

PBH[®]

**PRODUCE FOR
BETTER HEALTH**
FOUNDATION

EDUCATION & ENGAGEMENT OPPORTUNITIES

Creating happier, healthier lives
by inspiring consumers to eat and
enjoy more fruits and vegetables



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ABOUT PBH

PBH[®]

**PRODUCE FOR
BETTER HEALTH**
FOUNDATION

The Produce for Better Health Foundation (PBH) is **THE ONLY 501(c)(3) non-profit organization** dedicated to increasing fruit and vegetable consumption for America's health and happiness.

We do this by:

- Delivering best-in-class consumption research and consumer insights
- Providing consumer and influencer inspiration and education
- Convening critical stakeholders and our community of Expert Advisors to **elevate fruit and vegetable consumption to a national priority**

Our mission-driven priorities are backed by best-in-class research and strengthened by our third-party credibility, allowing PBH to keep consumers' health and happiness central to our consumption efforts, while also supporting the needs of the fruit and vegetable industry.



THE HAVE A PLANT[®] MOVEMENT



PBH's award-winning Have A Plant[®] Movement informs, inspires and captivates millions of consumers with actionable, science-based education that makes building new fruit and vegetable consumption habits easy, actionable and achievable.

Since 2019, we have educated and inspired 3 billion consumers, as well as thousands of food, nutrition and health influencers who shape their decisions through our website, fruitsandveggies.org, social media channels, and e-newsletters.



1,010,000

Facebook Followers



23,000

Instagram Followers



61,000

Twitter Followers



365,000

Average Monthly
Website Visitors



26,000

Influencer Newsletter
Subscribers



50,000

Consumer Newsletter
Subscribers

THE HAVE A PLANT® INFLUENCER NETWORK

The Have A Plant® Movement is further elevated and amplified through PBH's team of Expert Advisors, and our diverse Have A Plant® Influencer Network which includes 300+ plant-passionate advocates and 50 top-tier Have A Plant® Ambassador content creators who inspire consumers at four major points of influence:

POINT-OF-SALE

Retail dietitians are trusted, credentialed advisors who inspire health and happiness at retail.

POINT-OF-FLAVOR

Culinary educators, chefs and foodservice leaders set consumption trends at national and regional restaurant chains, contract foodservice operations and campus dining programs.

POINT-OF-INSPIRATION

Expert lifestyle, nutrition, fitness and agriculture communicators create cravings and amplify messaging on a broad spectrum of digital and social media platforms.

POINT-OF-AWARENESS

Trendsetting journalists and food editors determine newsworthy information and disseminate facts through trusted consumer media outlets, such as tv, radio, podcasts and online and print publications.

MEET OUR HAVE A PLANT® AMBASSADORS



2023 QUARTERLY CONTENT CAMPAIGNS

Our centralized editorial themes unify messaging and build momentum for PBH Partner and Have A Plant® Ambassador content to shine bright within our digital and social media ecosystem. 2023 boasts new on-trend monthly and weekly content themes that are sure to keep consumers engaged and intrigued.

Q1: FOOD ROOTED IN BETTER HEALTH

The New Year is a great time to reset and root yourself in feel-good habits that keep you feeling happy and healthy. Adding one more fruit or veggie to your daily routine can improve health, boost your mood (and your 'tude!).



Q2: FOOD ROOTED IN A BETTER MOOD®

Fruits and veggies are the plants that people aren't eating enough of. There can be immense joy in the sweet-tasting, healthy eating experience of fruits, and smart satisfaction associated with the success of preparing vegetables as a meal or snack. So here's a plan, Have A Plant®.



Q3: CELEBRATING THE ROOTS OF OUR FOOD

Farmers and growers work tirelessly to bring produce to Americans' tables to fuel health & happiness. We salute their extraordinary efforts every day, and especially during National Fruits & Veggies Month in September, a plant-packed celebration of America's favorite and most flavorful plants!




Q4: FOOD ROOTED IN FEEL-GOOD FLAVOR

Fruits and vegetables are at the center of our plates, our tables and our food-loving hearts. Bring your people together this holiday season with fruit- and veggie-packed flavorful feasts and feel-good eats.



THE POWER OF PARTNERSHIPS

A photograph of two people from the waist down, walking through a field. The person on the left is wearing a dark blue cable-knit sweater, tan cargo pants, and black rubber boots. The person on the right is wearing a light beige cable-knit sweater, blue jeans, and black rubber boots. They are both holding a black plastic crate filled with various fresh vegetables, including leafy greens and root vegetables. The background shows a vast field with rows of crops and distant hills under a clear sky.

PBH IS YOUR PARTNER to transform how people enhance their lifestyles with fruits and vegetables.

Partnering with PBH helps you achieve your strategic goals — all while serving the public good.

