ABOUT THE PRODUCE FOR BETTER HEALTH FOUNDATION

The Produce for Better Health Foundation (PBH) is THE ONLY 501(c)(3) non-profit organization dedicated to increasing consumption of all fruits and vegetables for America’s health and happiness.

Since 1991, PBH has invested in developing trended insights on attitudes toward all forms of fruit and vegetable consumption, in addition to campaigns and partnerships with government, food industry stakeholders, health professionals and other thought leaders to collaborate, facilitate and advocate for increased intake. Campaigns included first, the 5-A-Day program, and then, the Fruits & Veggies—More Matters public health initiative. While five fruits and vegetables each day is great advice, and more will always matter, PBH’s new behavior-based call-to-action is Have A Plant®. Rooted in behavioral science, PBH’s transformative and award-winning Have A Plant® Movement is an invitation that will inspire people with compelling reasons to believe in the powerful role fruits and vegetables can play to create happy, healthy and active lives.

PBH is also responsible for the Lead The Change Collaborative Consumption Campaign – a multi-sector, multi-year initiative designed to maximize the power of PBH’s unique thought leadership position, widespread influencer network, credible scientific and market research, and, most importantly, its innovative members and partners, to lead a call-to-action for addressing the global fruit and vegetable consumption crisis. The initiative includes research, thought leadership and communication platforms to ensure stakeholders speak with One Purpose, One Voice and One Call-to-Action for maximum impact.

For more information about the Lead The Change campaign visit: www.fruitsandveggies.org/lead-the-change.
INTRODUCTION
A Roadmap For Increasing Consumption
2021 PBH Key Milestones & Successes
2021 PBH Media Highlights

INSPIRING CONSUMERS
Inspiring Fruit & Vegetable Consumption With The Have A Plant® Movement
Advancing The Plant-Forward Dialogue With Powerful Partnerships
Seizing Opportunities For Innovative & Insightful Campaigns

ENGAGING INFLUENCERS
Spreading The Have A Plant® Love With Our Expanded Influencer Network
Cultivating Influencer Relationships Through Events & Education

LEADING THE CHANGE
Closing The Consumption Gap With Compelling Research
Convening, Engaging & Inspiring Experts & Stakeholders

THE FOUNDATION
Financial Review
PBH Executive Committee
PBH Board Of Trustees
PBH Partners
PBH Influencer Volunteers
Gifts In-Kind
The PBH Team
In 2021, we worked tirelessly to Increase Fruit & Vegetable Consumption in America.
A ROADMAP FOR INCREASING CONSUMPTION

The work we do to advance fruit and vegetable consumption is not always easy. However, it’s extremely important for the health of our businesses, organizations and the collective industry, as well as for public health across our nation. And all of us at the Produce for Better Health Foundation (PBH) are more energized and more focused than ever, leaning into our commitment to improve fruit and vegetable consumption behaviors. Here’s a quick snapshot of what we’ve been doing.

Research & Consumer Insights Drove Behavior Change

Together, along with partners across the produce value chain, we commissioned and published the State Of The Plate: America’s Fruit & Vegetable Consumption Trends research study. The research report looks at Americans’ meal and snacking patterns and unveils insights we can use to prompt more people to eat more fruits and vegetables more often. In 2022, we’ll be sharing a follow-up study examining behaviors that can build better fruit and vegetable habits. We look forward to working with our partners to develop messages informed by this research to help consumers eat more fruits and vegetables every day.

The Have A Plant® Movement & Influencer Network Inspired Consumers

The award-winning Have A Plant® Movement continues to grow and reach hundreds of thousands of consumers every day with the message that fruits and vegetables are delicious, fun and cool. To ensure continued momentum, we have also engaged hundreds of influencers to serve as Have A Plant® Ambassadors. PBH’s Have A Plant® Influencer Network has helped grow our reach in supermarkets and restaurants as well as on social media, inspiring consumers to enjoy fruits and vegetables for better health and greater happiness.

Bold Thought Leadership Elevated Fruit & Vegetable Consumption As A National Priority

Finally, we’ve been working with national partners such as the United States Department of Agriculture, Centers for Disease Control and Prevention, National Institutes of Health and many other like-minded organizations to create the National Fruit & Vegetable Consumption Coalition and to elevate fruit and vegetable consumption as a national priority. We’ll be working closely with our partners in 2022 on planning the 2023 National Fruit & Vegetable Consumption Summit to showcase ways every sector can join forces with PBH to increase fruit and vegetable consumption. We look forward to you joining us in this effort! TOGETHER, we are creating happier, healthier lives with fruits and vegetables!

