

EXPERT SERIES WEBINAR

FRUIT & VEGGIE HACKS THAT MAKE HABITS STICK: At Retail, At Home & In Foodservice



have a
plant®



AMY MYRDAL MILLER

PBH Culinary & Foodservice Specialist

MODERATOR

ABOUT HAVE A PLANT® PROGRAMS

Have A Plant® Programs can help you achieve your strategic goals - all while growing a healthier world. Now a part of The International Fresh Produce Association's [Foundation For Fresh Produce](#) (FFP), Have A Plant Programming remains committed to helping consumers live happier, healthier lives by creating compelling content and distributing science-based, consumer focused resources and food, nutrition and health influencer engagement throughout our social media channels.



TOGETHER, we will forge alliances, increase access, and grow appeal to increase fruit and vegetable consumption for a healthier world.



THE AWARD-WINNING HAVE A PLANT® MOVEMENT REACHES MILLIONS

The award-winning Have A Plant® Movement is a way to inspire lasting behavior change by tapping into the emotional connection consumers have to the fruit and vegetable eating experience.

Have A Plant® Programs are an undeniable resource for health & wellness professionals, given its trusted third-party credibility, breadth of nutrition and behavioral research, and strong consumer, influencer and industry reach.


3.86 Billion

social media impressions & traditional media impressions
since the 2019 launch



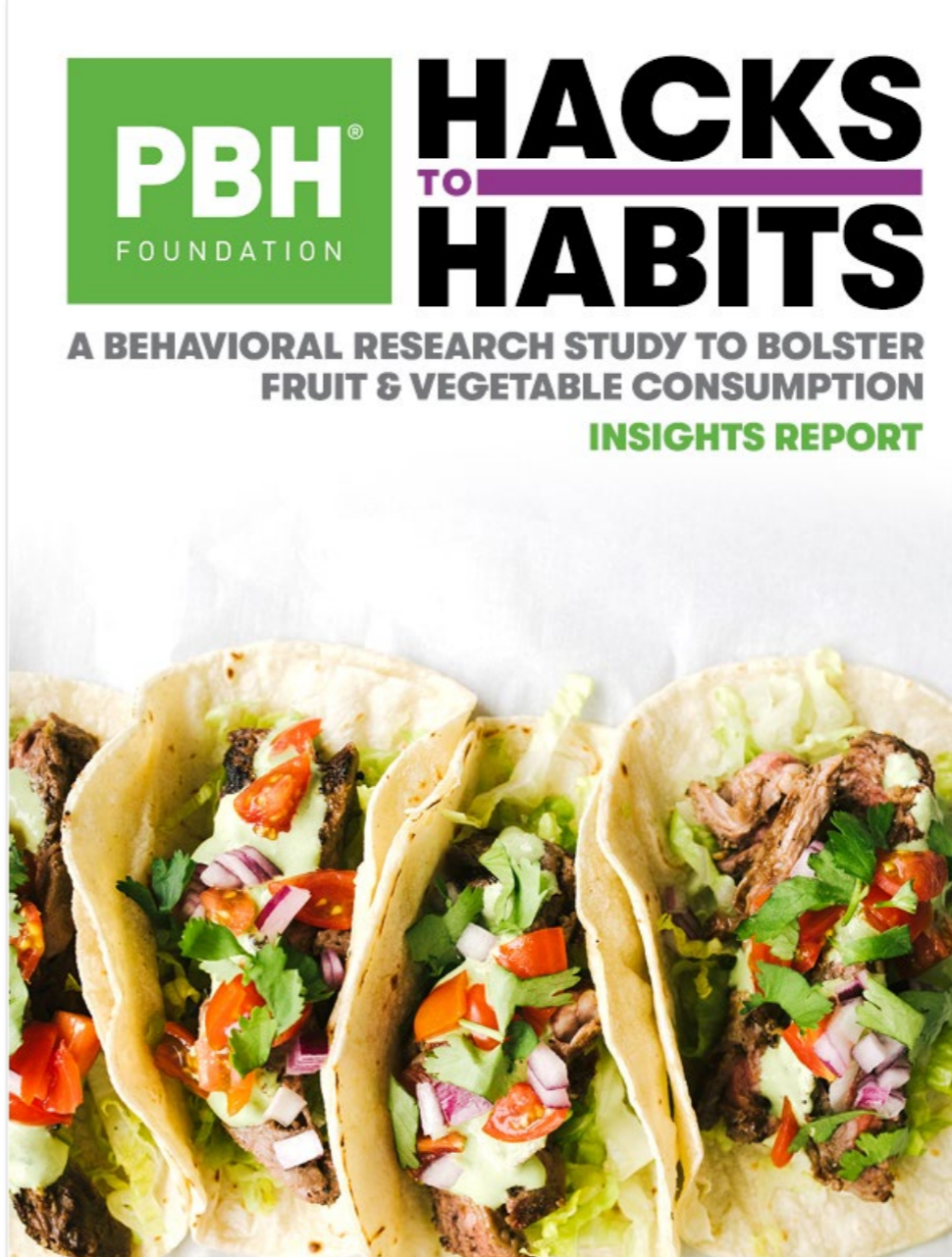
Have A Plant® Programs deliver innovative research as well as unique fruit and veggie insights and communication tools.