Advocate Board Leadership Access

- **PBH Board of Trustees Leadership seat, plus Executive Committee opportunity**
- PBH Committee participation and engagement with PBH Marketing & Communications and/or Research and Consumer Insights Committees (quarterly meetings)
- **NEW** One (1) complimentary registration to attend in-person PBH Board of Trustees Meeting during PBH's Consumer Connection Conference (April 10-12, 2023, Scottsdale, Arizona)
- **NEW** Opportunity to schedule PBH Executive and Stakeholder Briefings and Presentations, in-person or virtually
- Access to PBH Experts, including President and CEO, Wendy Reinhardt Kapsak, MS, RDN for media interviews, quotes and thought leadership perspectives
- Access to PBH Research & Consumer Insights archive, including the upcoming *Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption* Executive Summary (released September 2022)
- Leverage PBH's third-party credibility with access to the Have A Plant® and PBH Proud Supporter logos, as well as #haveaplant and other marketing and promotional assets
- Access to PBH Partner Exclusives, including quarterly PBH Partner Briefings, PBH e-news and other partner-only insights and communications
- Priority access to PBH programs and sponsorship platforms
- Receive partner recognition in PBH Annual Report, as well as on fruitsandveggies.org and PBH's LinkedIn Channel

Advocate Board Partner Perks

Partner perks are provided as a THANK YOU for your support and commitment to increasing fruit and vegetable consumption, providing added value and visibility through PBH's award-winning consumer-facing digital and social media ecosystem.

- Pre-fiscal planning session with PBH team to develop a customized marketing plan that aligns with your strategic goals
- One (1) Have A Plant® Ambassador [promotional mailing](#)
- Access to one (1) Have A Plant® Ambassador to collaborate on a customized content package
- Three (3) [banner ads](#) on fruitsandveggies.org
- One (1) [exclusive content series](#) on fruitsandveggies.org
- Two (2) custom questions in the [Expert Advice](#) section of fruitsandveggies.org
- Four (4) [display ads](#) in PBH weekly consumer e-newsletter
- Full [partner profile](#) on fruitsandveggies.org with logo and links to your website and social media channels

Partner Perks content will be promoted throughout PBH's digital and social media ecosystem. Content must be pre-scheduled for integration within PBH's Editorial Calendar within 12 months of partnership commitment. Partner perks are non-transferable and cannot be exchanged or substituted without PBH approval.

Use #haveaplant on your social posts to share the fruit & veggie love and reach more consumers and influencers!

Promoter Board Leadership Access

- **PBH Board of Trustees Leadership seat, plus Executive Committee opportunity**
- PBH Committee participation and engagement with PBH Marketing & Communications and/or Research and Consumer Insights Committees (quarterly meetings)
- **NEW** One (1) complimentary registration to attend in-person PBH Board of Trustees Meeting during PBH's Consumer Connection Conference (April 10-12, 2023, Scottsdale, Arizona)
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- Priority access to PBH programs and sponsorship platforms
- Receive partner recognition in PBH Annual Report, as well as on fruitsandveggies.org and PBH's LinkedIn Channel

Promoter Board Partner Perks

Partner perks are provided as a THANK YOU for your support and commitment to increasing fruit and vegetable consumption, providing added value and visibility through PBH's award-winning consumer-facing digital and social media ecosystem.

- Pre-fiscal planning session with PBH team to develop a customized marketing plan that aligns with your strategic goals
- Two (2) [banner ads](#) on fruitsandveggies.org
- One (1) [sponsored content series](#) on fruitsandveggies.org
- Two (2) custom questions in the [Expert Advice](#) section of fruitsandveggies.org
- Two (2) [display ads](#) in PBH weekly consumer e-newsletter
- Full [partner profile](#) on fruitsandveggies.org with logo and links to your website and social media channels

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Delegate Board Leadership Access

- **PBH Board of Trustees Leadership seat, plus Executive Committee opportunity**
- PBH Committee participation and engagement with PBH Marketing & Communications and/or Research and Consumer Insights Committees (quarterly meetings)
- **NEW** One (1) complimentary registration to attend in-person PBH Board of Trustees Meeting during PBH's Consumer Connection Conference (April 10-12, 2023, Scottsdale, Arizona)
- **NEW** Opportunity to schedule PBH Executive and Stakeholder Briefings and Presentations, in-person or virtually
- Access to PBH Experts, including President and CEO, Wendy Reinhardt Kapsak, MS, RDN for media interviews, quotes and thought leadership perspectives
- Access to PBH Research & Consumer Insights archive, including the upcoming *Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption* Executive Summary (released September 2022)
- Leverage PBH's third-party credibility with access to the Have A Plant® and PBH Proud Supporter logos, as well as #haveaplant and other marketing and promotional assets
- Access to PBH Partner Exclusives, including quarterly PBH Partner Briefings, PBH e-news and other partner-only insights and communications
- Priority access to PBH programs and sponsorship platforms
- Receive partner recognition in PBH Annual Report, as well as on fruitsandveggies.org and PBH's LinkedIn Channel

Delegate Partner Perks

Partner perks are provided as a THANK YOU for your support and commitment to increasing fruit and vegetable consumption, providing added value and visibility through PBH's award-winning consumer-facing digital and social media ecosystem.

