ABOUT THE PRODUCE FOR BETTER HEALTH FOUNDATION

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

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

PBH is also responsible for the Lead The Change Collaborative Consumption Campaign – a multi-sector, multi-year initiative designed to maximize the power of PBH’s unique thought leadership position, widespread influencer network, credible scientific and market research, and, most importantly, its innovative members and partners, to lead a call-to-action for addressing the global fruit and vegetable consumption crisis. The initiative includes research, thought leadership and communication platforms to ensure stakeholders speak with One Purpose, One Voice and One Call-to-Action for maximum impact. For more information about the Lead The Change campaign visit: www.fruitsandveggies.org/lead-the-change.
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In 2022, we advocated relentlessly for fruits and vegetables to have a larger share of Americans’ plates.
There has never been a more critical time to elevate consumption as a national priority; champion efforts to improve accessibility of all forms of fruits and vegetables; and encourage new, sustainable fruit and vegetable eating habits. We MUST work together in bringing more fruits and vegetables to Americans wherever and whenever they enjoy meals and snacks – which is why the merger with the International Fresh Produce Association's (IFPA) Foundation for Fresh Produce is the right next step for PBH's future.

With our combined research expertise, stakeholder relationships, and consumer behavior insights, PBH and IFPA's Foundation for Fresh Produce will create the largest global community of advocates for fruits and vegetables. The timing is perfect, as the collective organization is poised to advance fruit and vegetable consumption in America and around the world.

I know PBH's work is far from over, and you will continue to lead monumental initiatives that close the consumption gap. Your PBH team is committed to bringing your vision to life as part of IFPA's Foundation for Fresh Produce.

Thank you for your trust, partnership and friendship. You inspired me every day, and I will forever be the loudest advocate for fruits and vegetables, and all of you. When I look back on my time as PBH President & CEO, I will always have a smile on my face.

With a grateful heart,
Wendy Reinhardt Kapsak, MS, RDN
PBH President & CEO
## 2022 PBH
### MILESTONES & SUCCESSES

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<th>JANUARY</th>
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<td>Opened PBH Gap Analysis for 30-day public comment period</td>
<td>Released the PBH Gap Analysis: Bridging The Disparity Between Federal Spending &amp; America’s Consumption Crisis in partnership with Nutrition On Demand</td>
<td>Released 2021 PBH Annual Report</td>
<td>Announced 2022 National Fruits &amp; Veggies Month theme, Celebrating The Roots Of Our Food, along with corresponding toolkit release</td>
<td>Activated the PBH National Fruits &amp; Veggies Month campaign</td>
<td>Honored PBH Partners through a Grateful November campaign</td>
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<td>Held PBH Board of Trustees Meeting</td>
<td>Welcomed Emily Holdorf, MS, RD as PBH Social Media Community Manager</td>
<td>Presented PBH Behavioral Science Research at the Utah WIC Conference</td>
<td>Partnered with U.S. Highbush Blueberry Council, American Pecans and Caborn’s on a PBH Powerful Produce Pairing Promotion including retail activations as well as digital and social media promotions</td>
<td>Held special session of the PBH Board of Trustees to vote on the merger with IFPA’s Foundation For Fresh Produce</td>
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<td>Welcomed CarrieAnn Arias as 2022 PBH Board Of Trustees Chairman</td>
<td>Participated in various Listening Sessions of the White House Conference on Hunger, Nutrition &amp; Health, including one with Bayer</td>
<td>Hosted PBH Expert Series Webinar unpacking the Hacks To Habits research for retail, foodservice and communication professionals with Annette Maggi, MS, RDN, LD, FAND and Amy Myrdal Miller, MS, RDN, FAND</td>
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<td>Hosted PBH Expert Series Webinar on Habits with Dr. Jason Riis</td>
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<td>Unveiled largest-ever PBH Have A Plant® Ambassador Network</td>
<td>Convened the produce industry and key consumer influencers for the PBH Consumer Connection Conference</td>
<td>Began an extensive partnership with Egg Nutrition Center on several retail campaigns and promotions with H-E-B, Hy-Vee and Weis</td>
<td>Partnered with National Cattlemen’s Beef Association for #BetterTogether, an influencer event at The Academy For Nutrition &amp; Dietetics Food &amp; Nutrition Conference &amp; Expo (FNCE)</td>
<td>Hosted all PBH Partner celebratory sendoff and end-of-year meeting</td>
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<td>Held PBH Board of Trustees Meeting</td>
<td>Held PBH Board of Trustees Meeting</td>
<td>Announced partnership with FOODWORKS to launch GREEN Powered By FOODWORKS</td>
<td>PBH President &amp; CEO Wendy Reinhardt Kapsak, MS, RDN awarded Produce Marketer of the Year by The Packer</td>
<td>Presented and led a retail panel discussion as well as a media luncheon at the New York Produce Show</td>
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<td>Hosted PBH Expert Series Webinar on Food Rooted In Better Mental Health with Dr. Taylor Wallace, CFS, FACN</td>
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<td>Hosted PBH Expert Series Webinar on Food Rooted In Better Mental Health with Dr. Taylor Wallace, CFS, FACN</td>
<td>Hosted 23 VIPs at the PBH Retail &amp; Foodservice Immersion Event alongside IFPA’s Global Produce &amp; Floral Show</td>
<td>Published 2022 PBH Annual Report</td>
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**2022 Produce for Better Health Foundation Annual Report**
MEDIA HIGHLIGHTS

