

The larger pears go to grocery store produce departments and restaurants.

At the cannery, the pears are ripened, cored, peeled, poached, and halved, sliced or diced.

Smaller pears—which are just as tasty and have the same high quality as their larger relatives—go to the cannery. Canning pears reduces food waste and allows farmers to sell all of the fruit they grow, no matter the size.

Next, the ripe, juicy pears are preserved in non-BPA lined cans in juice or sweetened syrup. Nothing else is added, just like the home canning process. This is what keeps canned pears ripe and juicy for up to three years.

Some canned pears find their way to grocery stores or food banks.

Other canned pears will go to schools, restaurants, or hotels, where they'll be served right out of the can or will star in recipes for smoothies, desserts, salads, and so much more!

Non-BPA Lining

Pacific Northwest Canned Pears
Always ripe. Always ready.

Buy only USA-grown canned pears and support American farmers!

eatcannedpears.com

What's In Season In Summer?

Anaheim Chile	Casaba Melon	French Beans	Loganberries	Rave Apples
Apricots	Champagne Grapes	Figs	Longan	Sapodillas
Armenian Cucumber	Chayote Squash	Galia Melon	Loquat	Sapote
Asian Pear	Cherries	Garlic	Lychee	Shallots
Barbados Cherries	Cherries, Sour	Grape Tomatoes	Mulberries	Strawberries
Beets	Chinese Long Beans	Grapefruit	Nectarines	Sugar Apple
Bell Peppers	Corn	Grapes	Okra	Sugar Snap Peas
Black Crowberries	Crenshaw Melon	Green Beans	Ong Choy Spinach	Summer Squash
Black Currants	Crookneck Squash	Hearts of Palm	Passion Fruit	Tomatillo
Blackberries	Cucumbers	Honeydew Melons	Peaches	Tomatoes
Blueberries	Durian	Jackfruit	Peas	Watermelon
Boysenberries	Edamame	Jalapeno Peppers	Persian Melon	Winged Beans
Breadfruit	Eggplant	Key Limes	Plums	Yukon Gold
Butter Lettuce	Elderberries	Lima Beans	Radishes	Potatoes
Cantaloupe	Endive	Limes	Raspberries	Zucchini

Seasonal Highlight: Rave® Apples



Select

Apples are available fresh, dried and as 100% juice. It's best to enjoy Rave® apples for a fresh snack. It has an outrageously juicy flavor and refreshing snappy zing. Only available for a short season, August to September.

Store

Store in the coldest part of the refrigerator (33 to 25 degrees Fahrenheit) and away from strong-smelling foods like onion and garlic. You will also want to keep apples away from potatoes as potatoes release a gas that can make apples spoil quicker.

Serve

[Sliced Apple Boats](#)

[Rave® Apple, Grape & Cheese Kabobs](#)

[Rave® Apple Bruschetta](#)

[Apple Cider Cocktail](#)

[Peanut Butter Mousse With Crunchy Apple Dippers](#)

Seasonal Highlight: Canned Pears



Select

Hands down, the best-tasting canned pears are grown, harvested, and packed in the United States. Buying canned pears from the Pacific Northwest supports American agriculture and food grown on family farms. Check the label for "Product of the USA."

Store

Store unopened cans at room temperature for up to 36 months.

Serve

[Pear & Pork Belly Tacos](#)

[Butternut Squash & Pear Soup With Garam Masala](#)

[Grilled Chicken With Sweet & Sour Bartlett Pear Sauce](#)

[Pacific Northwest Canned Pear Salsa](#)

[Orchard Pear Crisp](#)

Celebrating Farmers In The Age Of E-Commerce



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

Every conversation I've had lately with a retail dietitian circles back to e-commerce. The pandemic definitely caused a tipping point for online grocery shopping and retailers across the country are focused on how to improve the e-commerce shopping experience. But how do you take an experience that has historically been three-dimensional and effectively move it into a two-dimensional world?

Celebrating the roots of our food can be the factor that makes online shoppers fill their virtual carts with more fruits and veggies. Pictures of real life on the farm that show the passion farmers have for their work give shoppers a touchpoint to their foods' origins. Colorful pictures of fresh picked produce are sure to inspire adding one more to the cart. Sizzling sounds in short video clips are sure to make everyone learn a new way to prep veggies for dinner.

Consider these ideas for making the roots of our food come to life in e-commerce:

Create A Roots Of Our Food Landing Page

Choose different crops and for each include agriculture insights, farmer highlights, shoppable recipes (perhaps directly from the farmer?), "how to" videos, and vendor promotions. To really blow out this concept, include crops grown in different regions of the country and create this concept as a shopper marketing vendor partnership package.

Offer Roots Of Our Food Product Bundles

Every two weeks, offer a different bundle of fruits and vegetables that are grown in a different way – on a tree, on a vine, underground, etc. Include dried, canned, and frozen options in the bundles. Link the bundle to recipes that align with different eating plan styles such as Mediterranean Diet, Keto, and plant-forward. Include a kids' activity to build their awareness of the different ways fruits and vegetables are grown. Focus on items that are at peak season to attract shoppers who have interest in CSA boxes but haven't signed up for one.

Feature Farmers

Work with your produce suppliers to determine if they have on-farm videos that can be linked to their items in your online shopping environment. Or coordinate visits to key producer farms, creating a series of "RD on the Farm" videos for posting in e-commerce.

Farm Facts Campaign

On your favorite social media site, create a cadence of posting a video clip or graphic post highlighting a produce-related farm fact. Or create e-commerce banner ads with this information, linking directly to the product. Whether it's about how quickly pears go from tree to can or how broccoli is used to add nutrients to the field in the off season of melons, these highlights are sure to engage shoppers.