- Two (2) [recipes](#) on fruitsandveggies.org
- One (1) custom question in [Expert Advice](#) section on fruitsandveggies.org
- One (1) [banner ad](#) on fruitsandveggies.org
- Two (2) [display ads](#) in PBH weekly consumer e-newsletter
- Full [partner profile](#) on fruitsandveggies.org with logo and links to your website and social media channels

Partner Perks content will be promoted throughout PBH's digital and social media ecosystem. Content must be pre-scheduled for integration within PBH's Editorial Calendar within 12 months of partnership commitment. Partner perks are non-transferable and cannot be exchanged or substituted without PBH approval.

Use #haveaplant on your social posts to share the fruit & veggie love and reach more consumers and influencers!

Commodity Board Leadership Access

- **PBH Board of Trustees Leadership seat, plus National Fruit & Vegetable Consumption Coalition participation**
- PBH Committee participation and engagement with PBH Marketing & Communications and/or Research and Consumer Insights Committees (quarterly meetings)
- **NEW** Provide all-member access to the Have A Plant® and PBH Proud Supporter logos, as well as #haveaplant and other marketing and promotional assets
- **NEW** One (1) complimentary registration to attend in-person PBH Board of Trustees Meeting during PBH's Consumer Connection Conference (April 10-12, 2023, Scottsdale, AZ)
- **NEW** Opportunity to schedule PBH Executive and Stakeholder Briefings and Presentations, in-person or virtually
- Access to PBH Experts, including President and CEO, Wendy Reinhardt Kapsak, MS, RDN for media interviews, quotes and thought leadership perspectives
- Access to PBH Research & Consumer Insights archive, including the upcoming *Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption* Executive Summary (released September 2022)
- Access to PBH Partner Exclusives, including quarterly PBH Partner Briefings, PBH e-news and other partner-only insights and communications
- Priority access to PBH programs and sponsorship platforms
- Receive partner recognition in PBH Annual Report, as well as on fruitsandveggies.org and PBH's LinkedIn Channel

Commodity Board Leadership Perks

Partner perks are provided as a THANK YOU for your support and commitment to increasing fruit and vegetable consumption, providing added value and visibility through PBH's award-winning consumer-facing digital and social media ecosystem.

- Provide updated select, store, serve, and savor information to your commodity page in the [Fruits & Veggies](#) directory on fruitsandveggies.org
- Two (2) [recipes](#) on fruitsandveggies.org
- Two (2) content pieces (articles, infographics and/or videos) on fruitsandveggies.org
- One (1) custom question in [Expert Advice](#) section of fruitsandveggies.org
- Your commodity featured as a *Seasonal Spotlight* in one of PBH's weekly consumer e-newsletters, as well as within one of PBH's quarterly influencer toolkits
- Full [partner profile](#) on fruitsandveggies.org with all content cross-linked from your page

Partner Perks content will be promoted throughout PBH's digital and social media ecosystem. Content must be pre-scheduled for integration within PBH's Editorial Calendar within 12 months of partnership commitment. Partner perks are non-transferable and cannot be exchanged or substituted without PBH approval.

Use #haveaplant on your social posts to share the fruit & veggie love and reach more consumers and influencers!

ENTHUSIAST PARTNER | ANNUAL CONTRIBUTION | \$5,000

Enthusiast Partner Access

- **NEW** Opportunity to schedule PBH Executive and Stakeholder Briefings and Presentations, in-person or virtually
- Access to PBH Experts, including President and CEO, Wendy Reinhardt Kapsak, MS, RDN for media interviews, quotes and thought leadership perspectives
- Access to PBH Research & Consumer Insights archive, including the upcoming *Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption* Executive Summary (released September 2022)
- Leverage PBH's third-party credibility with access to the Have A Plant® and PBH Proud Supporter logos, as well as #haveaplant and other marketing and promotional assets
- Access to PBH Partner Exclusives, including quarterly PBH Partner Briefings, PBH e-news and other partner-only insights and communications
- Priority access to PBH programs and sponsorship platforms
- Receive partner recognition in PBH Annual Report and fruitsandveggies.org

Enthusiast Partner Perks

Partner perks are provided as a *THANK YOU* for your support and commitment to increasing fruit and vegetable consumption, providing added value and visibility through PBH's award-winning consumer-facing digital and social media ecosystem.

- One (1) custom question in [Expert Advice](#) section on fruitsandveggies.org
- One (1) [recipe](#) on fruitsandveggies.org
- One (1) [display ad](#) in PBH weekly consumer e-newsletter
- Full [partner profile](#) on fruitsandveggies.org with logo and links to your website and social media channels

Partner Perks content will be promoted throughout PBH's digital and social media ecosystem. Content must be pre-scheduled for integration within PBH's Editorial Calendar within 12 months of partnership commitment. Partner perks are non-transferable and cannot be exchanged or substituted without PBH approval.