Sincerely,

Wendy Reinhardt Kapsak, MS, RDN
President & CEO
Produce for Better Health Foundation
2021 PBH KEY MILESTONES & SUCCESSES

**January**
- PBH welcomed Matt Middleton as 2021 PBH Board Of Trustees Chairman
- The PBH State Of The Plate: America’s Fruit & Vegetable Consumption Trends research released along with corresponding consumer and key opinion leader campaigns
- PBH Board of Trustees Meeting
- Custom PBH fruit and vegetable behavioral research project initiated

**February**
- PBH Have A Plant® Ambassador network expanded and re-branded to reach consumers across three points of influence: point-of-sale (retail), point-of-flavor (culinary & foodservice), and point-of-inspiration (food, nutrition & lifestyle)
- PBH Board of Trustees Meeting
- Have A Plant®: The Plant-Forward Eating Guide and toolkit launched in partnership with the California Walnut Commission
- PBH National Fruits & Veggies Month theme, Have A Plant® Goes Global, announced along with corresponding toolkit release

**March**
- 2021 PBH Member Engagement Prospectus released
- PBH State Of The Plate Satellite Media Tour
- PBH Health & Wellness webinar featured findings from the State Of The Plate research

**April**
- First-ever PBH Have A Plant® Media Meet Up event convened top-tier food and nutrition journalists as well as media professionals
- PBH Celebrating The Roots Of Our Food consumer campaign launched
- Back-To-School retail campaign and promotion in partnership with Kroger Health, Egg Nutrition Center and Naturipe Farms, LLC

**May**
- PBH Food Rooted In A Better Mood® consumer campaign launched
- PULSE Pediatric Professional Consumer Brochures campaign launched in partnership with Kellogg’s
- PBH partnered with the Egg Nutrition Center (ENC) to bring Powerful Produce Pairings to life for members of the Academy of Nutrition And Dietetics at the annual Food & Nutrition Conference & Expo (FNCE) Expo Theater Event

**June**
- PBH National Fruits & Veggies Month Ambassador Event hosted 45+ influencers
- PBH and The Fresh Produce & Floral Council held two white board sessions titled Tapping Into Consumers’ Desires Around the Plant Forward Movement at the California Grocers Association Strategic Conference
- First-ever PBH Grateful November campaign honored PBH partners and supporters

**July**
- PBH National Fruits & Veggies Month theme, Have A Plant® Goes Global, announced along with corresponding toolkit release
- PULSE Pediatric Professional Consumer Brochures campaign launched in partnership with Kellogg’s

**August**
- PBH Have A Plant® Nation Ambassador Event hosted 45+ influencers

**September**
- PBH National Fruits & Veggies Month theme, Have A Plant® Goes Global, announced along with corresponding toolkit release
- PULSE Pediatric Professional Consumer Brochures campaign launched in partnership with Kellogg’s

**October**
- PBH President & CEO Wendy Reinhardt Kapsak presented the State Of The Plate findings to journalists from magazines, food blogs, radio programs, and other news services during the New York Produce Show

**November**
- First-ever PBH Grateful November campaign honored PBH partners and supporters

**December**
- Ongoing PBH partner engagement and strategic counsel, PBH influencer engagement, PBH digital ecosystem optimization and media relations

*2021 Produce for Better Health Foundation Annual Report | back to top*
2021 PBH MEDIA HIGHLIGHTS

**INTRODUCTION**

**2021 PBH MEDIA HIGHLIGHTS**

- **Perishable News.com**
  - Produce For Better Health Foundation Delivers Meaningful & Memorable Connectivity to Inspire Consumer Fruit & Vegetable Consumption Behaviors

- **The Produce News**
  - PBH reveals the key to being happy
  - By Maggie Hanna, video and social media editor
  - September 30, 2021

- **Blue Book Services**
  - PBH’s The State of the Plate: New Research Reveals America’s Fruit & Vegetable Consumption is Eroding
  - February 23, 2021 - Online News

- **The Product Reporter**
  - Episode 116: Wendy Reinhardt Kapsak
  - NATIONAL FRUITS AND VEGETABLE MONTH

- **Prepared Foods**
  - New Research Reveals America’s Fruit & Vegetable Consumption is Eroding
  - Produce for Better Health Foundation’s ongoing study shows fruit and vegetable consumption has declined nearly 10%

- **The Produce News**
  - Rally Around Immunity: The Produce Powerhouse
  - IMMUNITY – WHAT YOU CAN SAY AND NOT SAY

- **The Daily Produce Business**
  - Kroger Partners With Naturipe Farms, Produce For Better Health, and More for Back-to-School Promotion; Bridget Wojciak and Wendy Reinhardt Kapsak Share
  - Monday, Aug. 9th, 2021

**Fruits And Veggies Get an A+ This School Year**

For produce industry professionals, the Produce for Better Health Foundation (PBH) introduced the largest Have A Plant Influencer Network on September 16, 2021. The network includes influencers from all over the world, with specific focus on the U.S., U.K., and Latin America.

PBH reveals that key to being happy is simply getting more produce in your diet. Produce is essential for overall health and well-being, and PBH is dedicated to promoting its benefits through educational campaigns and resources.

PBH’s research reveals that America’s fruit and vegetable consumption is eroding. The foundation’s ongoing study shows a decline of nearly 10% in fruit and vegetable intake over the past five years.

New research by the Produce for Better Health Foundation highlights the importance of incorporating more produce into daily diets. The study underscores the role of produce in promoting public health and well-being.

