Sample External Communication

*The sample communication below is best for* ***like-minded industry peers, colleagues and friends*** *who are passionate about fruit and vegetable consumption for America’s health and happiness.*

Step 1 *pick an industry peer, colleague, or friend to send to.*

Step 2 *Copy and paste the below email communication.*

Step 3 *Copy (cc:) Sharese Roper, sroper@pbhfoundation.org and SEND. We will then follow up with your colleague to see how our mission may align with their work.*

[SUBJECT: Increase Fruit and Vegetable Consumption with PBH]

{Name},

America is experiencing a pervasive and persistent fruit and vegetable consumption crisis — one made worse by the pandemic. **We can’t continue doing business as usual.** Stakeholders across all sectors must work together to develop an integrated and comprehensive roadmap for improved fruit and vegetable consumption, and your leadership is critical.

**As a passionate partner of the** [**Produce for Better Health Foundation**](https://fruitsandveggies.org/about/) **(PBH), I encourage you to join our effort to improve fruit and vegetable consumption in America.**

PBH is the only national non-profit unifying produce industry stakeholders with food, nutrition, and behavioral science experts to [LEAD THE CHANGE](https://fruitsandveggies.org/lead-the-change/) and elevate fruit and vegetable consumption to a national priority. PBH’s award-winning [Have A Plant® Movement](https://fruitsandveggies.org/) informs, inspires and captivates millions of consumers with actionable, science-based education that makes building new fruit and vegetable consumption habits easy and achievable.

I urge you to connect with Sharese Roper, PBH’s Industry & Partner Engagement Senior Director, to learn how you can play a role in the important work we are doing. In the meantime, you [can learn more about PBH here](https://www.dropbox.com/s/p4e1xqojv1dcef2/About%20Produce%20for%20Better%20Health%20Foundation_Brief%20Overview_July%202022.pdf?dl=0).

TOGETHER, we can transform America’s fruit and vegetable consumption, now and into the future.

Thank you,

{E-signature}