SUPPORTER PARTNER | ANNUAL CONTRIBUTION | \$2,000

Support PBH to help strengthen our collective efforts and transform America's fruit and vegetable consumption habits. Supporter Partners will receive:

- Access to the Have A Plant® and PBH Proud Supporter logos
- Access to PBH Partner Exclusives, including quarterly PBH Partner Briefings and PBH e-news
- Partner recognition in PBH Annual Report and fruitsandveggies.org

Use #haveaplant on your social posts to share the fruit & veggie love and reach more consumers and influencers!

PBH's Multi-Sector Collaborative Consumption Campaign

The LEAD THE CHANGE Collaborative Consumption Campaign is a multi-sector, multi-year initiative that unifies produce industry stakeholders, food system thought leaders and PBH's credible thought leadership to develop innovative, behavior-based solutions that help people enjoy more fruits and vegetables for happier, healthier lives and close the consumption gap.

CONSUMPTION SUMMIT & NATIONAL ACTION PLAN

In partnership with the National Fruit & Vegetable Consumption Coalition (NFVCC), the National Fruit & Vegetable Consumption Summit, slated to be held in September 2023, will convene multi-sector food system thought leaders, as well as top government and public health agencies to:

1. Magnify the consumption crisis and unify collective efforts under one purpose, one voice and one call-to-action;
2. Identify innovative and collaborative solutions that close the consumption gap; and
3. Generate a National Action Plan to recognize the contributions of multiple sectors, as well as identify key priorities for a unified socio-economic approach to have a long-lasting generational impact on fruit and vegetable consumption.



Make plans to demonstrate your leadership in this pivotal initiative in September 2023. Details will be shared Q1 2023.

PBH SIGNATURE EVENTS

PBH's signature industry-to-influencer events bring together produce industry stakeholders, food system leaders, and top-tier consumer influencers to advance the food dialogue and demonstrate the undeniable power of collaboration and connectivity from industry to influencer – and ultimately, THE CONSUMER.



PBH Retail & Foodservice Immersion Event

Share **WHAT'S NEW** and **WHAT'S NEXT** with 25 strategically-selected retail dietitians and foodservice menu R&D leaders who are influencing and inspiring consumer consumption habits and purchasing decisions at major points of influence across the country.

SPONSORSHIP DETAILS:

The perfect opportunity to maximize your Global Show investment for a minimal incremental cost. Sponsors will have an opportunity to tell their story, share their consumer-centric campaigns, and:

- Share key messages, educational content and turnkey tools to support produce-centric promotions — in-store, on-menu, and online.
- Create meaningful connections with trusted, credential advisors who inspire new eating behaviors, set trends, and influence purchase decisions for Millennial and Gen Z consumers.
- Gather insights from those engaging consumers every day to drive marketing decisions, new product launches, and consumer-centric campaigns.
- Blast your live in-booth experience to plant-passionate consumers and influencers through PBH social media channels.



**RETAIL &
FOODSERVICE
IMMERSION EVENT**

October 26-29, 2022 | Orlando, Florida

Hosted alongside IFPA's Global Produce & Floral Show

CLICK FOR SPONSORSHIP OPPORTUNITIES

The Consumer Connection Conference

Join produce industry stakeholders, food system thought leaders, and top-tier consumer influencers to advance the food dialogue and elevate fruit and vegetable consumption to a national priority.

SPONSORSHIP DETAILS:

For those seeking thought leadership, influencer engagement, educational and/or product promotion opportunities, this event is a powerful all-in-one marketing tactic. Sponsors will have the opportunity to:

- Demonstrate thought leadership through a full audience general session address
- Gain business-boosting insights through immersive educational experiences
- Build and diversify your network in an intimate environment and conduct your own pre-scheduled 1:1 business meetings
- Showcase your product or commodity in captivating plant-FIRST culinary experiences that build upon top food trends
- Boost your brand visibility and expand your reach in real-time with an on-site social media activation, led by a handpicked Have A Plant® Ambassador



**THE CONSUMER
CONNECTION
ANNUAL CONFERENCE**

April 10-12, 2023 | Scottsdale, Arizona

**Stay tuned for more details about this event
in late 2022.**

PBH EDUCATION

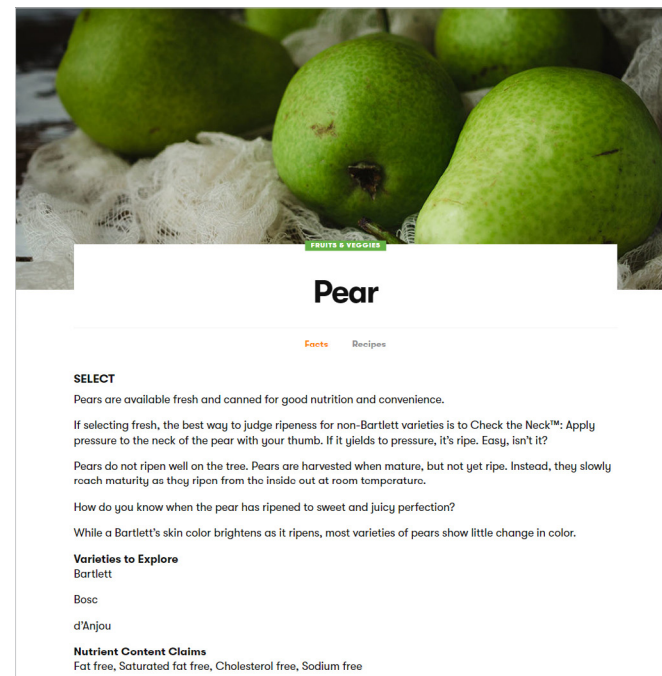


NEW Commodity Board Promotion Package: \$5,000

Extend the reach and impact of your carefully curated content with this exclusive promotion package, developed for PBH Commodity Board Partners.