2022 Produce for Better Health Foundation Annual Report

Wish you eat more fruits and veggies? These 5 clever hacks will help

Progressive GROCER

Produce For Better Health ready to take National Fruits and Veggies Month by storm

Understanding nutrition security and habits to close the consumption gap

PBH’s 2022 Grower of the Year

A behavioral research study to bolster fruit and vegetable consumption insights report

Hacks & Habits

PBH hack of the year

Back to top
We released unique insights to inform future consumption efforts.
In May 2022, PBH released a comprehensive research assessment of fruit and vegetable consumption-focused spending disparities in federal research, feeding and education programs. The report is titled *Fruit & Vegetable Gap Analysis: Bridging The Disparity Between Federal Spending & America’s Consumption Crisis*, and was created in partnership with Nutrition On Demand (NOD), a consulting firm specializing in nutrition science, policy and communications.

Based on an extensive, year-long analysis of federal agency initiatives at the United States Department of Agriculture (USDA), National Institutes of Health (NIH) and Centers for Disease Control (CDC), as well as feedback from an open comment period, this report examines how key government departments and agencies currently fund efforts to assist Americans with increasing their consumption of fruits and vegetables – and, importantly, identifies gaps and opportunities to enhance these initiatives and elevate fruit and vegetable consumption as a national priority.

For a more comprehensive look at the research, please visit [fruitsandveggies.org/gapanalysis](http://fruitsandveggies.org/gapanalysis).

“We are experiencing a chronic fruit and vegetable consumption crisis in America that is affecting our health, our society and our economy. The Fruit & Vegetable Gap Analysis illuminates several opportunities to increase the focus on fruits and vegetables within all levels of government research, feeding and nutrition education initiatives to meaningfully address America’s consumption gap and improve public health.”

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

Several key findings grew out of the analysis of America’s fruit and vegetable consumption gap.

1. America is experiencing a pervasive and persistent fruit and vegetable consumption crisis.

2. The economic stakes of low fruit and vegetable consumption, even with conservative estimates, are high.

3. Fruit and vegetable consumption is inadequately funded across government departments and agencies responsible for supporting evidence-based initiatives to improve public health.
IDENTIFYING KEY CONSUMER CONSUMPTION BEHAVIORS WITH PBH

HACKS TO HABITS

In September 2022, PBH released its trailblazing consumer insights report: Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption.

The research was designed to be laser-focused on the attitudes and behaviors of those consuming varying levels of fruits and vegetables, to better understand which strategies, such as simple hacks, could effectively make it easier for Americans to adopt and sustain fruit and vegetable consumption habits.

Several new insights grew out of the exploration of the inner workings of fruit and vegetable consumption behaviors, including insights into the habits, mindsets and behaviors of those who consume the highest levels of fruits and vegetables and those who consume little to none. The PBH team is using these findings to inform ongoing consumer communications.

PBH is committed to research across three areas: food, nutrition and behavioral science; policy analyses; and consumer consumption trends.

The report was released in September, 2022 to further celebrate the month as National Fruits & Veggies Month and to inform the White House Conference on Hunger, Nutrition, and Health on September 28th.

For a more comprehensive look at the research, please visit fruitsandveggies.org/hackstohabits.

Several new insights grew out of the exploration of consumer fruit and vegetable consumption behaviors.

