



PBH[®]

**PRODUCE FOR
BETTER HEALTH
FOUNDATION**

**HAVE A PLANT[®]
INFLUENCER TOOLKIT**
WINTER 2023

Food Rooted In Better Health

**The Art & Science Of Fruit &
Vegetable “Habit Systems”**

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

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Turning Hacks To Habits
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Food Rooted In Better Health

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



BY KATIE CALLIGARO
PBH MARKETING & COMMUNICATIONS SENIOR DIRECTOR

A new year offers a fresh start and a chance to think through our priorities and goals. We at PBH are thrilled to be able to provide you with insights and inspiring ideas from our new research, [PBH Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption](#), to help consumers reset with new fruit and vegetable habits and behaviors. We’ve dug into the data and revealed insights to inform our content strategy and create consumer-facing activations inclusive of creative hacks to prompt lifelong habits. If we want consumers to change their behavior, we must consider both barriers and positive cues as well as immediate rewards, such as taste and flavor, when we communicate with them. Only then can break through – make it easy – and inspire greater fruit and vegetable consumption.

Whether you’re encouraging consumers to add one more fruit or veggie to their carts online or in-store, putting more produce in plant-forward dishes, on menus in restaurants or schools, or inspiring followers on social media channels to #haveaplant, think about how you can help people invite more of what’s good into their lives with simple hacks that, with repetition, can lead to long-term behavior change.

In this toolkit, PBH experts unpack insights from the *PBH Hacks To Habits* research to help you communicate directly with consumers. Sample social media posts and images as well as an infographic are available for sharing with your followers and to help you as a leader and a critical partner in advancing the Have A Plant® Movement.

We know that our followers are searching for seasonal produce tips, kitchen hacks, and information on how to safely select, store and serve fruits and vegetables, so you’ll find some of that in here too.

We hope you find these ideas helpful and look forward to seeing what you come up with in your own inspiring ways for Q1 2023. For now, stay happy, healthy and by all means, #haveaplant!

Katie Calligaro
Marketing & Communications Senior Director
Produce for Better Health Foundation

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The Art & Science Of Fruit & Vegetable “Habit Systems”



BY JASON RIIS, PBH CHIEF BEHAVIORAL SCIENTIST

We all have dozens, maybe hundreds of habits. Together, these “habit systems” determine around half of our actions, and they may offer the key to increasing long stagnant rates of fruit and vegetable consumption.

PBH has some important new research on the art and science of habit systems, [PBH Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption](#). The art is in identifying “hacks” that people turn into habits, and the science is in understanding exactly how habits work, and how they can be developed.

In the past, habit systems have been misunderstood (and even ignored) by communicators, advocates, marketers and consumers alike. The new PBH research has aimed to remedy that. In this piece I’ll describe the key themes:

THEME 1: Habits Are Context-Specific Automatic Behaviors

A defining feature of habits is their automaticity. In the new research, we surveyed consumers and assessed the degree of automaticity in both their shopping and consumption of fruits and vegetables.

Using a scale adapted from academic research, we found that there is more automaticity (i.e., more habit) in shopping behavior than in consumption behavior. Shopping for fruit was largely automatic for 44% of consumers, whereas consumption of fruit was largely automatic for only 33%. Similarly, shopping for vegetables was largely automatic for more consumers than was consuming vegetables (39% vs. 32%).

Key implication: Marketers, health professionals and communicators need to treat shopping and consuming separately. For any produce category or product, we should be asking separate questions. What does the shopper need to do automatically? And, what does the consumer need to do automatically? For the shopper, it might be going to a specific place in the produce section and easily finding (and inspecting) their frequently-purchased item. For the consumer, the automatic behavior might be including a specific fruit or vegetable in frequently-consumed home meals. Habits are about repetition and automaticity. Health professionals, communicators and marketers need to target automaticity by fostering repetition of specific behaviors in specific contexts (i.e., shopping vs. home meal consumption).

Quotes For You To Use

“Building on old habits is a great way to take advantage of existing habits to make new ones. To help build a fruit & veggie habit, add specific eating occasions onto some existing routines like leaving the house, leaving school or work, arriving home, watching TV, etc.”

- Dr. Jason Riis, PBH Chief Behavioral Scientist

“New Years Tip: Building good habits can take effort. But take heart, in the beginning, when the action is the hardest to do, your habit memory is learning the most! Putting in more effort means you’re getting more out of it!”

- Dr. Wendy Wood, psychology professor at the University of Southern California; PBH scientific advisory council member.