[Educational Resources](#)
[Have A Plant® Influencer Toolkits](#)
[Research & Consumer Insights](#)
[Webinars](#)
[Events](#)

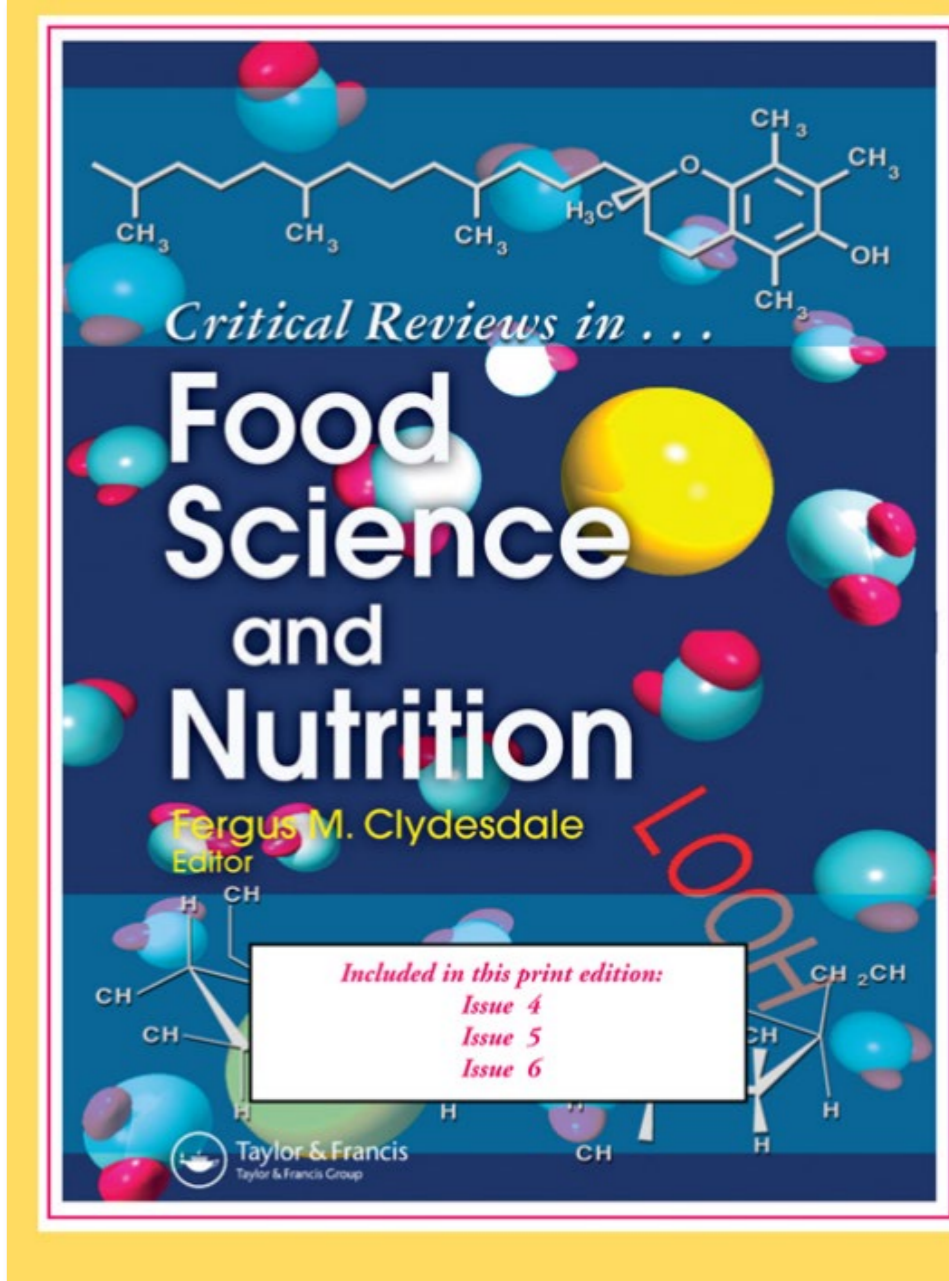


Educational Resources

fruitsandveggies.org/educational-resources



PBH FOUNDATION
HACKS TO HABITS
 A BEHAVIORAL RESEARCH STUDY TO BOLSTER FRUIT & VEGETABLE CONSUMPTION
INSIGHTS REPORT



Critical Reviews in ...
Food Science and Nutrition
 Fergus M. Clydesdale
 Editor
 Included in this print edition:
 Issue 4
 Issue 5
 Issue 6
 Taylor & Francis
 Taylor & Francis Group