1. Habit-creating opportunities for fruits and vegetables are very different.

2. Fruit and vegetable habits are context-specific automatic behaviors.

3. High-frequency and medium-frequency eaters have more fruit and vegetable habits.

4. Low-frequency fruit and vegetable consumers can build habits from hacks.
We increased collaboration among key thought leaders.
As a founding member of the National Fruit & Vegetable Consumption Coalition (NFVCC), PBH hosts quarterly meetings of this important group of leading food, nutrition and health stakeholders. The NFVCC provides coordinated leadership to help accelerate increased nationwide access to and demand for fruits and vegetables for improved public health, inspiring multi-sector collaboration and advancing fruit and vegetable consumption as a national priority. Working together, NFVCC members help elevate new fruit and vegetable eating behaviors, central to all U.S. public health initiatives, to help close the current consumption gap.

In 2022, the NFVCC refined its strategic framework and doubled its membership. The Coalition also participated in momentum-driving moments such as attending listening sessions and submitting comments to the White House Conference on Hunger, Nutrition & Health. Fruit and vegetable commodity boards were also invited to become NFVCC members in 2022.

NFVCC members include:

The National Fruit & Vegetable Consumption Coalition increases collaboration across various sectors and advances consumption as a national priority among industry, public health and food system leaders.
PBH SCIENTIFIC ADVISORY COUNCIL

PBH convened its first-ever Scientific Advisory Council, consisting of both nutrition and behavioral scientists to help provide strategic oversight of PBH’s ongoing research efforts. With support from PBH Chief Food & Nutrition Scientist Taylor Wallace, PhD, CFS, FACN and PBH Chief Behavioral Scientist Jason Riis, PhD, these eight experts join us from top-tier universities such as the University of Southern California and University of Pennsylvania, as well as the Academy of Nutrition and Dietetics and the Gretchen Swanson Center for Nutrition. The PBH Scientific Advisory Council provides PBH and its partners with unique, cutting-edge research perspectives.

In 2022, PBH convened eight scientific experts on a quarterly basis to discuss the latest findings from PBH-supported research initiatives and to discuss new science pathways to help ensure PBH is leading innovative research to help Americans adopt new, lasting fruit and vegetable consumption habits.
We showcased innovative content to advance the Have A Plant® Movement.
The Have A Plant® Movement inspires consumers to enjoy more fruits and vegetables through emotion-based messaging. Informed by the PBH KNOW-FEEL-DO Behavioral Framework, compelling and craveable content is promoted through an extensive digital ecosystem which includes social media, fruitsandveggies.org and weekly e-newsletters. Most Americans KNOW that eating plant foods promotes health but that doesn’t always translate to action. We excite Americans with easy ideas that make the DOing simple, so they FEEL empowered by how plants boost health, happiness and deliciousness.

In 2022, expert articles as well as creative and inspiring content from PBH’s influencer network and PBH partners reached millions of millennial and Gen Z consumers. This content was infused throughout our digital ecosystem under the credible umbrella of PBH and the Have A Plant® Movement.

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

Since the April 2019 launch through 2022, the Have A Plant® Movement has achieved:

- 3.25 Billion traditional and social media impressions
- 12 Million fruitsandveggies.org page views
- 2,600 traditional media mentions
Through PBH’s direct-to-consumer digital ecosystem and influencer network, PBH used learnings to develop new quarterly content themes, or campaigns for inspiration and guidance in 2022 and beyond:

1. Food Rooted In Better Health
2. Food Rooted In A Better Mood®
3. Celebrating The Roots Of Our Food
4. Food Rooted In Feel-Good Flavor

These themes unify messaging and build momentum for the Have A Plant® Movement. They are designed to cut through the clutter and provide influencer and produce industry partners with easy-to-implement ideas for generating content, programs or promotions and have everyone “singing from the same song sheet.”

Quarterly themes were further developed into monthly and weekly campaigns that were carried through cohesively on fruitsandveggies.org, in consumer email marketing, and on our social media channels throughout the year.

In 2022, The Have A Plant® Movement continued on a trajectory of extraordinary growth.

- **57 Million** social media impressions
- **3.4 Million** fruitsandveggies.org page views
- **18.6%** consumer newsletter average open rate
Every September, PBH commemorates National Fruits & Veggies Month (NFVM) — a month-long celebration of everyone’s favorite and flavorful plants – fruits and veggies! The perfect opportunity for the produce industry to elevate fruit and vegetable consumption to a national priority, the annual celebration has reached more than 250 million impressions collectively since its 2019 inception.

The 2022 NFVM theme, Celebrating the Roots of Our Food, was a celebration for all of the goodness that fruits and vegetables bring to our tables, our minds, our souls as well as our health and happiness. It highlighted how fruits and vegetables are at the “root” of our health and well-being and can serve as way to honor the farmers and growers who care for food from the ground up or as a deeply-rooted connection point with loved ones.