“You can easily eat a rainbow and make it a daily habit over time. Fresh, frozen, canned and dried fruits and vegetables as well as 100% juice all count toward meeting health recommendations. This means you have lots of ways to make your meals and snacks plant-packed! Start your day with a cup of 100% juice; make a trail mix with dried fruit; blend some frozen fruit for an at-home smoothie; or serve canned or packaged veggies with dinner.”

- Wendy Reinhardt Kapsak, MS, RDN, PBH President & CEO

THEME 2: Fruit Habits Will Be Different From Vegetable Habits

The behaviors that are automatic for shopping or consumption of specific fruits are not the same behaviors that are automatic for shopping or consumption of specific vegetables. One way our survey captured this was by showing the different challenges faced by consumers of fruits vs. vegetables.

We asked some participants, “If you could make one thing easier about eating fruit what would it be?”, while others were asked the same question about vegetables.

The most frequently-given answer for fruit pertained to spoilage: “Easier to use before it goes bad.” This was true for both high- and medium- as well as low-frequency consumers. So, fruit consumers need more strategies to automate the storage of fruit, or perhaps the timing of shopping and consumption.

For vegetables, the dominant challenge varied by consumption frequency. High- and medium-frequency vegetable consumers said, “Easier to prepare”. Low-frequency vegetable consumers, on the other hand, emphasized taste: “Easier to make taste really good.” Importantly, taste was not seen as the main challenge for many low fruit consumers.

Key implication: Marketers and communicators need to treat fruit and vegetable consumption separately. Each specific produce category will have its own unique shopping and consumption habits, and each will have its own habit challenges. Our research suggested that habits to prevent spoilage are a key need for fruit consumers. For vegetable consumers, habit needs were around “ease of preparation” or “ease of tasty preparation.” Consumers want to have such habits. Health professionals, marketers and communicators can help them identify, and then repeat and eventually automate these key behaviors.

THEME 3: High-Frequency Consumers Have More Fruit & Vegetable Habits

Do habits actually translate into more consumption of fruits and vegetables? Our survey has found that yes, people who have shopping or consumption habits for fruits and vegetables eat more cups of fruits and vegetables per day.

In fact, high automaticity (i.e., habit driven) fruit shoppers reported significantly more fruit consumption than did low automaticity shoppers (6.0 times per week vs. 4.8 times per week). Similarly, high automaticity vegetable shoppers reported significantly more vegetable consumption than did low automaticity shoppers (6.8 times per week vs. 5.8 times per week).

Also, perhaps not surprisingly, high automaticity consumption was strongly associated with more frequent consumption of fruits and vegetables.

Key implication: Habits are important drivers of consumption. Marketers and communicators need strategies to identify and nurture fruit and vegetable habits. The current habits of high- and medium-frequency consumers may provide a roadmap for low-frequency consumers.



THEME 4: High-Frequency Consumers Can Build Fruit & Vegetable Habits From Hacks

Hacks, generally, are ways to make things easier. Hacks are great candidates for habits because easy behaviors are more likely to become automated. One theme in the new PBH research was to identify potential hacks that could become habits, and to assess whether consumers (medium- and high-frequency as well as low-frequency) thought that new hacks could actually increase their fruit and vegetable consumption. The results were encouraging.

First of all, not surprisingly, medium- and high-frequency fruit consumers were found to rely more on life hacks than were low-frequency consumers. For example, they were more likely to report putting fruit on the counter where it's easy to see and grab (a convenience hack) and more likely to add fruits and veggies to favorite dishes, meals, and snacks like tacos and pizza (a usage hack).

The encouraging part is that low-frequency consumers generally found such hacks to be promising ways to increase their own consumption. Sixty nine percent of low-frequency fruit consumers agreed that it would be easy to double fruit consumption, but after showing them a list of tips and tricks, that number increased to 73%. Similarly, knowledge of hacks increased low-frequency vegetable consumers' beliefs about the ease of doubling consumption by 7% (from 62% to 69%).

The knowledge of hacks also increased high- and medium-frequency fruit and vegetable consumers' beliefs about the ease with which consumption can be doubled (4% for fruit and 3% for vegetables).

Our findings, and indeed our recommendation to leverage hacks, is consistent with the results of a recent paper by behavior change researcher Katy Milkman. Milkman calls the idea, "Copying and pasting" — when you find someone who has successfully done something you want to do (eat more fruits), simply imitate their methods (e.g., putting fruit in your morning cereal). In fact, a study run by Katie Mehr, Amanda Geiser, Katy Milkman, and Angela Duckworth found that encouraging people to copy and paste another person's hacks motivated adults to exercise more.