Dial Up The Delicious

Celebrating The Roots, Stems, Stalks & Leaves Of Our Food



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

Stop for a moment and think about all the time, effort, and resources (i.e., soil, water, seeds, crop inputs, machinery, fossil fuels, and manpower) that go into growing and producing our food. As food and nutrition leaders, we can all play an important role in helping patients, clients, consumers, and other professionals we work with across many segments better appreciate the true value of fruits and vegetables. Reducing food waste is a great place to start.

Here are five specific tips for reducing food waste in home and professional kitchens. These tips can also boost flavor and amp up nutrition, in some cases.

Keep The Peel On Potatoes

On average, a potato peel contains about 30% of the total fiber in a potato. In some varieties, the peel contains valuable phytonutrients, naturally occurring plant compounds that provide benefits to the plants, produce color, and potentially provide health benefits for us. Keeping the peel on potatoes provides other benefits beyond fiber, like saving time. Making mashed potatoes become quicker and easier if you simply wash potatoes, cut them up, and boil or steam them before mashing.

Use The Stems Of Cilantro

Too many fussy recipes tell people to remove the leaves from cilantro stems, discard the stems, and just use the tender leaves. Cilantro stems add additional texture and intense flavor to both raw and cooked dishes like pico de gallo, guacamole, soups, and stews. The stems of other herbs can also be used. Encourage people to add stems from mint to smoothies or the smaller, more tender stems from basil plants to soups or sauces like pesto.

Cook With Carrot Tops

If your store offers carrots in bunches with their gorgeous tops, encourage shoppers to use the leafy tops to make carrot top pesto to serve with roasted carrots or other roasted vegetables. Carrot tops can also be added to salads, soups, and smoothies or sauteed with extra virgin olive oil and whole or ground coriander for a flavor-rich side dish.



Candy Or Salt-cure Lemon Peels

If you've taught someone recently the flavor merits of citrus zest, that's awesome. Your next step can be teaching them to easily candy or salt-cure lemon peels by cutting peels into thin strips and immersing in either granulated sugar or fine grain table salt for one week for candied and four weeks for salt curing. Candied lemon peel can be used to garnish and add flavor to desserts; they are especially awesome when paired with apple, pear, or berry desserts. Salt-cured lemon peels offer a powerful punch of flavor to dishes that combine whole grains and vegetables, like Moroccan tagines made with whole grain couscous and a variety of vegetables.

Save & Savor Canning Liquids!

Having canned fruits and vegetables on hand is a smart way to encourage greater consumption at home. Home cooks can use the juice from canned fruit such as pears to make vinaigrettes, add sweetness to and thin the consistency of plain Greek yogurt, or add liquid to a smoothie, especially one made with frozen fruit where the blender can use some help getting started. The canning liquid from canned vegetables can add sodium—versus sodium from added salt—to balance the flavor of soups, stews, chilis, and sauces. Canning liquid from pickled items like dill pickles or pickled green beans can be used to boost flavor in many dishes. Try adding the pickling liquid plus some chopped pickled green beans to your next batch of egg salad or deviled eggs!

These are just a few suggestions to inspire your work of helping everyone you work with reduce food waste, increase fruit and vegetable consumption, and celebrate what goes into the complex process of growing and producing food. If you have other ideas for reducing food waste and celebrating the roots of our food, share them on social media! #haveaplant

Roasted Pear Salad With Chicken & Feta



- 1 (29-ounce) can Pacific Northwest Canned Pears, diced, in juice, drained
 - 3 cups chopped romaine lettuce
 - 3 cups spring lettuce mix, or mix of baby greens
 - 1-1/2 cups dried cranberries or Craisins
 - 3/4 cup prepared raspberry vinaigrette, plus more for serving
 - 6 ounces feta cheese
 - 10 ounces cooked chicken, diced
1. Preheat the oven to 400°F and lightly oil or spray a baking sheet with sides.
 2. Place the drained pears on the prepared baking sheet and roast 8 to 10 minutes, or until lightly caramelized. Remove the pan from oven and set aside to allow the pears to cool slightly.
 3. Meanwhile, combine the lettuces in a bowl with the dried cranberries and vinaigrette. Toss to combine and coat all of the lettuce leaves with vinaigrette. Season to taste with salt and pepper.
 4. To serve, arrange the greens on a large platter. Top with the pears, chicken, and crumbled feta cheese. Serve with additional vinaigrette on the side, if desired.

Raw Apple Crumble



Apple Base

- 2 Rave® Apples, peeled and diced
- 1 tablespoon lemon juice

Blended Apple Mixture

- 1 Rave® Apple, peeled and diced
- 2 tablespoons sugar (or coconut sugar)
- ½ teaspoon cinnamon
- ¼ teaspoon nutmeg
- ½ teaspoon pure vanilla extract
- Pinch salt
- 1-2 teaspoons water
- Crumble
- 4 tablespoons almond flour
- ½ cup pecans
- 2 dates
- 1 teaspoon cinnamon
- ¼ teaspoon nutmeg
- 1 teaspoon water

1. Make the crumble first. In a food processor or blender, combine all of the crumble ingredients and pulse until a fine crumble is formed. Spoon into a bowl and set aside.
2. Peel and dice the apples. Place 1 cup of diced apples in the food processor and toss the other 2 cups with the lemon juice in a bowl and set aside.
3. Blend the cup of apples with sugar, cinnamon, nutmeg, vanilla, salt and water until smooth, scraping down the sides if necessary.
4. Spoon the blended apple mixture into the bowl with the diced apples and toss to combine. Spoon the apples into bowls and top with the crumble topping and vanilla ice cream if desired (highly recommended).
5. Store leftovers in an airtight container in the refrigerator.



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