The PBH team took insights from the new PBH Hacks To Habits research to create consumer-facing promotional content and activation ideas which helped unify messaging and prompted new and creative ways to communicate about fruits and vegetables with consumers.

The 2022 NFVM Toolkit made it easy for every one to join PBH in Celebrating The Roots Of Our Food, with turnkey resources, compelling social content, visually appealing creative assets, sample communication tools and more.
Activations included Have A Plant® Cook Alongs, Facebook LIVE events, media segments, and podcasts hosted by and featuring influencers from PBH’s vast influencer network. There were several NFVM-themed retail promotions and retail RD cooking demonstrations with PBH retail partners including H-E-B and Rouse’s.

Several custom NFVM-themed campaigns were also created together with PBH partners such as a health and wellness webinar with Egg Nutrition Center and Hass Avocado Board, a field tour including digital and social promotions with Chelan Fresh, as well as a custom digital and social campaign throughout PBH’s digital ecosystem with U.S. Highbush Blueberry Council.

2022 National Fruits & Veggies Month total media impressions surpassed 2021 by 38%.

- **160 Million** impressions based on 1,012 matte release posts
- **6.8 Million** impressions from 695 social media posts using #haveaplant or #NFVM2022
- **2.3 Million** impressions from Facebook Live events
- **15,000** National Fruits & Veggies Month Toolkit views
Have A Plant® Cook Alongs have continued to be successful in a post-pandemic world as people turn to PBH’s social channels looking for inspiration for everyday and seasonal eating occasions.

In 2022, PBH doubled-down on this success by hosting regular events on our PBH Facebook LIVE platform, providing an opportunity to connect PBH partners and strategically-selected Have A Plant® Ambassadors for a 30-minute cooking demonstration. After the event, the videos are re-posted on our social media channels to provide on-going inspiration to our followers.

PBH Have A Plant® Cook Alongs continue to be valuable to our social media followers.

471,000 Average impressions
5,200 Average video views
We formed powerful partnerships to encourage new consumption behaviors.
TAPPING INTO VARIOUS EATING OCCASIONS WITH POWERFUL PARTNERSHIPS

HAVE A PLANT® BY THE HANDFUL
Over the summer, PBH celebrated two of America’s native crops, blueberries and pecans, along with the U.S. Highbush Blueberry Council, American Pecans and Coborn’s.

Promotions included an e-commerce landing page, media segments and a PBH Facebook LIVE from a blueberry field and pecan orchard hosted by Coborn’s registered dietitian Emily Krause.

VEGGIES + EGGS: A PERFECT PAIRING FOR HEART HEALTHY MEALS
Did you know that eggs can help you better absorb some nutrients found in vegetables, such as vitamin E and carotenoids? The Egg Nutrition Center did, which helped launch a robust partnership with PBH in 2022.

Activations ranged from e-commerce promotions with H-E-B, a Have A Plant® Cook Along with Hy-Vee registered dietitian Jen Blaser and a webinar diving into the ever-changing dietary recommendations on fat and cholesterol.

500K consumers reached with promotions of the Facebook LIVE event
7K views of the video recording

300K consumers reached with promotions of the Facebook LIVE event
6K views of the video recording
THE GREEN PROJECT
In September, Chicago-based FOODWORKS, a restaurant incubator that specializes in unique dining solutions throughout the country, launched GREEN Powered by FOODWORKS in partnership with PBH. Together, FOODWORKS and PBH are bringing the message of plant-forward dining to restaurants, colleges, universities, corporations and healthcare settings across the nation — including major cities such as New York City, Washington DC, Chicago, Houston, Phoenix, San Francisco and Los Angeles — through the Have A Plant® Movement.

“This is a focus on a balanced and sustainable approach to health through amazing flavor experiences with an emphasis on fruits and vegetables versus a focus on vegan or vegetarian menu offerings.”

John Coker
FOODWORKS President

#BETTERTOGETHER
In October, PBH hit the road to engage with thousands of food and nutrition professionals at the Academy of Nutrition and Dietetics (AND) Food and Nutrition Conference and Expo (FNCE) — the world’s largest meeting of its kind. PBH was thrilled for the opportunity to co-host an event with the National Cattlemen’s Beef Association (NCBA), promoting the Have A Plant® Movement and #BetterTogether — the joy of pairing produce with beef. Attendees included influential dietitians such as retail and media registered dietitians, top-tier nutrition experts and consumer influencers.