Industry viewpoint: Is it possible to love fruits and veggies the same? Diving into differences between fruits and veggies.
We took the PBH mission and the Have A Plant® Movement to the masses.
Led by PBH, the Have A Plant® Movement inspired consumers to enjoy more fruits and vegetables through emotion-based messaging. Informed by the PBH KNOW-FEEL-DO Behavioral Framework, compelling and craveable content was promoted through an extensive digital ecosystem which includes social media, fruitsandveggies.org and weekly e-newsletters. Most Americans KNOW that eating plant foods promotes health but that doesn’t always translate to action. We excited Americans with easy ideas that make the DOing simple, so they FEEL empowered and excited about how plant foods boost health, happiness and deliciousness.

In 2021, expert articles as well as creative and inspiring content from PBH’s influencer network and PBH partners reached millions of millennial and Gen Z consumers. This content was infused throughout our digital ecosystem under the credible umbrella of PBH and the Have A Plant® Movement.

These collective efforts truly created a unified consumer-facing voice for the produce industry, plant-passionate advocates and key food system stakeholders.

PBH showcased innovative content to position delicious, plant-forward meals and snacks as simple solutions for advancing the Have A Plant® Movement and inspiring greater fruit and vegetable consumption.
THE RESULTS: The PBH Have A Plant® Movement continued on a trajectory of extraordinary growth, demonstrating impressive penetration among consumers. Since the April 2019 launch through 2021, the Have A Plant® Movement achieved:

<table>
<thead>
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<th>Statistic</th>
<th>Value</th>
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<tr>
<td>1 billion social media impressions</td>
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<tr>
<td>2 billion traditional media impressions</td>
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<tr>
<td>1,600+ traditional media mentions</td>
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<td>10 million website page views</td>
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<td>7 million website sessions</td>
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We formed **Powerful Partnerships** to encourage new fruit and vegetable consumption behaviors.
ADVANCING THE PLANT-FORWARD DIALOGUE WITH POWERFUL PARTNERSHIPS

PBH collaborated with unique and strategic partners which allowed us to produce fresh, relevant resources and inspiration for influencers and consumers throughout the year.

**HAVE A PLANT®: THE PLANT-FORWARD EATING GUIDE**

In January 2021, we partnered with The California Walnut Commission to create Have A Plant®: The Plant-Forward Eating Guide. The Guide, and corresponding toolkit provided food and nutrition professionals with new resources to cut through conflicting health messaging and encourage a style of eating that prioritizes plants without excluding other food groups.

**THE RESULTS:** A digital toolkit along with e-newsletter and social media promotions resulted in widespread access and use of the guide.

- **5,671** Plant-Forward Eating Guide views in 2021

**BEEF UP YOUR BURGER POWERFUL PRODUCE PAIRING PROMOTIONS**

During the peak grilling season of July, PBH teamed up with National Cattlemen’s Beef Association, on behalf of The Beef Checkoff, for a Powerful Produce Pairing promotion. This promotion paired fruits and vegetables with beef — a nutrient-rich food we know American’s love to enjoy — making it easy and craveable to add more produce to their favorite meals.

**THE RESULTS:** Hundreds of thousands of consumers were reached through custom content creation along with digital and social media promotions.

- **500k+** impressions from a cook along with Have A Plant® Ambassador Nicole Rodriguez

**HAVE A PLANT® FOR BACK-TO-SCHOOL PROMOTIONS**

In August, PBH teamed up with Kroger Health, Egg Nutrition Center and Naturipe Farms, LLC to bring together two nutrient-rich foods to support cognitive health: berries and eggs. This promotion empowered caregivers with an easy way to get kids to eat more fruits and vegetables as they head back to school by pairing them with other nutrient-dense foods.

**THE RESULTS:** The campaign reached hundreds of thousands of consumers through a cook along, nutrition booklet, as well as digital and social media promotions.

- **60,000** booklets distributed
- **300k** impressions from cook along with Kroger Health’s Ashley Martinez
We seized opportunities for innovative and Insightful Campaigns.
LEVERAGING THE PBH STATE OF THE PLATE RESEARCH TO CREATE NEW CONSUMER MESSAGING

The PBH-commissioned State Of The Plate: America’s Fruit & Vegetable Consumption Trends research, which was released in February 2021, showed people are eating fruits and vegetables less frequently, down nearly 10% since 2004. In the past five years alone, consumption has declined by 3%, indicating the trend is worsening every year. While disseminating this type of consumption data to key opinion leaders is essential, we recognized the need to pair these insights with practical solutions for consumers.

To that end, PBH released the State Of The Plate research together with a “surround sound” communications campaign in partnership with Curious Plot (formerly FLM Harvest) as the recipient of their 2020 Seed to Succeed grant program. The campaign created a sense of urgency to close the fruit and vegetable consumption gap – while also highlighting creative resources to help Americans adopt new habits. The campaign generated unprecedented market penetration with activities such as a satellite media tour; TV segments and social media content with top-tier registered dietitians and fitness experts; outreach to hundreds of food and nutrition stakeholders; influencer partnerships with Scary Mommy and The Dad social media platforms; and a highly visual and creative Have A Plant® “Sing It With Me!” digital ad campaign featuring fruit and veggies puns tied to popular song lyrics such as “Oops, I bit it again.”