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
 What's In Season?
 Fruit & Veggie Highlights
 Retail Roundup
 Hacks To Habits To Increase Fruit & Vegetable Consumption
 Dial Up The Delicious
 Turning Hacks To Habits In Home & Professional Kitchens
 Sponsored By **Del Monte Quality**



PBH PRODUCE FOR BETTER HEALTH FOUNDATION
HAVE A PLANT® INFLUENCER TOOLKIT
 SPRING 2023
Food Rooted In A Better Mood®
 The Science Of Food Rooted In A Better Mood®
 The Plant Prescription For A Better Mood
 Share The Have A Plant® Love
 Ideas & Inspiration
 What's In Season?
 Fruit & Veggie Highlights
 Retail Roundup
 Retail Opportunity: Close The Gap Between Purchase & Consumption
 Dial Up The Delicious
 The Mood Boosting Benefits Of Meal Prep & Planning
 Sponsored By **envy**

HOUSEKEEPING

1 CPEU available through the Commission on Dietetic Registration (CDR)

You will receive a link to the certificate of attendance, the webinar recording and PDF of the presentation within 48-72 hours.

Type your questions and/or comments into the Q&A section located at the bottom of your screen at any time during the webinar.



TODAY'S PANELISTS



Sarah Kiel, RD
Yale Hospitality



Beau Coffron
Lunchbox Dad



Abbie Gellman, MS, RD
Chef Abbie Gellman

Fruit & Veggie Hacks That Stick

IN RETAIL



Merchandising
Convenience
Nudges











 <p>88¢ LB CARA CARA ORANGES Pink navel</p>	 <p>68¢ EA. RUBY RED GRAPEFRUIT</p>			
 <p>\$1.98 LB. BLOOD ORANGES</p>	 <p>\$7.98 EA. HARMONS HALFTIME BOWLS 56 oz., navel orange or cara cara</p>			
 <p>\$2.98 EA. MEYER LEMONS 1 lb. bags</p>	 <p>15% OFF HARMONS FRESH-SQUEEZED JUICES Assorted sizes, orange or grapefruit</p>			
 <p>HARMONS NEIGHBORHOOD GROCER®</p> <p>Citrus CELEBRATION</p>				
 <p>\$7.99 LB. HARMONS GROUND BEEF 16 oz., grass-fed*</p>	 <p>\$1.99 LB. CHICKEN THIGHS Boneless, skinless, value-pack</p>	 <p>\$5 EA. HARMONS SOURDOUGH LOAVES</p>		
				
<p>Barilla Pastas When you buy 2 assorted 16 oz., 2 for \$3 before savings 2 for \$2</p>	<p>GT'S Kombuchas When you buy 2 assorted 16 oz., \$2.49 ea. before savings \$1.99 ea.</p>	<p>Harmons Tortilla Chips Assorted 11-16 oz. 2 for \$5</p>	<p>Blue Ribbon Ice Cream Variety 4 qt. \$6.99 ea.</p>	<p>Dannon Light + Fit Yogurts Assorted 5.3 oz. 10 for \$10</p>

PRICES EFFECTIVE TUESDAY, FEBRUARY 21 through MONDAY, FEBRUARY 27, 2023

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WHAT'S IN
Season?
MARCH



- BASIL
- RED GRAPES
- BLOOD ORANGES
- ASPARAGUS
- RUBY RED GRAPEFRUIT
- TOMATOES ON-THE-VINE
- CARA CARA ORANGES
- TANGELOS
- LEMONS
- LIMES
- NAVEL ORANGES
- GREEN GRAPES
- KUMQUATS