“We know 70% of Americans are eating beef at least once a week, and we believe fruits and vegetables should absolutely be a part of those meal occasions. Pairing produce with foods people are already eating and enjoying is one way PBH is trying to make fruits and vegetables part of Americans’ everyday lives.”

Wendy Reinhardt Kapsak, MS, RDN
PBH President & CEO
We engaged influencers who delivered the content consumers were craving.
In 2022, PBH doubled the Have A Plant® Ambassador count to include 60 content contributors who donate their expertise in-kind, significantly extending the Have A Plant® Movement’s reach.

This year’s group of Ambassadors is PBH’s largest to-date. After a highly competitive selection process with nearly 200 plant-passionate applicants, the 2022-2023 class of Have A Plant® Ambassadors was identified based on a number of factors including their significant credibility, strong digital and social media reach, media-savvy smarts, compelling expert content, and most importantly, their passion for promoting fruits and vegetables.

The Have A Plant® Movement is further elevated and amplified through the broad-based PBH Have A Plant® Influencer Network. The Network includes 300+ plant-passionate advocates in addition to the Have A Plant® Ambassador content creators.

Have A Plant® Ambassadors inspire consumers at three major points of influence:

- **Point-of-Sale**
  Have A Plant® Retail Ambassadors

- **Point-of-Flavor**
  Have A Plant® Culinary & Foodservice Ambassadors

- **Point-of-Inspiration**
  Have A Plant® Lifestyle, Nutrition & Agricultural Ambassadors

Have A Plant® Ambassadors, along with PBH’s digital and social media following, reach more than 2 million consumers daily.
In 2022, PBH continued to grow our reach and credibility among a wide variety of expert stakeholders by expanding and formalizing The Have A Plant® Advisor Network. The PBH Advisor Network includes thought leaders across retail, foodservice and communication disciplines – representing all points of influence where consumers make fruit and vegetable consumption decisions.

To keep this group close and informed, we met quarterly to share updates on PBH research and initiatives. We also used this time to gather key insights and perspectives that can help guide future PBH programming and provide invaluable intel and expertise to PBH Partners.
We cultivated relationships through PBH signature events.
UNITING PLANT-PASSIONATE PEOPLE AT THE PBH

CONSUMER CONNECTION CONFERENCE

In April 2022, PBH reconvened produce industry stakeholders, food system leaders, and top-tier consumer influencers for the annual Consumer Connection Conference, last held in-person in 2019.

The first industry marketing event of the year, conference attendees gained actionable insights from the stage with a deep exploration of how we can harness consumer behaviors and create an inclusive culture through food.

Keynote speaker Wendy Wood, PhD, Author of Good Habits, Bad Habits: The Science of Making Positive Changes That Stick outlined key behavioral science research insights and explored strategies that can lead to lasting fruit and vegetable habits.

Jack Bobo, CEO of Futurity and Author of Why Smart People Make Bad Food Choices also keynoted the event. Mr. Bobo discussed ways to promote healthier eating habits when habits are disrupted, and introduced concepts for increasing consumption of fruits and vegetables.

The PBH Consumer Connection Conference brings together industry stakeholders, food system leaders and top-tier consumer influencers to improve fruit and vegetable consumption.
Networking events over several days allowed attendees to engage in intimate high-caliber conversation with influencers, retailers, foodservice leaders and marketers. Additionally, attendees found inspiration for engaging consumers with daily plant-forward culinary explorations.

Perhaps most critical to the event’s success were 1:1 VIP CONNECT appointments where retailers, foodservice and culinary leaders, as well as lifestyle, nutrition and agriculture influencers met with sponsors to network, learn and collaborate on ways to boost fruit and vegetable sales and ultimately, consumption.

“**This conferences provides me with the opportunity to connect with other retail dietitians, vendors, foodservice experts, chefs, lifestyle nutrition influencers/communicators and of course the PBH staff. The sessions were spot on and provided me with a list of actionable take aways for me to bring back to my retailer. I left the conference inspired and look forward to this conference every year. It’s in the top 2 most valuable conferences for me as a retail dietitian.**”

**Anonymous Consumer Connection Conference VIP Retail Attendee**

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Across the board, Consumer Connection Conference attendees found value at the event.

- **95%** of attendees say the conference met or exceeded their expectations.
- **92%** of VIP influencer attendees say it’s very or extremely important to attend the Consumer Connection Conference to meet professional goals.
- **93%** of sponsors say Consumer Connection Conference sponsorships are very or extremely valuable to their organization.
After a two-year hiatus, PBH was thrilled to bring 23 influential retail dietitians and foodservice leaders to the 2022 PBH Retail & Foodservice Immersion Event, held alongside the International Fresh Produce Association’s (IFPA) Global Produce & Floral Show, in October 2022.