Key implication: Hacks are a well-known concept. Many people are rightly proud of their artful hacks. Effective fruit and vegetable hacks can be identified, celebrated, and developed into (automatic) habits. Health professionals, marketers and communicators can support this process by using the language of hacks, but also by taking a behavioral approach to them. Something isn't really a hack unless it's easy to do. People need to be given lots of hack options to identify ones that may work for them. And the hack will still need to be repeated to produce the automaticity of a habit. All communicators can help consumers turn hacks into habits.

Conclusion

Habits systems offer a great opportunity for health professionals, marketers and communicators to dramatically increase fruit and vegetable consumption rates. PBH's new research shows that there is a path forward. More research is needed, but the "hacks to habits" approach offers a specific strategy: Identify the habit systems of high- and medium-frequency consumers, and then help low-frequency consumers emulate those specific habit systems.



Food Rooted In Better Health

Key Messages

Once people learn easy fruit or veggie hacks, they are more likely to Have A Plant® more often.

Effective hacks for fruit and vegetable consumption can be identified, celebrated, and developed into (automatic) habits.

Successful habits are highly personal — they vary among individuals, as well as between and among fruits and vegetables.

Build new habits upon existing routines. For example, if you already eat tacos every Tuesday, how can you add more fruits and veggies?

Embracing all forms of fruits and vegetables — fresh, frozen, canned, dried and 100% juice — can make building new consumption habits easier.

Think progress over perfection - all attempts (not just successful ones) can help evolve and reinforce habit formation.

Insights From PBH Research



Effective consumer education and engagement must lean into how people feel about eating fruits and vegetables, and environments must make doing, or eating fruits and vegetables more often, easier, enjoyable, automatic and, ultimately, habitual.



Future health is not necessarily a top fruit and/or vegetable consumption motivator. More focus should be placed on short-term rewards, such as taste and enjoyment. Taste and enjoyment can be the basis for repeat behavior and habit creation.



Easy and rewarding behaviors have the best chance of being frequently repeated and, in turn, of becoming habits. Shopping habits are stronger than consuming habits. Once fruits and vegetables are in the home, more ease is required to prepare and consume.



Successful hacks and habits will not only differ between and among fruits and vegetables, but also across and within families, as well as individuals. Each person's consumption journey is unique, and personalized approaches will be instrumental to closing the consumption gap with enduring habits.

SOURCE:

Produce for Better Health Foundation. [Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption](#)

Ready-in-Minutes
Stuffed Peppers



Meet Craveable Cauliflower



Share The Have A Plant® Love: Ideas & Inspiration

As we head into the heart of winter, we wanted to share our Editorial Calendar plans for the entire quarter to help inspire content to share on your own channels. These themes were designed to help break through the clutter and serve as a guidepost to help create content that tells a compelling story.

JANUARY

Turning Hacks Into Habits

Small lifestyle changes can lead to habits that last a lifetime. Let's make it easy to jumpstart our New Year reset with small habit-building behaviors that include more produce on our plates.

Additional Weekly Themes

(Back) In It To Win It

The New Year is a great time to reset and root yourself in fruit and veggie eating habits that keep you feeling happy and healthy.

Food Rooted In Immune Support

Fruits & veggies can't keep you from getting sick, but they can help your immune system be prepared to fight!

What's In Season In Winter

Your guide to what's in season as well as all the tips and recipes you need for creating winter inspired plant-packed snacks and meals.

Promotion Ideas

Help consumers create a new habit by sharing helpful fruit and veggie hacks. Do you have an easy way to cut up a fruit or veggie, a simple storage tip or grocery shopping trick? Whatever helps you in the kitchen is sure to help others do the same!

Embrace the bounty of winter and help consumers and followers do the same! Share your favorite recipe highlighting what's in season in winter.

Encourage consumers to stock up on the basics – no one likes having to trek to the store for a last-minute item! Share a list of pantry staples, including canned or dried produce and 100% juice that can be a great way to add more plants to the plate.

National Observances

Get a Balanced Life Month

National Baking Month

National Carrot Month

National Hot Tea Month

National Oatmeal Month

National Slow Cooking Month

National Soup Month

National Apricot Day

National Bean Day

National Rhubarb Day

FEBRUARY

Our Hearts BEET For Fruits & Veggies

It's American Heart Month and Valentine's Day so let's give ALL the fruits and veggies some love – even those not in season (hi, National Canned Food Month).

Additional Weekly Themes

Power Couples

Flavorful pairings of fruits and veggies with other nutrient-rich foods we know and love are more than the sum of their parts. It's unmistakable – they're power couples.