88¢ LB.
CARA CARA ORANGES
Pink navel

68¢ EA.
RUBY RED GRAPEFRUIT

\$1.98 LB.
BLOOD ORANGES

\$7.98 EA.
HARMONS HALFTIME BOWLS
56 oz., navel orange or cara cara

\$2.98 EA.
MEYER LEMONS
1 lb. bags

15% OFF
HARMONS FRESH-SQUEEZED JUICES
Assorted sizes, orange or grapefruit

HARMONS NEIGHBORHOOD GROCER **Citrus CELEBRATION**

\$7.99 LB.
HARMONS GROUND BEEF
16 oz., grass-fed*

\$1.99 LB.
CHICKEN THIGHS
Boneless, skinless, value-pack

\$5 EA.
HARMONS SOURDOUGH LOAVES

Barilla Pastas
When you buy 2 assorted 16 oz., 2 for \$2 (before savings)

GT'S Kombuchas
When you buy 2 assorted 16 oz., \$2.49 ea. before savings

Harmons Tortilla Chips
Assorted 11-16 oz. 2 for \$5

Blue Ribbon Ice Cream
Variety 4 qt. \$6.99 ea.

Dannon Light + Fit Yogurts
Assorted 5.3 oz. 10 for \$10

PRICES EFFECTIVE TUESDAY, FEBRUARY 21 through MONDAY, FEBRUARY 27, 2023



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Fruit & Veggie Hacks That Stick