The four-day event offered an array of educational and experiential programs. Education sessions offered timely topics including new PBH research and consumer insights; Powerful Produce Pairing tasting experiences; a private chef-led vegetable culinary experience and dinner; and focus groups centered around retail and foodservice promotion as well as activation and collaboration ideas for future fruit and vegetable success.

Pre-scheduled booth visits on the IFPA show floor offered an opportunity for produce leaders to share new products, sustainable packaging innovations and other consumer-centric initiatives with these retail and foodservice VIPs. PBH covered the show floor and amplified the experience on social media for consumers to get a taste of what’s new and what’s next in produce.

“This was a great event and we are happy to have been a host to the groups visiting the show floor. It gave us a great opportunity to learn more about their work and items they are looking for specifically from suppliers.”

Auna Lundberg
Stemilt Growers Marketing Manager
This signature PBH event provides foodservice leaders and consumer-facing retail dietitians with access to the latest produce innovations, new research and behavioral insights as well as tools to inspire new fruit and vegetable consumption habits online, in-store and in foodservice establishments across America.

Both sponsors and VIP attendees found the event to be very valuable.

- **86%** of VIP attendees say the PBH Retail & Foodservice Immersion Event exceeded expectations.
- **90%** of VIP influencer attendees say PBH Retail & Foodservice Immersion Event is very or extremely important to reach their professional goals.
- **86%** of sponsors say the PBH Retail & Foodservice Immersion Event is very valuable compared to other events.
ENGAGING INFLUENCERS

We served as a go-to resource for health and wellness professionals with new tools and education opportunities.
In 2022, PBH collaborated with industry partners as well as food and nutrition experts to develop 8 highly-relevant, cutting-edge webinars, offering credible virtual education opportunities for health and wellness professionals. Webinar topics ranged from consumption research insights, fruit and vegetable trends, product innovations, culinary inspirations, sustainability and more.

In 2022, we introduced PBH Expert Series Webinars presented by PBH Chief Behavioral Scientist Dr. Jason Riis, PBH Chief Food Scientist Dr. Taylor Wallace, PBH Retail Specialist Annette Maggi, MS, RDN, LD, FAND and PBH Culinary & Foodservice Specialist Amy Myrdal Miller, MS, RDN, FAND. These webinars extended PBH’s thought leadership within this important community and were some of the best attended webinars of the year.

PBH webinars are consistently well-attended.

- **600**
  - average PBH Webinar registrants

- **325**
  - average PBH Webinar attendees
A 2021 influencer poll revealed that the top two most desired resources are PBH research and seasonal toolkits with turn-key content. That’s why, in 2022, PBH curated its most desirable content within our quarterly themes and made it easy for influencers to leverage it all in one place with quarterly PBH Have A Plant® Influencer Toolkits.

Toolkits strengthen the PBH Have A Plant® Movement and digital ecosystem, amplifying PBH messaging through influencers' and PBH channels. Influencers find science-based facts that support PBH messaging, insights from PBH experts, seasonal fruit and vegetable inspiration, themed infographics, in-store promotions, menu development and sample consumer communications.

The toolkits have been received with great enthusiasm. PBH will continue providing this value to our important influencer network into 2023.

PBH Have A Plant® Influencer Toolkits provide insights and inspiration to support consumer communications to our plant-passionate health and wellness professional community.

These toolkits continue to receive more views as they grow in popularity and influencers rely on them.

- **2,200** views of the Q1 toolkit: *Food Rooted In Better Health*
- **2,300** views of the Q2 toolkit: *Food Rooted In A Better Mood*
- **5,800** views of the Q3 toolkit: *Celebrating The Roots Of Our Food*
- **13,000** views of the Q4 toolkit: *Food Rooted In Feel-Good Flavor*
We were grateful for the unwavering support of our many partners.
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Dole Food Company, Inc.

Nichole Towell
Duda Farm Fresh Foods, Inc.

Tori Rumenik
Florida Fruit & Vegetable Association

Jeff Scramlin
HZPC Americas Corp.

Max Teplitski
International Fresh Produce Association

Diane Welland
Juice Products Association

David Grotto
Kellogg Company

Nick Quintero
Melissa’s Produce, Inc.

Bart Minor
Mushroom Council

Lauren Highfill Williams
National Peanut Board

CarrieAnn Arias
Naturipe Farms, LLC.