Banishing The Winter Blues

Whether it's small moments or life-changing ones, celebrate by adding fruits and veggies to your favorite feel-good foods!

Listen To Your Heart

Eating healthy doesn't have to be rigid. Listen to your body and honor your taste buds by enjoying foods that make you feel good – like fruits and veggies!

Promotion Ideas

Wintertime can bring on a case of the blahs, but it doesn't have to stay that way! Host a cooking class that showcases colorful fruits and veggies. Utilize fresh, frozen, canned, dried and 100% juice for nutrition and enjoyment all year round!

It takes two, baby! Help consumers create plant-packed power couples (produce pairings) – crunchy apples + peanut butter dip; pear + walnut flatbread; beef stuffed peppers; breakfast bowl with potatoes + avocado + eggs ... the possibilities are endless!

Host a class or go live on your social media channels to discuss how fruits and veggies can fit into an Intuitive Eating style. Eating healthy doesn't have to be rigid!

National Observances

American Heart Month
National Canned Food Month
National Cherry Month
Fabulous Florida Strawberry Month
National Grapefruit Month
National Macadamia Nut Month
National Potato Lover's Month
National Snack Food Month
National Sweet Potato Month
National Potato Lover's Day
National Strawberry Day
Wine and Chocolate Month

MARCH

Every Time You ____, Have A Plant®

Reset the clock, it's about to be Spring! Whether you're still rocking the January resolutions, celebrating St. Patrick's Day or cheering on March Madness, every time you EAT, Have A Plant®.

Additional Weekly Themes

Build A Better...

Tacos? Pizza? Burgers? Jump on meal moments that are already happening and add delicious fruits and veggies to uplevel your experience.

Beat The Buzzer Boards

Celebrate game day with a creative charcuterie board packed with fruits, veggies and more!

What The Luxe For Dinner?

Spring is all about fresh starts! Up your takeout game and bring new life to your everyday meals by adding more fruits and veggies for a luxurious and delicious upgrade!

Promotion Ideas

Create a "Beat The Buzzer" Board with fruits, veggies and more! Challenge your followers to share creative charcuterie boards that are packed with produce to celebrate your favorite teams or holiday this March.

Take Powerful Produce Pairings to another level – host a Build A Better competition! Decide on a theme – tacos, burgers, sandwiches, pizza – and challenge participants to add delicious fruits and/or veggies to level up your traditional meals.

Spring is all about fresh starts. Bring new life to your everyday – show followers how adding fruits and veggies to our plates can be luxurious and delicious! Add fancy fruit-based cocktails to your takeout night, serve your pizza with veggie toppings on fine china or bake a decadent fruit pie to serve as dessert. Encourage followers to share their creations!

National Observances

National Celery Month

National Frozen Food Month

National Flour Month

National Nutrition Month

National Peanut Month

National Sauce Month

National Artichoke Heart Day

National Frozen Food Day

National Oranges and Lemons Day

National Spinach Day

Share The Have A Plant® Love: Ideas & Inspiration

Sample Social Media Posts • #haveaplant

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

JANUARY: Turning Hacks Into Habits

It's the New Year & we're Back In It To Win It! 🥳 We've got all the best tips to jumpstart your New Year reset with small habit-building behaviors so you can include more produce on your plate: <https://bit.ly/3UewImV> #haveaplant

Habit = Ease + Reward + Repetition. This is why we love easy recipes, tips, tricks & hacks to get #fruits & #veggies on our plates so we can enjoy the delicious flavors faster and more often 🍌 Do you have a fruit or veggie hack?? #haveaplant

Adding one more #fruit or #veggie to your daily routine can improve health, boost your mood and your 'tude! 🥰 What are you adding today? #haveaplant

FEBRUARY: Our Hearts BEET For Fruits & Veggies

February is a time to celebrate all of life's moments that tug at the heart strings. ❤️ Whether it's the small moments or life-changing ones, #fruits & #veggies can help you celebrate with feel-good flavor! How do you celebrate with #produce? #haveaplant

Listening to your heart can have a whole other meaning! 💖 By listening to what your body is wanting & needing and fueling it with #fruits & #veggies, you're sure to feel satisfied and enjoy the elements of a balanced plate: <https://bit.ly/3BKmsGE> #haveaplant

Celebrate American Heart Month by showing our #produce pals some love! ❤️ Whether you dish up fresh, frozen, canned, dried or 100% juice, they all pack a nutritious punch. Need some inspo? Add frozen #corn to Taco Tuesday, #salad to Pizza Friday or #cannedbeans to soups and stews! #haveaplant #HeartMonth

MARCH: Every Time You ____, Have A Plant®

Reset the clock, it's about to be Spring! 🌈 Whether you're still rocking the January resolutions, celebrating St. Patrick's Day 🍀 or cheering on March Madness 🏀, every time you EAT, #haveaplant.