FOR FAMILIES

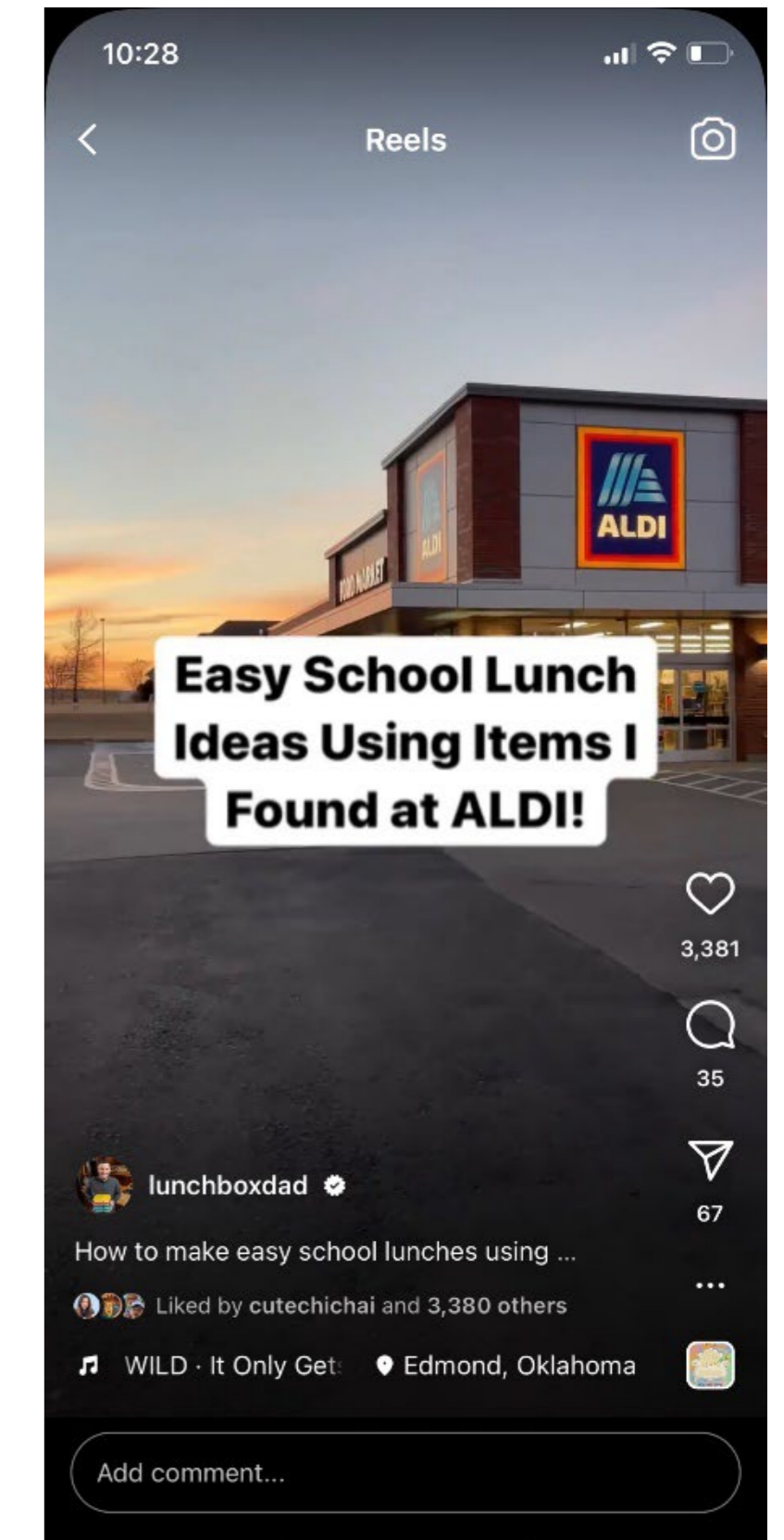
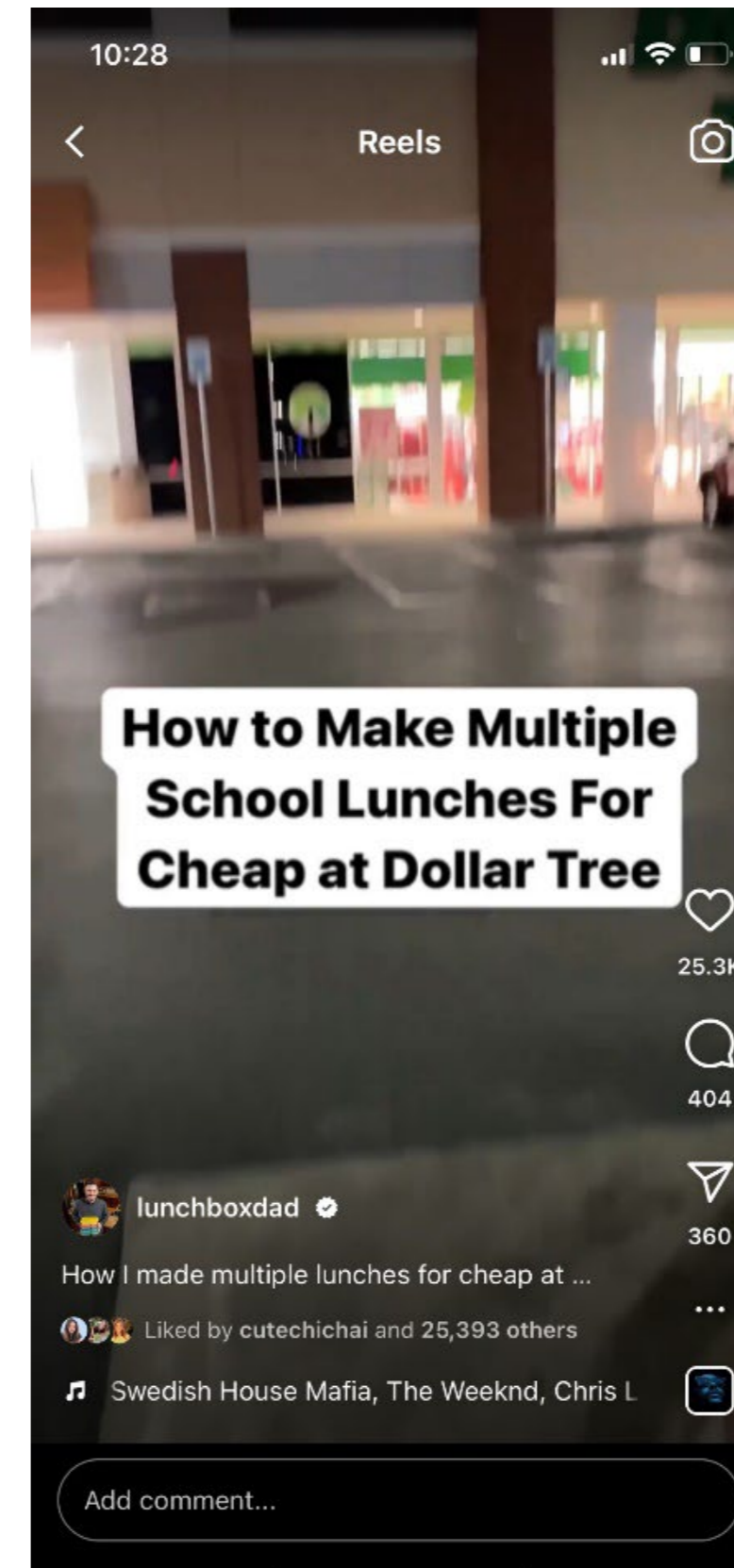