SPONSORSHIP DETAILS:

- **Fruits & Veggies Directory on fruitsandveggies.org:**
Provide updated select, store, serve, and savor information
- **(3) Recipes:** Showcase your recipe and professional image within our high-traffic recipe database
- **(2) Content Pieces:** Integrate your articles, infographics and/or videos
- **(1) Expert Advice Question:** Driving the most organic traffic from search engine to site, our Expert Advice section is the ultimate opportunity to deliver fact-based information and/or provide context to consumers
- **Your commodity and Fruits & Veggies Directory featured as a Seasonal Spotlight** in one of PBH's weekly consumer e-newsletters, as well as within the What's In Season section of one of PBH's quarterly influencer toolkits
- **All content cross-linked to your Commodity Board Partner Profile** on fruitsandveggies.org with logo and links to your website and social media channels



CLICK HERE TO SEE THE *FRUITS & VEGGIES* DIRECTORY ON FRUITSANDVEGGIES.ORG WHICH RECIEVES AN AVERAGE OF **21K VISITS PER MONTH**

Have A Plant® Cook Along: \$7,500

Collaborate with PBH and a strategically-selected Have A Plant® Ambassador to host a 30-minute cooking demonstration or tasting experience while sharing your key messages on PBH's Facebook live event platform.



SPONSORSHIP DETAILS:

- **Collaborate with a strategically-selected Have A Plant® Ambassador to host a 30-minute cooking demonstration** or tasting experience to entice consumers with your favorite recipe(s), while sharing key messaging around your product or commodity
- **Full scale promotion** throughout PBH's digital and social media channels before, during and after the event
- **Your recipe(s) will be added to PBH's high-traffic recipe database** on fruitsandveggies.org, with a cross-link to your member profile page for optimal reach and maximum searchability
- **Share key messages, recipes, shopping list** and other demo-relevant content on our dedicated Have A Plant® Cook Along page
- **Receive post-demo performance report** with key insights and analytics



CLICK HERE TO VIEW THE EFFORTLESS OUTDOOR ENTERTAINING COOK ALONG WITH HAVE A PLANT® AMBASSADOR ERIKA WONG, MS, RD WHICH REACHED NEARLY 200K CONSUMERS.

Health & Wellness Professional Webinar: \$7,500

Educate consumer-facing health and wellness professionals leveraging PBH's third party credibility by collaborating to develop a 1-hour webinar.

SPONSORSHIP DETAILS:

- **Collaborate with PBH to develop a relevant cutting-edge 1-hour webinar**, promoted to 26,000 food, nutrition and health professionals as well as consumer influencers
- **Highlight diverse topics** — research, trends, product innovations, culinary inspirations and more
- **Ask the audience** one post-event survey question and one live poll question during the webinar
- **Full-scale promotion** with customized promotional graphic for amplification on PBH social media channels and in influencer e-newsletter
- **Analysis and submission of webinar content for continuing professional education credits** with the Commission on Dietetic Registration (CDR)
- **Post-webinar performance report** with key insights and analytics, including registration and attendee lists
- **On-demand webinar recording added to PBH's virtual education library** on fruitsandveggies.org for continuous access



CLICK HERE TO SEE A *FRESH TAKE ON FOOD PROCESSING* WHICH WAS ATTENDED LIVE BY **OVER 250 HEALTH AND WELLNESS INFLUENCERS**

PBH Expert Webinar Series: \$6,000

PBH, along with our team of PBH Experts, hosts quarterly webinars as an opportunity to present PBH research and educational resources. Showcase your industry leadership as the key sponsor of a quarterly themed educational webinar hosted by one of our PBH Experts!