Take your meals from drab to fab! ★ We know the daily challenges of "What's for dinner?" Choose to eat #fruits & #veggies first. They taste delicious and are nutrition superstars! <https://bit.ly/3xwYoEx> #haveaplant

Build a better...pizza, burger, sandwich?! The possibilities are endless when you have #fruits & #veggies on your side. Challenge yourself to add more plants to your family favorites or classic comforts. Share how you're going to do so! #haveaplant

Share The Have A Plant® Love: Ideas & Inspiration

Social Media Graphics — Click to download

Instagram & Facebook



Twitter



Infographic: How To Build A Fruit & Vegetable Habit

Click on the infographic to download and share.

Don't forget to use #haveaplant and tag @fruitsandveggies in all your awesome posts!



FIVE HACKS FOR BUILDING FRUIT & VEGETABLE HABITS



PLAN → Plan to add one more fruit or vegetable to your meals or snacks



SHOP → Buy pre-cut, canned, frozen, or dried fruits and veggies as well as 100% juice to make it easy



STORE → Put fruit on the counter and veggies at eye level in the fridge



PREPARE → Add veggies to meals that are already happening like burgers, sandwiches, tacos and pizza



EAT → Serve fruits and veggies first



REPEAT → Repeat rewarding flavor experiences

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Progress over perfection! All attempts (not just successful ones) can help evolve and reinforce habit formation. Keep Trying!

FRUIT FOR EVERY SEASON™



Trinity Fruit Company is a year-round grower/packer/shipper of fresh fruits and 100% fruit juice not from concentrate. We are proud to be family-owned and operated, and we only want to provide the best products to families across the globe.



Want to try our California-grown fruit for yourself? Try our Fruitful Market fruit boxes picked fresh with the best fruit in-season delivered right to your door!

What's In Season In Winter?

Remember, we can enjoy the taste of any fruit or vegetable year-round. Fresh, frozen, canned dried, and 100% juice are always good choices.

[Belgian Endive](#)

[Brussels Sprouts](#)

[Buttercup Squash](#)

[Cactus Pear](#)

[Cardoon](#)

[Cherimoya](#)

[Clementines](#)

[Collard Greens](#)

[Date Plums](#)

[Dates](#)

[Delicata Squash](#)

[Grapefruit](#)

[Kale](#)

[Kiwifruit](#)

[Leeks](#)

[Mandarin Oranges](#)

[Maradol Papaya](#)

[Oranges](#)

[Passion Fruit](#)

[Pear](#)

[Persimmons](#)

[Pomegranate](#)

[Potatoes](#)

[Pummelo](#)

[Red Banana](#)

[Red Currants](#)

[Sharon Fruit](#)

[Sweet Dumpling Squash](#)

[Sweet Potatoes](#)

[Tangerines](#)

[Turnips](#)

Fruit Highlight: Grapefruit



Select

Grapefruits are available fresh, canned and as 100% juice for good nutrition and convenience. If selecting fresh, choose grapefruits with thin, smooth, firm, blemish free skins that are heavy for their size.

Nutrient Content Claims: Fat free, Saturated fat free, Cholesterol free, Sodium free, Good source of vitamin A, High in vitamin C

Store

Store grapefruits at room temperature for 1 week or under refrigeration for 2 to 3 weeks

Serve

[Arugula Citrus Salad With Crispy Prosciutto](#)

[Baked Goat Cheese With Citrus & Mint](#)

[Red Grapefruit & Ginger Green Juice](#)

[Sweet & Spicy Red Grapefruit Guacamole](#)

[Grapefruit Spritzer](#)

[Red Grapefruit & Avocado Sushi Bowls](#)

Veggie Highlight: Canned Whole Kernel Golden Sweet Corn



Select

Del Monte® Canned Fresh Cut Golden Sweet Whole Kernel Corn is packed with a rich and sweet taste. Picked at the peak of freshness and packed within hours to lock in the flavor, it allows for nutrition to be savored in every bite. This canned sweet corn is ready to eat straight from the can for a simple side dish.

