*Note: This Press Release is intended to be a guide for you as a PBH Collaborator for National Fruits & Veggies Month in September. We encourage you to add your own quotes, elaborate on your individual activities and customize this as you see fit.*

*Please send to Katie Calligaro, Marketing & Communications Director @* *kcalligaro@pbhfoundation.org* *for approval before sending. We are happy to help customize or give you a separate quote from our team to fit your plans.*

YOUR ORGANIZATION’S LOGO HERE

For Immediate Release

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**[Organization Name] In Collaboration With The Produce for Better Health Foundation Celebrates National Fruits & Veggies Month This September**

Joining Forces Elevates Fruit and Vegetable Consumption to a National Priority

September X, 2022 – With an aim to create new fruit and vegetable behaviors to incorporate more into daily routines as well as elevate consumption to a national priority, [Organization Name] is collaborating with the Produce for Better Health Foundation (PBH) to celebrate National Fruit & Veggies Month (NFVM) in September, encouraging our customers, employees, friends, families, and neighbors to make plants the star of meals and snacks. Aim high or start small—it all counts. And here’s a plan: Have A Plant®!

The *Dietary Guidelines for Americans* recommend we make half our plates fruits and vegetables. However, despite this consistent message, Americans continue to fall substantially short. In fact, according to PBH’s [*State of the Plate: America’s Fruit and Vegetable Consumption Trends*](https://fruitsandveggies.org/state-of-the-plate/) research, America’s fruit and vegetable intake continues to decline.

“We must do something now to change the trajectory in America’s fruit and vegetable eating patterns. At PBH we believe that eating and enjoying more produce is the single most important thing people can do to live happier, healthier lives,” says Wendy Reinhardt Kapsak, MS, RDN, President and CEO of PBH. “We find, however, that consumers understand the health benefits of fruits and vegetables, but that this doesn’t translate to behavior. What’s missing are the pieces that really drive eating behavior—emotion and action. PBH is dedicated to new and novel approaches in these areas to solve the consumption crisis and we can’t do it alone! Collaboration and partnerships like these can only elevate consumption further to make eating fruits a national priority.”

PBH leverages its Have A Plant® Movement, based on consumer insights, to inspire all of us to go beyond what we know and tap into how we *feel* and what we *do*. To date, no other organization has been positioned to drive actual behavior change.

There’s no right or wrong way to Have A Plant®. Fruits and vegetables are available in fresh and shelf-stable varieties and restaurants and food manufacturers are offering more plant-centric choices than ever before, giving shoppers the options they need. [Organization Name] has the resources to help consumers on this quest: [Link to your National Fruits & Vegetables “landing page” of online resources or list out your plans/promotions for the month].

[Organization Name] is encouraging our community to leverage September as an opportunity to create new fruit and vegetable habits. Whether it’s trying a new fruit or veggie you never had before or adding one more to a meal you already know and love, now is the time to up our produce game and get inspired!

To help with inspiration and to get people taking action, PBH has created a toolkit for all plant-passionate people here: <https://fruitsandveggies.org/nfvmtoolkit/>

Make it official, and shareable, by posting all of your fruit or vegetable moments and tag us using the hashtags #haveaplant and #NFVM2022. Follow PBH and our Have A Plant® Ambassadors to get new recipes, snack hacks, meal ideas and other tips from chefs, registered dietitians, as well as food and wellness experts by visiting [**fruitsandveggies.org**](http://www.fruitsandveggies.org). Follow us on Facebook @[**fruitsandveggies**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3d379826154f%26e%3d52839977b5&c=E,1,N5G8SWlJuEmo5xTq8eQ34GnC04g7FpvGltn4INNKAdTTYw-DKGDb4rvMa0imqCeg6Ta2byqsC-tPnHNp6rpZC4wxn-LchNOJIONWNxWPMtBzdnFNZuoX624k22E,&typo=1); on Twitter @[**fruits\_veggies**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3ddf6cd07fd2%26e%3d52839977b5&c=E,1,4uXCW41AF3osi4zyfb9B4H3bdS1YkIil5z-MuHMklUQ1Wbo3JVjUgNSHblwux3R79Ak9xuPcyv4uGY_s0CU3a6oec4h_RO0ezCPX4mXR20lBEYtTiQcw0AomE48,&typo=1); on Instagram @[**fruitsandveggies**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3d2459033b7a%26e%3d52839977b5&c=E,1,wmcIR0cETUuvABKJo2NnQlzBMwbrdxXvMCH6taLNJWqBslHVjiJlHU3l1pptEQJ1RFG2aZeEaHnMH2pCg1gF4_KtixTj73nmiobgyzVrvl81WtDSCa0,&typo=1); on Pinterest @[**fruits\_veggies**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3dec33fefbd5%26e%3d52839977b5&c=E,1,KA5r6q95iEqilaNPvpchfVu7a6o8QWXehhqJcKYd8mY9yUhY39LZZ2Zcr-AZJheO2Z4UmgWX3dh47Abfku9Th1f_ayUBK9gCRmhk-kEpFNbYW4cmaQ,,&typo=1); and on LinkedIn at [**Produce for Better Health Foundation**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3d73224821b9%26e%3d52839977b5&c=E,1,MvXDRnO7bZU1BG-q7CogAWefAbcaz4spf8oDWGy9elAd96FdGJIJlaAGZxuOp1r2MljVsqTRsEaggDWL9ovwunKKUG7o9rypHOjUabGIwwHmRq_2RKnwQjwp&typo=1).