Tami Iverson
Pacific Coast Producers

Kevin Moffitt
Pear Bureau Northwest

Jill Rittenberg
Potatoes USA

Leona Neill
Red Sun Farms

Kimberely Challoner
Seneca Foods Corporation

Brianna Shales
Stemilt Growers LLC

Christina Ward
Sunkist Growers, Inc.

Fernando Herrera
Sun-Maid Growers of California

Bruce Taylor
Taylor Farms

Jason Osborn
The Wonderful Company

Curtis Granger
U.S. Highbush Blueberry Council

Desiree Olivero
Wakefern Food Corporation

Dave Puglia
Western Growers
2022 PBH PARTNERS

January 1 - December 31, 2022. Includes organizations that support PBH through annual contributions and/or sponsorships as well as philanthropic donations. Does not include in-kind gifts.

$50,000+
- Bayer Crop Science
- Egg Nutrition Center
- Mushroom Council
- Stemilt Growers LLC
- Sun-Maid Growers of California
- Taylor Farms
- The Wonderful Company
- U.S. Highbush Blueberry Council

$25,000+
- California Strawberry Commission
- California Walnut Commission
- Chelan Fresh
- Del Monte Foods, Inc.
- Dole Food Company, Inc.
- Duda Farm Fresh Foods, Inc.
- HZPC Americas Corp.
- Juice Products Association
- Naturipe Farms LLC.
- Pacific Coast Producers
- Pear Bureau Northwest
- Red Sun Farms
- Seneca Foods Corporation
- T&G Global/Envy Apples

$15,000+
- American Beverage Association
- American Pecan Council
- California Avocado Commission
- California Prune Board
- Campbell Soup Company
- International Fresh Produce Association
- Kellogg Company
- Melissa’s Produce, Inc.
- National Peanut Board
- Okanagan Specialty Fruits
- Potatoes USA
- Sunkist Growers, Inc.

$10,000+
- American Frozen Food Institute
- Avocados from Mexico
- California Cantaloupe Advisory Board
- California Cling Peach Board
- California Leafy Greens Marketing Agreement
- California Pear Advisory Board
- Florida Fruit & Vegetable Association
- Michigan Apple Committee
- National Cattlemen’s Beef Association
- Pacific Northwest Canned Pears
- Sabra
- Western Growers

$5,000+
- Bay Baby Produce
- Black Gold Farms, Inc.
- California Giant Berry Farms
- California Table Grape Commission
- Coastline Family Farms
- FOODWORKS
- General Mills, Inc. - Bell Institute of Health & Nutrition
- Gold Coast Packing, Inc.
- Hannaford Supermarkets
- Jasper Wyman & Son
- Mastronardi Produce, Ltd.
- Monterey Mushrooms, Inc.
- National Pasta Association
- Oneonta Starr Ranch Growers
- Sakata Seed America, Inc.
- Sysco / FreshPoint
- The Oppenheimer Group
- Trinity Fruit Sales
$2,000+
Affiliated Foods, Inc., Texas
Alsum Farms & Produce, Inc.
Andrews Brothers, Inc.
Associated Wholesale Grocers, Inc.
Big Y Foods, Inc.
Bozzuto’s, Inc.
Calavo Growers, Inc.
California Date Administrative Committee
California Fresh Carrot Advisory Board
Chestnut Hill Farms
Coast to Coast Produce, L.L.C.
Coborn’s, Inc.
Crispy Green
Crunch Pak, L.L.C.
D’Arrigo Brothers Company of New York, Inc.
Donelan’s Supermarkets
F.C. Bloxom Company
Faribault Foods, Inc.
Gem-Pack Berries, LLC
GreenGate Fresh, LLLP
Harps Food Stores, Inc.
Heartland Produce
Hilex Poly Company LLC
Hungenberg Produce, Inc.
Hy-Vee, Inc.
Idaho Potato Commission
John B. Martin & Sons Farms, Inc.
John Vena, Inc.
Key Food Stores Cooperative, Inc.
K-VA-T Food Stores, Inc.
Little Farm Frozen Foods, Inc.
Manfredi Cold Storage
Martinez & Sons Produce, Inc.
Martori Farms
Mucci International Marketing Inc.
New York Apple Association, Inc.
New York Apple Sales, Inc.
Phillips Mushroom Farms
Publix Super Markets, Inc.
Pure Fresh, LLC
Red Gold, Inc.
Redner’s Markets, Inc.
Rigby Produce, Inc.
Rijk Zwaan
Rocky Produce, Inc.
Ruiz Sales, Inc.
Sage Fruit Co LLC
Sbrocco International, Inc.
Schnuck Markets, Inc.
Sinclair Systems International, L.L.C.
Southeast Produce Council
Southern Specialties
SpartanNash
Spokane Produce, Inc.
Steinbeck Country Produce, Inc.
Sunsweet Growers, Inc.
Sunview Marketing International
The Kroger Company
The Packer
The United States Sweet Potato Council, Inc.
Tops Markets, L.L.C.
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Washington State Potato Commission
Wawona Frozen Foods, Inc.
Wegmans Food Markets
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Western Precooling Systems
Wholly Guacamole
Zespri Kiwifruit