Store

After opening, refrigerate in covered glass or plastic container up to 10 days

Serve

[Mexican Street Corn](#)

[Sweet Corn & Basil Flatbread Pizzas](#)

[Corn Cabbage Slaw](#)

[Chicken Corn Salad With Carrot Ranch](#)

[Sweet Corn Bruschetta](#)

Hacks To Habits To Increase Fruit & Vegetable Consumption



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

Consumers are creatures of habit, and as retail dietitians, it's likely you share the Produce for Better Health Foundation's goal of helping individuals improve their fruit and vegetable consumption habits. In their latest research, [PBH Hacks To Habits](#), PBH identifies ways to help consumers make fruits and veggies the automatic choice as well as showcases food hacks that promote produce habits along the consumption journey from finding and buying to storing and prepping to eating and enjoying.

The following ideas can help you turn the *PBH Hacks To Habits* research findings into actionable ideas perfect for the retail setting, positioning your shoppers to increase their fruit and veggie habits and consumption.

Keep All Forms On Hand

Promote recipes and meal assembly ideas that can be made with a fresh, frozen and/or canned produce item. Create demos that show how to use different forms in the same recipe.

Enhance Flavor With Herbs & Spices

Create a chart of spices and herbs that pair well with different fruits and veggies using in-store signage pending your retailer's signage policies. Take in-store "fresh cut" programs to the next level by offering spice packets with them. As a part of healthy living promotions for January 2023, create multiple spice kits and a list of fruit and/or veggies for which each is ideal to encourage one more produce item every day.

Bridge The Knowledge Gap On How To Prepare Fruits & Vegetables In Different Ways

Each week feature a fruit or vegetable, showcasing three different ways to prepare it and three different foods with which to pair it.



Add Vegetables To Sandwiches & Burgers

Move beyond lettuce, tomato and onion, creating new flavor combinations for these favorite foods to suggest to shoppers. Why not kale on a Reuben, thin sliced pears on a classic ham sandwich, or grilled zucchini and peppers on a burger? Suggest new options on an e-commerce landing page or link to veggie ideas from common sandwich meats and cheeses, making it easy for shoppers to add these items to their virtual carts.

Keep Prepped Produce At Eye Level In The Refrigerator

Offer a refrigerator make-over for your shoppers, stressing fruits and veggies to keep in their respective drawers, tips for keeping produce fresh longer, and how to prep these foods in advance and store them attractively in the fridge so they are the first thing household members grab when they open the door. Showcase storage items available through your retailer as a way to increase the ROI of this program.

Have a great idea for helping your shoppers turn fruit and veggie hacks into habits? Send it to amaggi@pbhfoundation.org.

Turning Hacks To Habits In Home & Professional Kitchens



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

Hacks are essentially creative solutions to problems people face every day. When it comes to offering creative solutions for increasing fruit and vegetable consumption there are endless creative solutions to address barriers related to access, choosing, buying, preparing and eating fruits and vegetables. Here are a few to consider when thinking about shoppers in your stores and team members in your foodservice operation.

Turning Hacks To Habits At Home

The first step in providing consumers with creative solutions is to address our own bias when it comes to consumer-friendly hacks. Do you as a food and nutrition professional avoid giving consumers permission to eat and enjoy foods with fat or added sugar? If so, you may be missing out on opportunities to help people eat and enjoy more fruits and vegetables.

The [PBH Hacks To Habits](#) research report, released in September 2022, shared that respondents say that dairy is the easiest food group to feed children. A creative solution focused on food pairings suggests combining dairy foods with produce like serving flavored yogurt with fruit or cheese with vegetables. Yes, fruit is sweet, and kids love dipping. This pairing may prompt more fruit consumption because of the interactive fun of dipping. Putting cheese on vegetables helps overcome aversions to bitter flavors that are very offensive to young palates. The fat in cheese coats the tastebuds and makes bitter flavors less apparent.

Another *Hacks To Habits* insight is that shopping habits are stronger than consuming habits, which leads many to worry about food waste. Helping people overcome food waste fears or guilt is an important strategy for ensuring that foods that make it into the home are eaten and enjoyed, not wasted. Here, the creative solution needs to focus on ease of preparation. Fresh vegetables that are past their prime work well in pureed soups and overripe fresh fruits work well in smoothies. No time to make a soup or smoothie? Freezing is a great option to save these produce items to use later.

One hack that helps make high-frequency fruit eaters consume more types and larger amounts of fruit is keeping fruits of all forms on hand, including fresh, frozen, canned, dried and 100% juice. If you've been focusing your promotion efforts on fresh, think about expanding your messages to reinforce the many benefits of fruits in various forms, especially the convenience for people who don't like washing, cutting, peeling, seeding or coring at home. Having all forms of vegetables on hand is an even more powerful hack for high-frequency vegetable eaters, which proves the behavioral science principle: If you want someone to do something, make it easy. This is what processed forms of fruits and especially vegetable do; they make it easier to eat and enjoy fruits and vegetables!