SPONSORSHIP DETAILS:

- **PBH to create and deliver the webinar content** hosted by our extended team of food science, nutrition, and consumer behavior research experts
- **Opportunity to showcase your thought leadership** through a 1-minute intro video or up to 3 minutes speaking time
- **Prominent brand visibility** through omnichannel promotion featuring your logo before, during and after the event
- **On-demand webinar recording** added to PBH's virtual education library on fruitsandveggies.org for continuous access

Making habits easy

- 1 Pick a simple behavior
- 2 Choose a common context
- 3 Repeat repeat repeat!
- 4 Find a reward

PRODUCE FOR[®] BETTER HEALTH FOUNDATION

Webinar | January 25th at 2 pm EST

PLANT-ENTIONS
Using Behavioral Science Principles To Increase Fruit & Vegetable Consumption

Presented by Dr. Jason Riis
PBH Chief Behavioral Scientist

2022-01-25 14:23:05

CLICK HERE TO VIEW PLANT-ENTIONS PRESENTED BY
PBH EXPERT DR. JASON RIIS WHICH WAS ATTENDED LIVE BY
OVER 400 HEALTH AND WELLNESS INFLUENCERS

Have A Plant® Influencer Toolkit: \$4,000

Influencers look to PBH for credible, turn-key resources they can use to create their own promotions. Put your brand or commodity top of mind with prominent placement in one of PBH's influencer toolkits based on our compelling quarterly themes.

SPONSORSHIP DETAILS:

- One full page recipe + image
- One product or commodity featured as a Seasonal Highlight (includes select, store and serving concepts)
- One full page advertorial or themed infographic
- Prominent brand and logo recognition
- Distribution to full Have A Plant® Influencer Network
- Up to 3 sponsors per toolkit

A LA CARTE ADVERTISING:



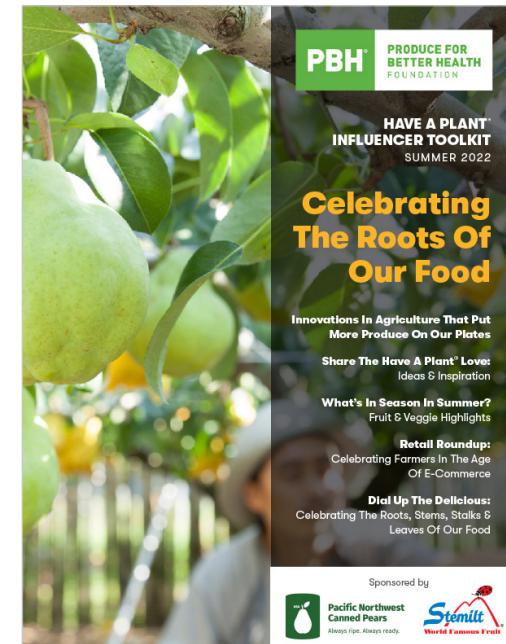
1/4 Page:
\$500



1/2 Page:
\$800



Full Page:
\$1,000



CLICK HERE TO SEE THE *CELEBRATING THE ROOTS OF OUR FOOD* TOOLKIT WHICH HAS BEEN VIEWED **MORE THAN 5K TIMES** IN JUST 2 MONTHS

Have A Plant® Ambassador Promotional Mailing: \$3,500

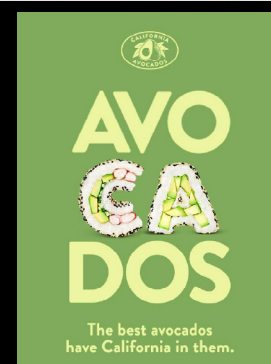
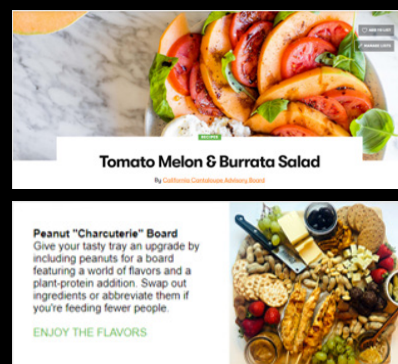
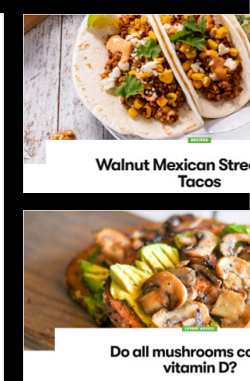
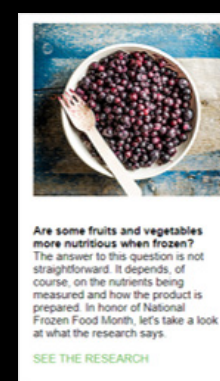
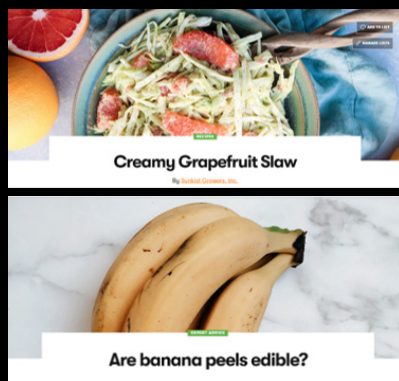
Put your product and swag straight into our Have A Plant® Ambassador's hands to generate buzz and boost brand love on social media and beyond.