The PBH State Of The Plate communications campaign reached millions of consumers and key opinion leaders with unique fruit and veggie insights.
THE PBH STATE OF THE PLATE CAMPAIGN RESULTS:

- **222 million** impressions in top tier media outlets
- **30 million** impressions from satellite media tour
- **4.5 million** social media impressions from “Sing It With Me” campaign
- **6 million** impressions from TV segments featuring PBH influencer network experts
- **640 million** total media impressions

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**Scary Mommy with Fruits & Veggies—Have A Plant.**

Paul Partnership

Great family eating habits are like a great wedding reception: gotta pump up those beets.

**MORE THAN HALF OF ADULTS WANT TO EAT MORE FRUITS & VEGGIES.**

(Roughly the same number of moms admitting to dry shampoo and adrenalin.)

**“We eat fruits and vegetables,” I say, casually adding them into my kids’ food.**

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**9 out of 10 Americans**

Do Not Meet Fruit & Vegetable Recommendations

People Are Eating Veggies Just Once a Day

75 Times/Week

Americans Eat Fruits Even Less Often

16% Vegetables

This Decline is Driven By Drops In Vegetable & Juice Eating Occasions

15% Juice

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**Overall Fruit & Vegetable Eating Occasions Have Declined By 10%**

(since 2004)

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**Kelly Jones, RD**

Sports Dietician

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**Fruits & Veggies—Have A Plant**

SWEET CLEMENTINE, BUM BUM BUM

Good times never seemed so good, so good! Sweet clementine, bum bum bum Life is SO GOOD with fruits and veggies. HashtagPBH

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**The Dad with Fruits & Veggies—Have A Plant Partnership**

If we can put a bunch of robots on the surface of the moon, you’d enjoy.

“Feed for yourself” is my favorite way to announce dinner.
INSPIRING CONSUMERS WITH OUR FARMER & GROWER CAMPAIGN

During the early days of the pandemic, we further embraced our newest content pillar focused on the farmers and growers who make it possible to continue to eat delicious and healthy fruits and vegetables. Given the success of that moment in 2020, and how it resonated with our Gen Z and Millennial audiences, we decided to embark on a full court press in 2021, which solidified the month-long the Celebrating The Roots Of Our Food campaign in our integrated content strategy.

In 2021, we virtually visited fruit and vegetable farms across the nation and across the globe and took a closer look at the passion and commitment farmers and growers have for fruits and vegetables, highlighting why they are at the root of the food we enjoy every day. Along with PBH and our partners, the PBH Have A Plant® Ambassador network spread the farmer and grower love through inspirational video salutes and other creative content that was amplified across PBH’s digital ecosystem.

The June social media campaign broke through media clutter and resonated with consumers by highlighting the commitment of farmers and growers rooted in tradition and passion.

THE RESULTS:

2k page views on fruitsandveggies.org

340k impressions on PBH’s social media channels
The third annual PBH National Fruits & Veggies Month (NFVM) was a clear opportunity to honor the United Nation’s General Assembly designating 2021 as the The International Year of Fruits and Vegetables (IYFV). The 2021 NFVM theme, Have A Plant® Goes Global, provided inspiration throughout the month-long celebration of everyone’s favorite and flavorful plants.

We featured fun and lively content from PBH Have A Plant® Ambassadors, all while cooking up loads of excitement across our digital ecosystem. Five unique, globally-inspired content themes included Bowls Around The World; Fruits & Veggies In Every Culture; Root To Leaf: Cooking With The Whole Plant; In The Ground, On A Vine, From A Tree; and Sing It With Me!

PBH plant-packed social content was supported by innovative digital and social activities and partnerships with synergistic organizations, like the FMI Foundation, the National Cattlemen’s Beef Association, on behalf of The Beef Checkoff, as well as The National Watermelon Promotion Board.

PBH's National Fruits & Veggies Month celebrated America’s favorite plants with five unique, globally-inspired themes which were highlighted in digital and social content throughout September, elevating fruit and vegetable consumption to both a national and a global priority.
NATIONAL FRUITS & VEGETABLES MONTH CAMPAIGN RESULTS:

- **84 million** impressions across 124 consumer-facing media outlets
- **210k** impressions from earned consumer and industry trade press media coverage
- **32 million** impressions from a satellite media tour featuring PBH President & CEO Wendy Reinhardt Kapsak
- **2.5 million** impressions from social media posts

**INSPIRING CONSUMERS**

**ANDREA MATHIS, MA, RDN**
A Year of Fruits and Vegetables

**LIZ’S HEALTHY TABLE**

**Bowl Goals**
FOR BACK-TO-SCHOOL

**Root To Leaf: Cooking With The Whole Plant**

**SEPTMBER IS NATIONAL FRUITS & VEGETABLES MONTH #HAVEAPLANT #NFVM2021**
We Engaged Influencers who delivered the content consumers were craving. #haveaplant
SPREADING THE FRUIT & VEGGIE LOVE WITH THE PBH EXPANDED INFLUENCER NETWORK

PBH built strong relationships with key influencers to ensure they found mutual value and satisfaction in supporting PBH, The Have A Plant® Movement and the produce industry to increase fruit and vegetable consumption. In 2021, we expanded our influencer network to include individuals with distinct areas of expertise and who reach consumers at three unique points of influence: point-of-sale (retail), point-of-flavor (culinary & foodservice), and point-of-inspiration (food, nutrition & lifestyle).