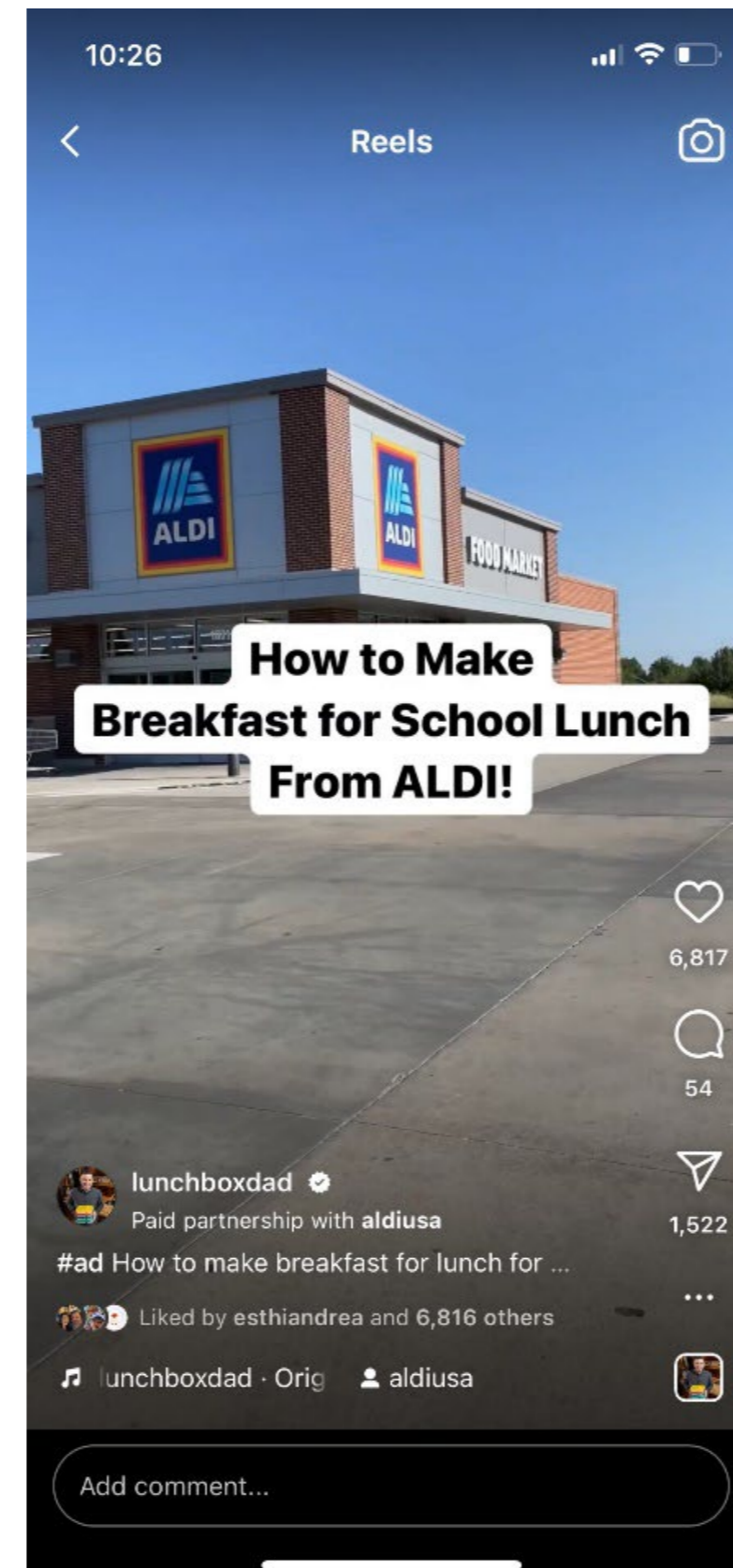
Hack #1: Kids love dips