Turning Hacks To Habits In Restaurants

Habits are often based on behavior-based cues; when you get up in the morning you brush your teeth, then grab your coffee. You don't need to remind yourself to do those things; they are the habits many of us have because of the behavior of getting out of bed. Habits in the workplace are often driven by the environment, organizational culture and policies that provide guardrails for employee behaviors.

The following 10 strategies may help your foodservice operation establish more behaviors that can turn into habits around menu R&D, marketing and more that drive increased use, promotion and enjoyment of fruits and vegetables in all their glorious forms.

- 1. Principles:** What principles guide menu R&D in your operation? Do you have a goal for the amount or percent of new menu items that is made up of fruits, vegetables, or a combination of them? Principles and goals, when reinforced, build habits among menu R&D professionals.
- 2. Produce Mix:** What percent of your menu is made up of produce-centric items? Must all menu item categories and types—from healthful to indulgent—contain fruits and/or vegetables? Are you excluding indulgent items from containing produce? If so, why?
- 3. Portions:** Do portions of fruits and vegetables make sense or should they be increased? If plate waste is a concern, should you focus instead on preparation and presentation to increase appeal and intake?
- 4. Proportions:** Can you increase the amount of fruits and vegetables in mixed dishes while decreasing the amount of other ingredients? This may have a positive impact on cost food and calories without affecting overall portion size. Can you increase check averages by changing proportions? An example of this is making fruit the star of dessert. Instead of placing a single raspberry on a big slice of chocolate cake, can you provide a smaller piece of cake with more raspberries? Doing so may get more diners to say yes to dessert due to less guilt.



5. **Preparation:** The *PBH Hacks To Habits* research report shows us consumers believe vegetables are one of the most difficult food groups to make taste good. Let your culinary team demonstrate their expertise in developing delicious flavors in vegetables. If you're steaming vegetables, would roasting be an option for increasing flavor and appeal. What other preparation techniques can your team use to make vegetables more flavorful and appealing?
6. **Presentation:** Can you use a different plate, bowl, cup, or glass? Can you present fruits and vegetables in more dramatic, fun or enticing ways? A pile of fries on a plate are great, yet fries served standing upright in an edgy metal cup add height to the plate and an element of surprise when the meal is served. This is just one example of how presentation can make the experience of eating a fruit or vegetable more fun, memorable, desirable, and repeatable.
7. **Power:** Can you present information that helps the consumer make a more informed choice? Taco Bell did this with their Fresco option, giving consumers the opportunity to add more vegetables to their meal and sometimes decrease calories. They also added a Veggie Cravings section to their online menu. By putting this on their app with a bit of persuasive language they were able to give their customers the power to order and enjoy more produce. What opportunities are you creating for consumers to use their power to gain access to more fruits and vegetables? Many consumers will never ask, but if you make the default the option with more fruits and vegetables consumers don't have to exert the effort. As I mentioned in the earlier section, if you want someone to do something, make it easy.
8. **Promotion:** The names and descriptors for menu items can have a huge impact on a diner's interest in ordering an item. Research by Datassential shows that rich, descriptive menu language that elicits a positive emotional response can increase purchase intent significantly. Think about the difference between a "house salad" and "tender mixed greens with sweet, dried cranberries, spicy candied walnuts, and tangy blue cheese vinaigrette". One makes the reader go "Ho hum," while the other makes the reader's mouth start to water with anticipation of the first yummy bite.



9. **Persuasion:** Research in school nutrition environments has shown that persuasive calls to action can entice young children to choose and eat more fruits and vegetables. Can you apply the same to your foodservice environment and call on front of house team members to encourage people to order or take more fruits and vegetables? Charming servers can be especially powerful allies in getting diners to Have A Plant® and order a glass of 100% juice with breakfast or more vegetable side dishes with dinner.
10. **Partners:** Who is helping you promote your focus on Have A Plant®? Are senior executives committed to this? Are resources being allocated for sharing your commitment to increase use and consumption of fruits and vegetables in your operation? Are front of house team members excited and proud of their company's commitment to creating delicious menu items that prominently feature fruits and vegetables? Do you have external partners, including the media or social media influencers, who are helping share your story about your commitment to increasing use and enjoyment of fruits and vegetables in your operation? By showcasing your organization's thought leadership on this front, you may inspire others in the foodservice arena to follow suit and do more to support behaviors that build fruit and vegetable consumption habits that have an impact on health and happiness.