[Feel free to add your channels here too!]

**Optional Additional Language About PBH’s 2022 NFVM Theme: “Celebrating The Roots Of Our Food”**

The 2022 National Fruits & Veggies Month Theme is "Celebrating The Roots Of Our Food." Fruits and veggies are the foundations of our diets. They are the root of all health and well-being. Food is also a form of connectivity – whether that is connecting with the farmers and growers who care for our food from the ground up or using food as a means to connect with our loved ones. Let’s celebrate all the goodness that fruits and veggies bring to our tables for our tables, our minds, our souls and our health and happiness.

This National Fruits & Veggies Month, [Organization Name] is eager to support PBH in the effort to elevate fruit and vegetable consumption to a national priority while **Celebrating The Roots Of Our Food**. While farmers and growers work tirelessly to grow and deliver some of the most healthful and beneficial foods on the planet, we can all make an effort to help people eat and enjoy more fruits and vegetables for better health and happiness. There is also an opportunity in this moment to celebrate what makes America great, including honoring different cultures, traditions and culturally inclusive global cuisines.

**About [Organization Name]**

Insert your standard boilerplate message here.

**About the Produce for Better Health Foundation**
Produce for Better Health Foundation (PBH), a nonprofit 501(c)(3), is the only national organization dedicated to helping consumers live happier, healthy lives by eating more fruits and vegetables, including fresh, frozen, canned, dried and 100% juice, every single day.

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 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.

Be sure to join the Have A Plant® Movement and get new recipes, snack hacks, meal ideas and other tips from chefs, registered dietitians, as well as food and wellness experts by visiting [**www.fruitsandveggies.org**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3d285b54278e%26e%3d52839977b5&c=E,1,5HZGL4KTICga7iKgcM6j7uF3rDqN4oWk7leUfCQvE0TAsMkhB63QdP8O3-ydwfGJ3mLpTVc8EmSZUtW56I92EbTb2_pKRs3QXOzNiEMNDb5g_cYnoGJw_0o,&typo=1). Follow us on Facebook @[**fruitsandveggies**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3d379826154f%26e%3d52839977b5&c=E,1,N5G8SWlJuEmo5xTq8eQ34GnC04g7FpvGltn4INNKAdTTYw-DKGDb4rvMa0imqCeg6Ta2byqsC-tPnHNp6rpZC4wxn-LchNOJIONWNxWPMtBzdnFNZuoX624k22E,&typo=1); on Twitter @[**fruits\_veggies**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3ddf6cd07fd2%26e%3d52839977b5&c=E,1,4uXCW41AF3osi4zyfb9B4H3bdS1YkIil5z-MuHMklUQ1Wbo3JVjUgNSHblwux3R79Ak9xuPcyv4uGY_s0CU3a6oec4h_RO0ezCPX4mXR20lBEYtTiQcw0AomE48,&typo=1); on Instagram @[**fruitsandveggies**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3d2459033b7a%26e%3d52839977b5&c=E,1,wmcIR0cETUuvABKJo2NnQlzBMwbrdxXvMCH6taLNJWqBslHVjiJlHU3l1pptEQJ1RFG2aZeEaHnMH2pCg1gF4_KtixTj73nmiobgyzVrvl81WtDSCa0,&typo=1); on Pinterest @[**fruits\_veggies**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3dec33fefbd5%26e%3d52839977b5&c=E,1,KA5r6q95iEqilaNPvpchfVu7a6o8QWXehhqJcKYd8mY9yUhY39LZZ2Zcr-AZJheO2Z4UmgWX3dh47Abfku9Th1f_ayUBK9gCRmhk-kEpFNbYW4cmaQ,,&typo=1); and on LinkedIn at [**Produce for Better Health Foundation**](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fpbhfoundation.us19.list-manage.com%2ftrack%2fclick%3fu%3d33fe535a9d0b00e838119fb64%26id%3d73224821b9%26e%3d52839977b5&c=E,1,MvXDRnO7bZU1BG-q7CogAWefAbcaz4spf8oDWGy9elAd96FdGJIJlaAGZxuOp1r2MljVsqTRsEaggDWL9ovwunKKUG7o9rypHOjUabGIwwHmRq_2RKnwQjwp&typo=1). And remember to #haveaplant.

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 the campaign speaks with One Purpose, One Voice and One Call-to-Action. For more information visit: [www.fruitsandveggies.org/lead-the-change](http://www.fruitsandveggies.org/lead-the-change).

# # #