The growth came at a time when consumers were increasingly placing trust in influencers who have an expertise in food, nutrition, health and wellness when making shopping decisions. This was especially true as we continued to navigate a global pandemic, and people were spending more time online looking for credible advice on how to be happier and healthier during turbulent times.

PBH connected the fruit and vegetable industry with the influencers who inspire millennial and Gen Z consumers with engaging digital and social media content, health & wellness webinars, top-tier media placements, as well as retail and foodservice promotions.
THE RESULTS: PBH’s Have A Plant® Ambassador Network reached hundreds of thousands of millennials and Gen Z consumers each day in 2021. With this unprecedented reach, we delivered valuable influencer partnerships to the fruit and vegetable industry and significantly extended the impact of the Have A Plant® Movement.
We cultivated relationships with health and wellness professionals, key stakeholders and consumer media through Events & Education.
In 2021, PBH collaborated with partners as well as food and nutrition experts to develop 11 relevant, cutting-edge 1-hour webinars, promoted to more than 26,000 food, nutrition and health professionals as well as consumer influencers. Topics ranged from research, trends, product innovations, culinary inspirations and more. We introduced a post-event survey to help us grow, enhance and optimize the platform.

On-demand webinar recordings are added to PBH’s virtual education library on fruitsandveggies.org for continuous access, allowing PBH to remain a go-to, credible resource for this important community of health & wellness professionals. Offering free continuing professional education credits through the Commission on Dietetic Registration, registered dietitians crave this information and relay it back to clients and consumers in their day-to-day jobs, or with their followers on social media.

Webinars offered credible virtual education opportunities for professionals, maintaining PBH’s status as a go-to resource for the public health community.
Along with expanding PBH’s retail, culinary and foodservice, as well as food, nutrition and lifestyle influencer network, we also doubled-down on building fruitful relationships with a fourth point-of-influence: consumer media (the point-of-awareness).

In May 2021, we hosted our first-ever PBH Have A Plant® Media Meet Up with top-tier journalists and media professionals. This pilot event was part of PBH’s broader strategic efforts to prioritize consumer media relations. Attendees represented major food and nutrition consumer media outlets, such as Good Housekeeping, Health and Parents among others.

An interactive agenda circulated newsworthy information and key messages to journalists, arming them with inspirational plant-forward content and the latest data-driven trends.

The first-ever PBH Have A Plant® Media Meet Up built fruitful relationships with media professionals who influence millennial and Gen Z consumers’ food decisions.
MEDIA MEET UP EVENT RESULTS: The relationships PBH built grew throughout the year and remain strong. The event also generated consumer media coverage for PBH and the Have A Plant® Movement, notably in *The Washington Post*. Additionally, strong coverage was generated on social media via Instagram stories.

- **81k**
  Reach from Media Meet Up attendees posts

- **9**
  Stories from PBH channels reposted by Media Meet Up Attendees

- **9**
  Stories shared from Media Meet Up attendees featuring member mailers and images from the event
ENGAGING AMBASSADORS AT PBH’S HAVE A PLANT® NATION EVENT

As a celebratory finale to National Fruits & Veggies Month in September, PBH hosted the Have A Plant® Nation Ambassador Event to satisfy the strong desire for meaningful, memorable connection among industry leaders and those who inspire consumers’ fruit and vegetable consumption behaviors. The event united important retail and foodservice professionals as well as healthy lifestyle influencers with fruit and vegetable industry leaders to inspire actionable solutions to positively impact consumers’ consumption habits.

The exclusive, two-day experience was filled with interactive sessions ranging from sustainability and family farms to cook alongs and research on consumption habits, as well as a visit from celebrity dietitian Maye Musk.

This event filled a resounding void felt by PBH partners and our incredibly passionate Have A Plant® Ambassadors by providing meaningful connections, allowing us to advance the Have A Plant® momentum when unable to meet in person.
**PBH HAVE A PLANT® NATION EVENT RESULTS:**

80% of attendees rank the event above average compared to other virtual events they have attended.

100% of attendees would attend the Have A Plant® Nation event again.

99% of attendees found value in sponsor showcases during the event.

**ENGAGING INFLUENCERS**

Two of my favorite rockstar dietitians!!!

Sharing the fruit and veggie love.

#haveaplant

Red hot boots for tonight's party.

#nfvm2021

#1yf2021

#haveaplant
We led **Compelling Research** that further solidifies the PBH mission.
In 2021, PBH convened, engaged and inspired experts and stakeholders with compelling research that can help the industry close the pervasive and persistent fruit and vegetable consumption gap.

PBH STATE OF THE PLATE: AMERICA’S FRUIT & VEGETABLE CONSUMPTION TRENDS RESEARCH

Released in early 2021, the latest State Of The Plate (SOTP) research captured insights into consumers’ fruit and vegetable consumption habits, by taking a deeper dive into trends within life stages and special populations to help illuminate new barriers and opportunities for improving consumption. While the SOTP research highlighted the pervasive and persistent gap in fruit and vegetable consumption – it also inspired new ideas for all sectors to work together to improve intake. PBH partners as well as the PBH Scientific Advisory Council, PBH Retail and Foodservice Advisors, and the Have A Plant® Ambassadors in addition to the National Fruit & Vegetable Consumption Coalition all received advance research briefings, allowing these key stakeholders to inform the research release communications plan.