These are just a few examples of ways you can help shoppers, home cooks and foodservice professionals increase the use, consumption and enjoyment of fruits and vegetables. All of us at PBH look forward to hearing how you take these insights and turn them into action wherever you are promoting Have A Plant®!

No Bake Pineapple Cheesecake



This sweet and creamy make-ahead dessert is delicious at the holidays and any time of year. The filling needs to chill overnight for the best slicing. Top with golden pineapple slices or chunks and a sprinkle of toasted coconut.

- ½ cup packed sweetened flaked coconut
 - 2 sleeves graham crackers (18 to 20 crackers)
 - ¼ cup packed light brown sugar
 - ½ tsp. cinnamon
 - 6 Tbsp. butter, melted
 - 2 pkg. (8 oz. each) cream cheese, softened
 - 1 can (14 oz.) sweetened condensed milk
 - 1 tsp. finely grated lemon zest, optional
 - 1 can (20 oz.) Del Monte® Deluxe Gold Pineapple Slices or Chunks (see note below)
1. Toast coconut in a dry skillet over medium heat, stirring constantly, until golden brown. Immediately remove from skillet; set aside 2 Tbsp. for topping.
 2. Add graham crackers, toasted coconut, sugar and cinnamon to a food processor. Pulse about 10 times or until it makes an even crumb. Add butter and pulse until mixed well. Firmly press crumbs onto bottom and ½ inches up sides of a 9 or 10-inch springform pan. Chill 10 to 30 minutes while preparing the pineapple and filling.
 3. Meanwhile, drain and pat dry pineapple with paper towels or a clean dish cloth. Set aside 6 slices for a 9-inch pan or 7 slices for a 10-inch pan. Chop the remaining slices into ¼-inch pieces and set aside.
 4. Beat cream cheese in a large bowl with an electric mixer on medium speed until smooth. Add condensed milk and lemon zest and mix until well combined. Pour half of cream cheese mixture into chilled crust. Sprinkle evenly with the diced pineapple then cover with remaining cream cheese filling. Smooth surface and arrange pineapple slices on top. Cover pan loosely with plastic wrap and chill 8 hours or preferably overnight. Run a knife between the crust and pan before loosening sides of pan. Sprinkle with reserved toasted coconut before serving.

TIP: Pineapple slices cut more easily with a serrated knife.

NOTE: If using pineapple chunks, arrange all pieces in concentric circles over cream cheese filling starting along the pan edge and moving toward the center, before chilling.

Keep Your Immunity Strong: Sip Smarter with 100% Juice



Registered dietitians know good health means more than just eating right. It also means getting regular exercise, proper sleep and reducing stress. The immune system is complex, and it needs a constant supply of many essential nutrients to support its function. Drinking 100% juice daily, in appropriate amounts, can help. One hundred percent juices may contain several nutrients that can aid in maintaining and supporting your immunity. These include:



Vitamin C - Vitamin C is a water-soluble vitamin that is essential for the normal function of the immune system.^(1,2) It promotes the production and protection of immune cells, reduces oxidative stress and enhances beneficial immune cell activities. Since the body stores little vitamin C, this nutrient must be replenished regularly.



Potassium, folate and thiamin - The immune system is complex and highly integrated and therefore requires the participation of virtually every macro- and micronutrient to help support innate and acquired immunity functions.⁽³⁾ These three nutrients along with others found in juice, like vitamin B6 and magnesium, can help support overall immune function.



Vitamin D - Vitamin D is known to enhance and regulate normal immune response, which helps the body protect against harmful bacteria and viruses.⁽⁴⁾ It also has anti-inflammatory properties. Low levels are linked to increased risk of respiratory illness.^(4,5) Look for 100% juices that are fortified with vitamin D to help contribute meaningful amounts of this vitamin to the diet.^(6,7)



Bioactives - Bioactives, like carotenoids, polyphenols and anthocyanins are beneficial plant compounds found in fruits and vegetables. Research shows they may help support and enhance immunity by fighting off viral infections and inflammation.^(8,9) One hundred percent juices contain similar bioactives to whole fruit and are considered major contributors of polyphenol and bioactive intake in the US diet.⁽¹⁰⁾



Water - Proper hydration plays a key role in supporting the body's daily activities and helps ensure your body works efficiently. It also keeps you energized and clear-headed so you can focus. Staying well hydrated is vital during illness and recovery.⁽¹¹⁾ All 100% juices have a high-water content and are an ideal way to rehydrate after exercise and stay hydrated and healthy throughout the day.

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