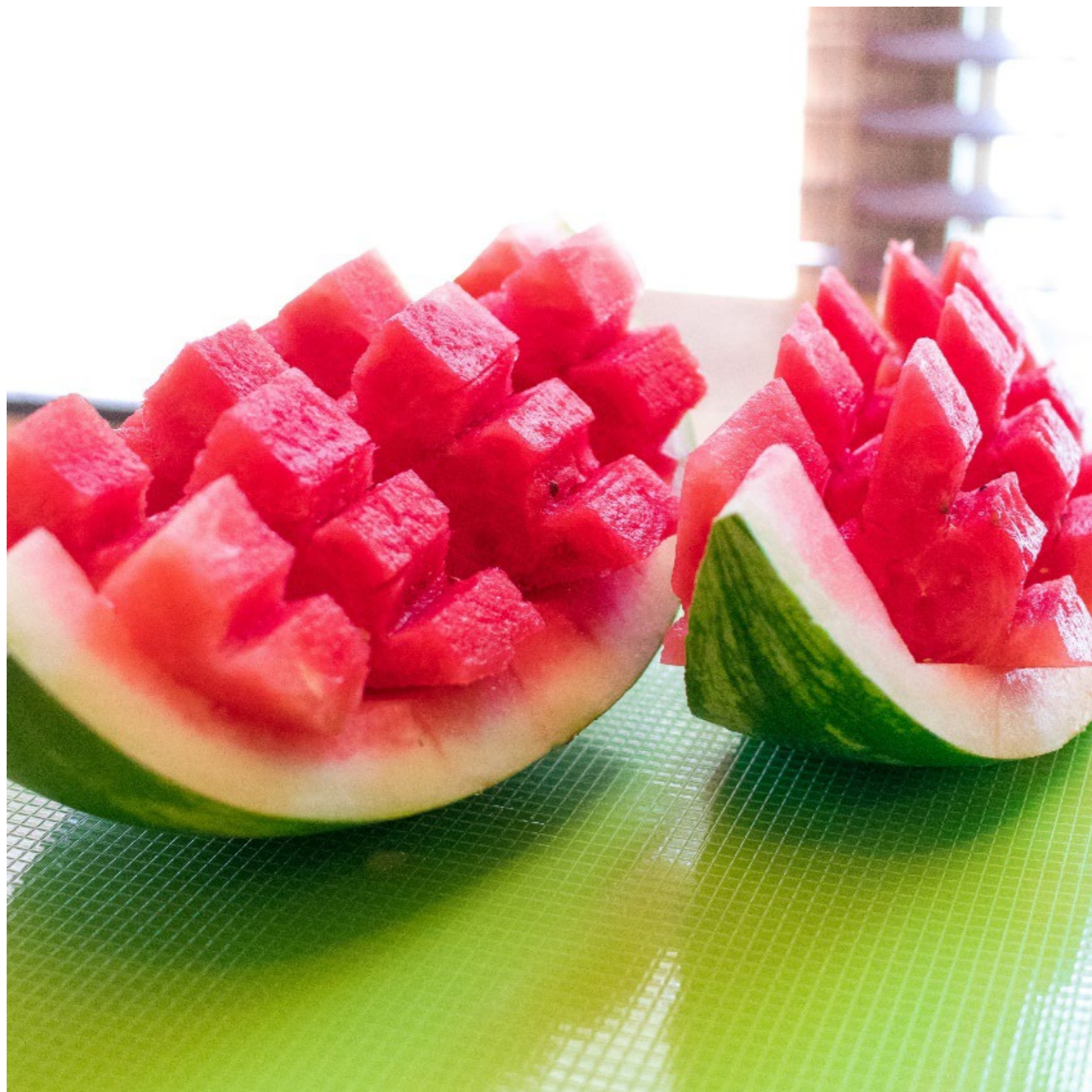
Hack #2: Everything is more fun on a stick