FOUNDATIONAL WORK FOR FUTURE RESEARCH PROJECTS

In 2021, PBH, in partnership with Nutrition on Demand, initiated significant foundational work for the Gap Analysis report, which will be released in 2022, identifying current disparities and future opportunities to make fruit and vegetable consumption a priority in federal spending, particularly across key agencies such as the United States Department of Agriculture, National Institutes of Health and Centers for Disease Control and Prevention. In addition, PBH recently completed a comprehensive analysis of consumer fruit and vegetable consumption behaviors with The NPD Group, and those findings will be released in 2022.

In 2021, PBH convened, engaged and inspired experts and stakeholders with compelling research that can help the industry close the pervasive and persistent fruit and vegetable consumption gap.
We convened, engaged and inspired Experts & Stakeholders who are invested in the PBH mission.
CONVENING, ENGAGING & INSPIRING EXPERTS & STAKEHOLDERS

EXPANDED THE NATIONAL FRUIT & VEGETABLE CONSUMPTION COALITION

As a founding member of the National Fruit & Vegetable Consumption Coalition (NFVCC), PBH continues to assemble leading food, nutrition and health stakeholders on a quarterly basis, to inspire multi-sector collaboration that can help improve fruit and vegetable consumption. In 2021, PBH led efforts to engage additional sectors that positively contribute to fruit and vegetable consumption, adding 15 new members to the NFVCC such as Feeding America, International Food Information Council and Partnership for A Healthier America. Efforts to expand the Coalition are ongoing.

PBH launched several initiatives to continue to elevate its role as an influential thought leader and consumer behavior research expert, engaging with thousands of stakeholders throughout the year.
NEW PBH SCIENTIFIC ADVISORY COUNCIL
PBH convened its first Scientific Advisory Council to help provide strategic oversight of PBH’s ongoing fruit and vegetable consumption and behavior research efforts. With support from PBH Chief Food and Nutrition Scientist Taylor Wallace, PhD, CFS, FACN and PBH Chief Behavioral Scientist Jason Riis, PhD, these eight experts join us from top-tier universities such as the University of Southern California and University of Pennsylvania, as well as the Academy of Nutrition and Dietetics and the Gretchen Swanson Center for Nutrition. The PBH Scientific Advisory Council provides PBH and its members with unique, cutting-edge research perspectives.

GROWING NETWORK OF PBH ADVISORS
PBH continues to grow its reach and credibility among a wide variety of stakeholder and consumer influencers, by adding new partners and engaging more regularly with its Advisors. The PBH Advisor Network includes experts across retail, foodservice & culinary, and communications disciplines – representing all points of influence where consumers make fruits and vegetable consumption decisions. PBH convenes these influential advisors several times throughout the year, to gather key insights and perspectives that can help guide future PBH programming and provide invaluable intel and expertise to PBH partners.

PBH convened eight scientific experts on a quarterly basis to discuss the latest findings from PBH-supported research initiatives and to discuss new science pathways to help ensure PBH is leading innovative research to help Americans adopt new, lasting fruit and vegetable consumption habits.
We worked diligently to protect the Foundation entrusted to us by our partners.
The Produce for Better Health Foundation ended 2021 in a solid financial position. The Foundation’s balance sheet reflects total assets of $4.9 million and total liabilities of $1.6 million. Total net assets of $3.3 million will help ensure the stability of the Foundation for the future.

Total 2021 Budget: $3.3 million
2021 EXECUTIVE COMMITTEE

OFFICERS

Matt Middleton
Ventura Foods
Chairman of the Board

CarrieAnn Arias
Naturipe Farms, LLC
Vice Chairman of the Board

Desiree Olivero
Wakefern Corporation
Secretary/Treasurer

Bil Goldfield
Dole Food Company, Inc.
Immediate Past Chair

AT-LARGE MEMBERS

Andrew Burchett
Bayer Crop Science

Kimberely Challoner
Seneca Foods Corporation

Steven Jennings
Ahold Delhaize

Fernando Herrera
Sun-Maid Growers of California

Leona Neill
Red Sun Farms

Jason Osborn
The Wonderful Company

Jeff Scramlin
HZPC Americas Corp.

Brianna Shales
Stemilt Growers LLC

Nichole Towell
Duda Farm Fresh Foods, Inc.
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Ahold Delhaize

Tracey Halliday
American Beverage Association

Adrienne Seiling
American Frozen Food Institute

Nick Hammer
Ardagh Metal Packaging USA Inc.

Andrew Burchett
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Leah Halverson
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Max Teplitski
 Produce Marketing Association

Leona Neill
Red Sun Farms

Chad Johnson
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Seneca Foods Corporation

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Stemilt Growers LLC

Christina Ward
Sunkist Growers, Inc.