UP TO $1,999
CarrieAnn Arias
B & B Produce, Inc.
Babé Farms, Inc.
Bard Valley Medjool Date Growers Association
Blue Book Services, Inc.
Bushwick Commission Company, Inc.
Malinda Cecil
Crook Brothers
Crown Poly, Inc.
D.L.J. Produce
David J. Elliot & Sons
Deardorff Family Farms
Christina Elers
Debra Fisher
Fowler Bros. Inc.
Fruit Growers Marketing Association
George Perry & Sons, Inc.
Georgia Fruit & Vegetable Growers Association
International Golden Foods, Inc.
Jasmine Vineyards, Inc.
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King Fresh Produce, L.L.C.
Kingdom Fresh Produce, Inc.
Leitz Farms, L.L.C.
LGS Specialty Sales, Ltd.
Maine Farmers Exchange
Michigan Celery Promotion Cooperative, Inc.
National Produce FB LLC
Anonymous donation in honor of Leoniza Nazareno
North Bay Produce, Inc.
Pasquinelli Produce Co.
Peter Condakes Company, Inc.
Produce Packaging, Inc.
Progressive Produce Corporation
Rice Fruit Company
Sun Belle, Inc.
Talley Farms, Inc.
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PBH would also like to recognize its Have A Plant® Advisors and Ambassadors who provide their expertise in-kind and inspire consumers to enjoy more fruits and vegetables every day.

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2022 PBH

GIFTS IN-KIND

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

$400,000+
Google Ads

$80,000+
Farm Journal (The Packer)
Produce Business

$40,000+
Blue Book Services, Inc.
International Fresh Produce Association

UP TO $15,000
Eastern Produce Council
Naturipe Farms LLC.
New England Produce Council
Southeast Produce Council
The Produce News
LOOKING AHEAD TO 2023

JOINING FORCES WITH IFPA'S FOUNDATION FOR FRESH PRODUCE

We at PBH are thrilled to advance our passion for fruits and vegetables and further unify the produce industry by joining forces with the International Fresh Produce Association (IFPA) and its Foundation for Fresh Produce to create the largest global community of advocates for fruit and vegetable consumption.

Beginning January 2023, this merger will immediately deliver even greater impact and value to the collective fruit and vegetable industry by providing a research-based, consumer-focused platform that can ignite consumption behavior change as well as elevate fruit and vegetable consumption as a national and global health priority, improving public health and accelerating industry growth.

For more than 30 years, PBH has been the trusted non-profit philanthropy dedicated to improving fruit and vegetable consumption in America. Rooted in research, PBH initiatives have created a monumental movement and inspired consumers to eat and enjoy fruits and vegetables for happier, healthier lives every single day.

We are incredibly grateful to our network of passionate partners who have enabled us to make a considerable impact in leading the change to close the pervasive fruit and vegetable consumption gap in America.

Now is the time to build upon the momentum achieved thus far – working together with one, unified voice – and advance fruit and vegetable consumption for America’s health and happiness – for this generation and the next.

Sincerely,

Wendy Reinhardt Kapsak, MS, RDN
President & CEO
Produce for Better Health Foundation

“Bringing these two 501(c)(3)s together not only allows us to further scale proven initiatives to pursue our shared mission, but it also allows us to achieve a unified and powerful voice. Today, when public health is at the center of some of our greatest challenges, the advocacy needed to improve nutrition security requires resources and strategic partnerships. Bringing these organizations together is the ultimate collaboration and will position our industry to take on a significant role in increasing consumption of fruits and vegetables.”

CarrieAnn Arias
Naturipe Farms, LLC. Vice President of Marketing and 2022 PBH Board of Trustees Chairman

For more information about the merger, please read the press release and review the FAQs.
JOIN THE MOVEMENT
fruitsandveggies.org

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