SPONSORSHIP DETAILS:

- **Send promotional products and fun swag** with inspiring content and recipes to our Have A Plant® Ambassadors to share, post and promote on their social media channels
- **Strategically curate your mailing list** from PBH's Have A Plant® Ambassador network for a one time use. Note that some retail Ambassadors may not be able to receive products.
- **At least one post on PBH's social media channels and one post by a Have A Plant® Ambassador**
- **Fully managed communications before, during and after** to verify mailing information, as well as provide a post-mailer report, with feedback and social media highlights



DIGITAL & SOCIAL MEDIA CONTENT AMPLIFICATION



DIGITAL & SOCIAL MEDIA CONTENT AMPLIFICATION

“Own The Moment” Campaign: \$20,000

Own the moment through a month-long takeover to showcase your thought leadership and promote your branded product or commodity throughout the PBH digital and social ecosystem

SPONSORSHIP DETAILS:

- **Exclusive Content Series** featuring a collection of up to 7 recipes, articles, expert advice Q&As, infographics and/or videos
- **Exclusive Have A Plant® Ambassador-hosted Cook Along** featuring a recipe demonstration, topic of choice, key messaging, insights and metrics surrounding your product
- **Handpicked Have A Plant® Ambassador-authored editorial piece** highlighting the benefits of eating a fruit or vegetable of choice and a featured recipe
- **Thought leadership editorial piece** authored by Wendy Reinhardt Kapsak, MS, RD, PBH President & CEO, centered around your fruit or vegetable and its significant role in a healthy lifestyle
- **Dedicated email blast** to 54,000 consumer and influencer opt-in subscribers featuring your curated content collection, and an invitation to your exclusive cook along

The collage features several pieces of content:

- Social Media Posts:** Two tweets from PBH and the Mushroom Council promoting a campaign about mushrooms and sustainability.
- Video:** A video of Kara Habstreet, a PBH Ambassador, in her kitchen.
- Recipe Card:** A card for "Stir Up More With Mushrooms" featuring a salad and a burger.
- Facebook Live Event:** A promotional graphic for a Facebook Live event titled "Cook Along" on April 13th at 5:00 PM EST, featuring Kara Habstreet.
- Blog Post:** A blog post titled "Gentle On The Planet, Healthy On The Plate" by Wendy Reinhardt Kapsak, MS, RD, PBH President & CEO, discussing the benefits of mushrooms.

THIS “OWN THE MOMENT” CAMPAIGN IN PARTNERSHIP WITH THE MUSHROOM COUNCIL RESULTED IN **1.5M IMPRESSIONS** AND **OVER 4K ENGAGEMENTS**

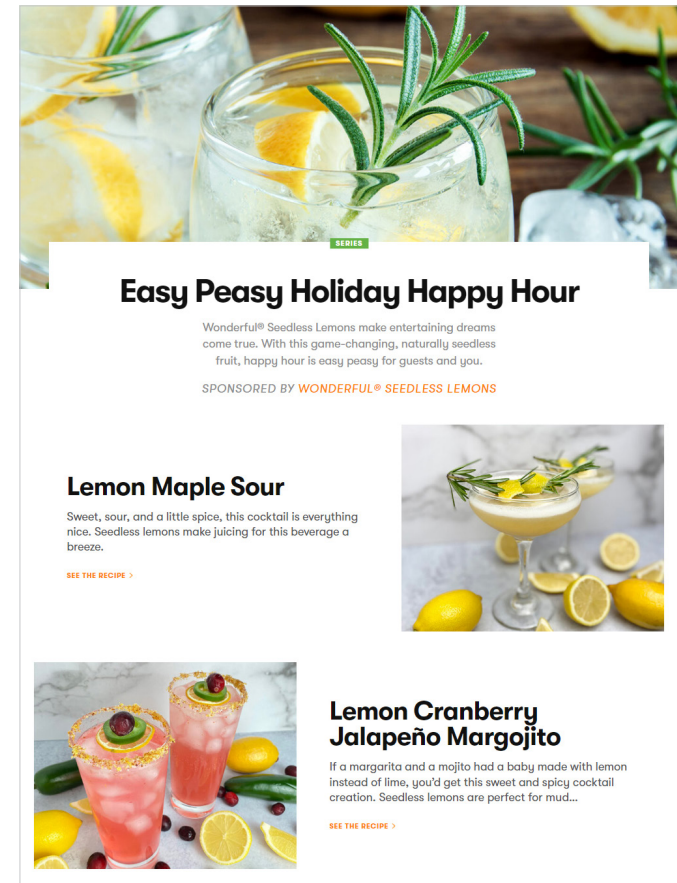
Exclusive Content Series: \$6,000

Highlight a curated collection of your recipes, stories and resources on fruitsandveggies.org

SPONSORSHIP DETAILS:

- **Up to 7 content pieces** within your series, including recipes, articles, expert advice Q&As, infographics, videos, downloadable images, and other turnkey resources
- **Ownership of the fruitsandveggies.org homepage** for one full week, approximately 2,000 visitors.
- **PBH will promote** the landing page on social media with paid ads
- **PBH will create a dedicated e-blast** and send to our consumer email list of 50,000 subscribers
- **Series content is cross-linked** from your member profile page and will live on the site indefinitely

ENHANCEMENT IDEA: Tap into our Have A Plant® Influencer Network to create content or amplify your messages (additional fees may apply)



CLICK HERE TO SEE THE CONTENT SERIES IN PARTNERSHIP WITH THE WONDERFUL COMPANY WHICH EARNED **350K IMPRESSIONS** AND **1.5K ENGAGEMENTS** IN ONE MONTH

Have A Plant® Instagram Story Takeover: \$4,000

Showcase your content during a live 1-hour takeover of our IG Stories with full-scale promotions taking place before and after to drive engagement!