Jackie Grazier
Sun-Maid Growers of California

Bruce Taylor
Taylor Farms

Jason Osborn
The Wonderful Company

Kasey Cronquist
U.S. Highbush Blueberry Council

Tom Stenzel
United Fresh Produce Association

Matt Middleton
Ventura Foods

Desiree Olivero
Wakefern Food Corporation

Dave Puglia
Western Growers
2021 PBH PARTNERS

January 1 - December 31, 2021. Includes organizations that support PBH through annual contributions and/or sponsorships. Does not include in-kind gifts.

$50,000+
Bayer Crop Science
Dole Packaged Foods, LLC
Kellogg Company
National Cattlemen’s Beef Association
Naturipe Farms, LLC
Stemilt Growers LLC
Taylor Farms
The Wonderful Company

$25,000+
Chelan Fresh
Dole Food Company, Inc.
Duda Farm Fresh Foods, Inc.
Egg Nutrition Center
HZPC Americas Corp.
Juice Products Association
National Mango Board
Pacific Coast Producers
Potatoes USA
Red Sun Farms
Seneca Foods Corporation
Sun-Maid Growers of California
U.S. Highbush Blueberry Council
Ventura Foods

$15,000+
Ahold Delhaize
American Beverage Association
Ardagh Metal Packaging USA Inc.
California Avocado Commission
California Leafy Greens Marketing Agreement
California Strawberry Commission
Campbell Soup Company
Corteva Agriscience
Del Monte Foods, Inc.
Del Monte Fresh Produce N.A., Inc.
Driscoll’s, Inc.
Melissa’s Produce, Inc.
Mushroom Council
Pacific Northwest Canned Pears
Pear Bureau Northwest
Produce Marketing Association
Robinson Fresh
Sunkist Growers, Inc.

$10,000+
American Frozen Food Institute
California Walnut Commission
CannedBeans.org
Florida Fruit & Vegetable Association
McCormick Science Institute
National Pasta Association
Okanagan Specialty Fruits
Sabra
United Fresh Produce Association
Western Growers

$5,000+
Ajinomoto North America, Inc.
Black Gold Farms, Inc.
California Cantaloupe Advisory Board
California Pear Advisory Board
Coastline Family Farms
Gold Coast Packing, Inc.
Hannaford Supermarkets
Mastronardi Produce, Ltd.
Monterey Mushrooms, Inc.
National Peanut Board
Oneonta Starr Ranch Growers
Ruiz Sales, Inc.
Sakata Seed America, Inc.
Sysco / FreshPoint
The Oppenheimer Group

$2,000+
Affiliated Foods, Inc., Texas
Alsum Farms & Produce, Inc.
Andrews Brothers, Inc.
Associated Wholesale Grocers, Inc.
Big Y Foods, Inc.
Bozzuto’s, Inc.
Calavo Growers, Inc.
California Date Administrative Committee
California Fresh Carrot Advisory Board
California Prune Board
California Table Grape Commission
Chestnut Hill Farms LLC
Coast to Coast Produce, L.L.C.
$2,000+ CONTINUED

Coborn’s, Inc.
Crispy Green
Crunch Pak, L.L.C.
D’Arrigo Brothers Company of New York, Inc.
Donelan’s Supermarkets
F.C. Bloxom Company
Faribault Foods, Inc.
Fresh Origins
Gem-Pack Berries, LLC
GreenGate Fresh, LLLP
Harps Food Stores, Inc.
Heartland Produce
Hilex Poly Company LLC
Houweling’s Tomatoes
Hungenberg Produce, Inc.
Hy-Vee, Inc.
Idaho Potato Commission
Indianapolis Fruit Company, Inc.
John B. Martin & Sons Farms, Inc.
John Vena, Inc.
Key Food Stores Cooperative, Inc.
K-VA-T Food Stores, Inc.
Little Farm Frozen Foods, Inc.
Manfredi Cold Storage
Martinez & Sons Produce, Inc.
Martori Farms
Michigan Apple Committee
Mucci International Marketing Inc.
National Watermelon Promotion Board
New York Apple Association, Inc.
New York Apple Sales, Inc.
Phillips Mushroom Farms
Publix Super Markets, Inc.
Pure Fresh, LLC
Red Gold, Inc.
Redner’s Markets, Inc.
Rigby Produce, Inc.
Rijk Zwaan
Rocky Produce, Inc.
Sage Fruit Co LLC
Sbrocco International, Inc.
Schnuck Markets, Inc.
Sinclair Systems International, L.L.C.
Southeast Produce Council
Southern Specialties
SpartanNash
Spokane Produce, Inc.
Steinbeck Country Produce, Inc.
Sunview Growers, Inc.
Sunview Marketing International
The Kroger Company
Times Super Markets
Tops Markets, L.L.C.
Wakefern Food Corporation
Washington State Potato Commission
Wawona Frozen Foods, Inc.
Wegmans Food Markets
Weis Markets, Inc.
Western Precooling Systems
Wholly Guacamole
Zespri Kiwifruit

UP TO $1,999

Amvac Chemical Corporation
B & B Produce, Inc.
Babé Farms, Inc.
Blue Book Services, Inc.
Bushwick Commission Company, Inc.
California Fresh Fruit Association
Crook Brothers
Crown Poly, Inc.
D.L.J. Produce
David J. Elliot & Sons
Deardorff Family Farms
Fowler Bros. Inc.
Fruit Growers Marketing Association
George Perry & Sons, Inc.
Georgia Fruit & Vegetable Growers Association
International Golden Foods, Inc.
Jasmine Vineyards, Inc.
John E. Ferebee Farming, Inc.
King Fresh Produce, L.L.C.
Kingdom Fresh Produce, Inc.
Leitz Farms, L.L.C.
Maine Farmers Exchange
Michigan Celery Promotion Cooperative, Inc.
National Produce Consultants, Inc.
North Bay Produce, Inc.
Pasquinelli Produce Co.
Peter Condakes Company, Inc.
 Produce Packaging, Inc.
Progressive Produce Corporation
Rice Fruit Company
Sun Belle, Inc.
Talley Farms, Inc.
The United Family
The United States Sweet Potato Council, Inc.
W.J.L. Distributors, Inc.
Walter P. Rawl & Sons, Inc.
Wish Farms
PBH INFLUENCER VOLUNTEERS

PBH would also like to recognize its Have A Plant® Ambassadors who inspire consumers to enjoy more fruits and vegetables every day.

RETAIL AMBASSADORS
This group includes registered dietitians and leaders from the following retailers:
Ahold Delhaize
Albertsons Companies, Inc.
Aldi
Big Y Foods, Inc.
Coborn’s, Inc.
Fresh Thyme Market
Gelson’s Markets
Giant Food
Hannaford Supermarkets
H-E-B Grocery Company, LP
Hy-Vee, Inc.
The Kroger Company
Food City (K-VA-T)
Kwik Trip, Inc.
Loblaws Inc.
Natural Grocers
Niemann Foods, Inc.
Price Chopper Supermarkets
Publix Super Markets, Inc.
Raley’s Supermarkets
Redner’s Markets, Inc.
Rouses Markets
ShopRite
Skogen’s Festival Foods
SpartanNash
Trader Joe’s Company
Wakefern Food Corporation
Wegmans Food Markets
Weis Markets, Inc.

CULINARY & FOODSERVICE AMBASSADORS
This group includes leaders spanning a variety of high-profile establishments including:
American River College Culinary Arts Program
Brinker International
Bloomin’ Brands
Sysco / Fresh Point
Compass Group North America
Datassential
Google Food
Johnson & Wales University
Michigan State University Dining
Menu Matters
Panda Restaurant Group
Shaping America’s Plate
Sodexo
Subway
Taco Bell
The Culinary Institute of America
University of Massachusetts Dining
Yale Hospitality

FOOD, NUTRITION & LIFESTYLE AMBASSADORS
This group includes the following content contributors:
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Kristen Carli, Mostly Green
Neva Cochran, Eating Beyond the Headlines
Beau Coffron, Lunchbox Dad
Stephen & Elise Compston, Compston’s Kitchen
Andrew Dole, Body Fuel
Mandy Enright, Food + Movement
Abbie Gellman, Chef Abbie Gellman
Cara Harbstreet, Street Smart Nutrition
Dayle Hayes, School Meals that Rock
Kelly Jones, Kelly Jones Nutrition
Megan McCarthy, Healthy Eating 101
Tessa Nguyen, Tessa Nguyen
Sharon Palmer, Sharon Palmer
Robin Plotkin, Board Mama
Natalie Rizzo, Greenletes
Nicole Rodriguez, Enjoy Food Enjoy Life
Rosanne Rust, Chew the Facts®
Sarah Schlichter, Bucket List Tummy
Kelli Shallal, Hungry Hobby
Lori Taylor, The Produce Moms®
Jonathan Valdez, Genki Nutrition
Manuel Villacorta, Manuel Villacorta
Elisabeth Watkins, Farm Girl Chef
Liz Weiss, Liz’s Healthy Table
GIFTS IN-KIND

PBH would like to recognize the following organizations for their in-kind support.

$300,000+
Google Ads

$80,000+
The Packer
Produce Business
The Produce News

UP TO $15,000
Produce Marketing Association
Blue Book Services, Inc./The Produce Reporter
Stemilt Growers LLC
THE PBH TEAM

Wendy Reinhardt Kapsak, MS, RDN  
President & CEO

Katie Calligaro  
Marketing & Communications Director

Nicole Farris  
Industry & Partner Engagement Manager

Candice Gordon  
Marketing & Communications Manager

Emily Holdorf  
Social Media Community Manager

Allison Kissel  
Industry & Partner Engagement Coordinator

Sharese Roper  
Industry & Partner Engagement Senior Director

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Retail Specialist

Shelly Maniscalco, MPH, RD  
Food & Nutrition Communications Specialist

Amy Myrdal Miller, MS, RDN, FAND  
Culinary & Foodservice Specialist

Jason Riis, PhD  
Chief Behavioral Scientist

Taylor Wallace, PhD, CFS, FACN  
Chief Food & Nutrition Scientist

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We are 100% dedicated to increasing fruit and vegetable consumption for America’s health and happiness. #haveaplant