SPONSORSHIP DETAILS:

- **A one-hour Instagram Story takeover** featuring photos, Q&A, infographics, videos, #DYK, and/or recipes
- **Gain new followers** and fans through promotional efforts and exposure that includes your @account and #hashtag
- **Full-scale promotion** with customized promotional graphics through PBH e-newsletters and social media platforms
- **Consider** member-branded giveaways for participants to boost engagement (sponsor responsibility)
- **Post-takeover performance report** with key insights

ENHANCEMENT IDEA: Tap into our Have A Plant® Influencer Network to create content or amplify your messages (additional fees may apply)



CLICK HERE TO SEE THE RED SUN FARMS INSTAGRAM STORY TAKEOVER WHICH EARNED **OVER 750K IMPRESSIONS**

Social Media Prize Drop: \$2,000

Gain new followers and excite consumers about your product!

SPONSORSHIP DETAILS:

- **Consumer contests are proven to increase product awareness** by incentivizing trial and engagement
- **PBH will amplify your contest** and/or help you develop and coordinate a creative and concise contest that excites consumers about your brand or product with incentives and/or prizes
- **Post topic can be trivia or challenge focused**, and will include #haveaplant as well as your @account and #hashtag
- Sponsor is responsible for selecting winners and distributing prizes



THIS SOCIAL MEDIA PRIZE DROP IN PARTNERSHIP WITH THE CALIFORNIA LEAFY GREEN MARKETING AGREEMENT RESULTED IN **2.5K ENGAGEMENTS**

Branded Advertising

Prominently highlight your brand or product during your peak season to boost consumer, influencer and industry awareness!

E-NEWSLETTER DISPLAY AD: \$800

- Drive users to your channel by including your url with selected graphic

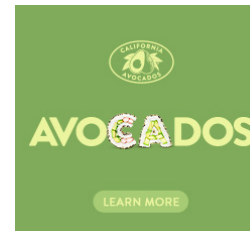
BANNER AD ON FRUITSANDVEGGIES.ORG: \$1,500

- Drive users to your channel by including your url with selected graphic
- Ads run for a one-month period

50K CONSUMER NEWSLETTER SUBSCRIBERS AND **16% OPEN RATE**

26K INFLUENCER NEWSLETTER SUBSCRIBERS AND **18% OPEN RATE**

365K AVERAGE MONTHLY WEBSITE VISITORS



CUSTOM ACTIVATIONS

Though most of our offerings can be tailored to your needs, we can create an exclusive activation just for you. PBH is in the unique position, given our credibility, network of experts and influencers, as well as our digital and social assets, to seamlessly integrate and align with your strategic goals.

Experience PBH signature service, our expertise and network of notable, vetted experts through partnership in any of the following areas:

Research & Evidence Synthesis

PBH is a leader in ideating and executing 360° research approaches designed to increase demand for produce (i.e. scientific and behavioral research as well as consumer and health professional insights). Partner with us to develop custom consumer research, systematic reviews, comprehensive narrative reviews, clinical trials, epidemiological analyses and/or consumption data analysis.

Influencer Focus Groups

Collaborate with PBH to gain business-informing insights, test consumer messaging and better understand perceptions and misconceptions around your product through the eyes of up to 10 handpicked PBH Influencers, comprised of retail dietitians, foodservice leaders, and/or lifestyle, nutrition, and agriculture communicators.

Customized Retail Promotions

PBH partners with 200+ Retail Dietitians engaging millions of shoppers at more than 10,000 stores nationwide and online. Collaborate with PBH to develop a retail promotion with proven shopper marketing tactics and retail dietitian activations to increase visibility and boost sales of your product.

Other Custom PBH Activations Include:

- Influencer Event Collaboration and/or Social Amplification
- Have A Plant® Ambassador Content Creation & Amplification
- Research-based Trainings for Consumer-facing Teams

MEET YOUR PBH TEAM



Wendy Reinhardt Kapsak, MS, RDN
President & CEO



Katie Calligaro
Marketing & Communications Director



Nicole Farris
*Industry & Partner Engagement
Manager*



Candice Gordon
*Digital Marketing & Communications
Manager*



Emily Holdorf
Social Media Community Manager



Allison Kissel
*Industry & Partner Engagement
Coordinator*



Annette Maggi, MS, RDN, LD, FAND
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



Sharese Roper
*Industry & Partner Engagement
Senior Director*



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

PBH[®]

**PRODUCE FOR
BETTER HEALTH**
FOUNDATION

Together, we can transform America's fruit
and vegetable consumption. JOIN US!