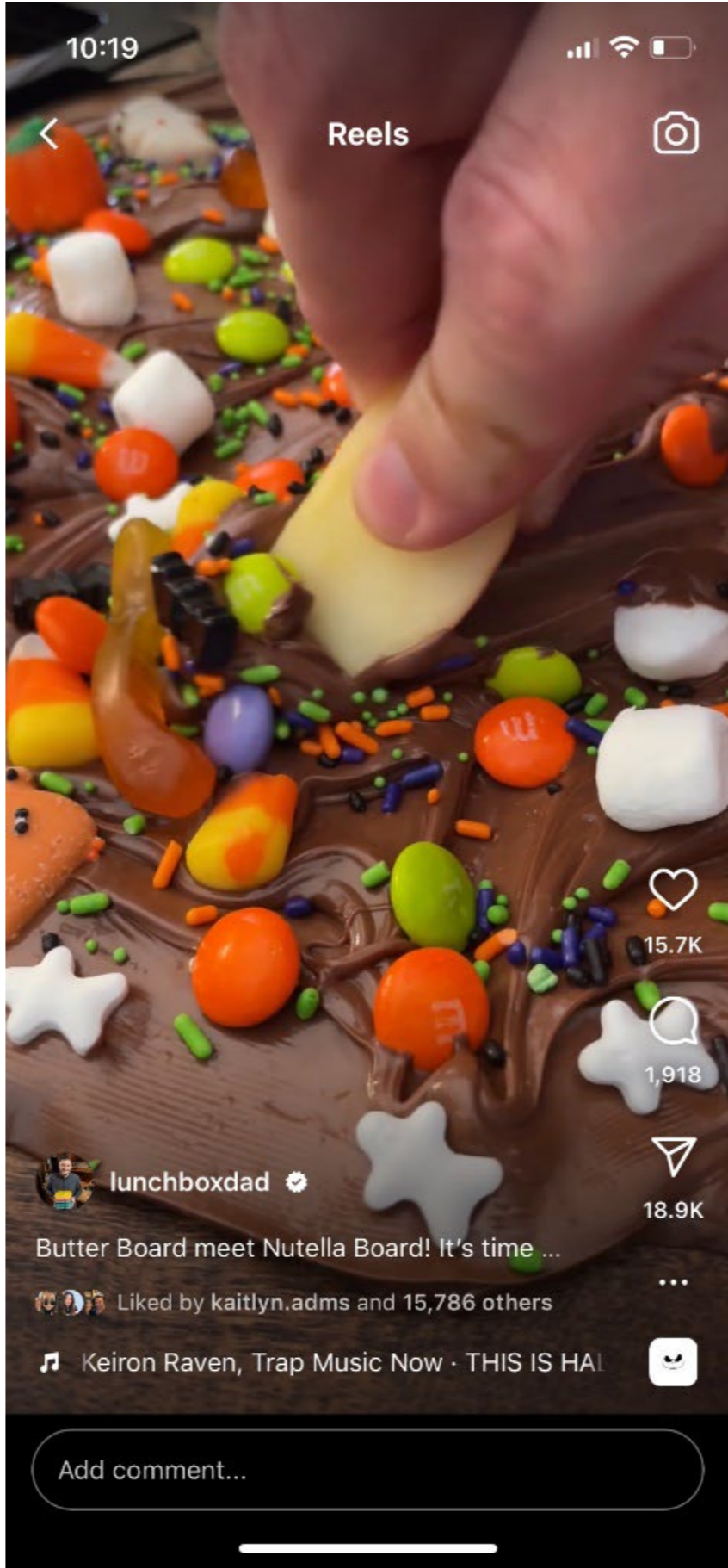
Hack #3: Savvy shopping ideas



Hack #4: Make fun shapes with produce



Hack 5: A twist on a viral social media recipe



“Success happens not by accident but by habits. If you want to change your life, change your habits.”

**Craig Groeschel, NYT
Bestselling Author and
Leadership Expert**

More Ideas:

PBH Hacks to Habits Research

Fruit & Veggie Hacks That Stick

FOR HOME COOKS

FORMULAS



FORMULAS



Infinately Swappable Formulas
to Reduce Food Waste



SHEET PAN MEALS



APPLIANCES



BATCH COOKING

BEGINNER

- Cooking big pots of grains or legumes
- Make 2-3x amounts of dressings, sauces, dips
- Large pot of soup, stew, chili
- Chopping vegetables
- Portioning out protein sources (not necessarily cooking them)

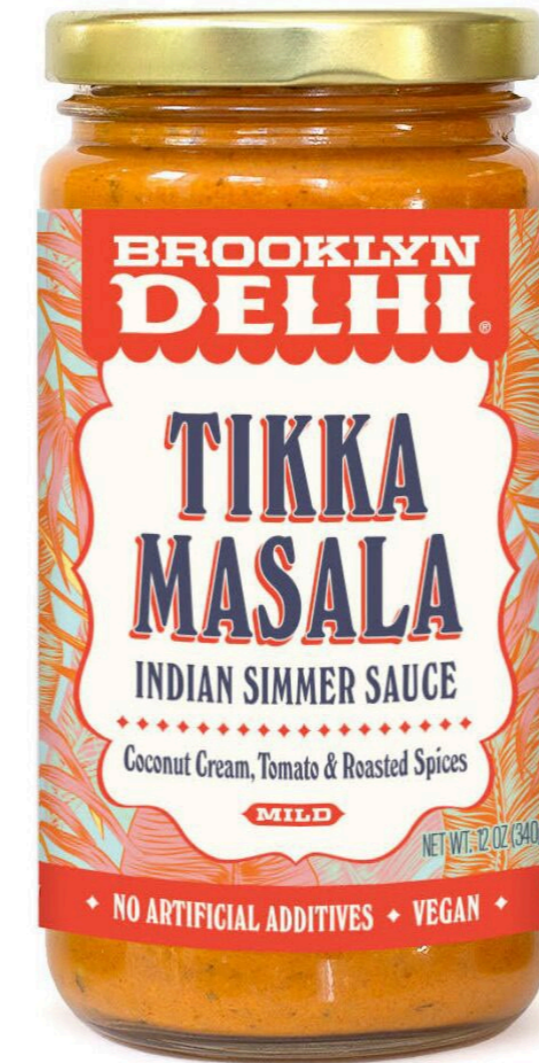


MORE ADVANCED

- Freezing fruit
- Blanching/freezing vegetables
- Roasting large amounts vegetable
- Cooking whole chickens then splitting into different recipes/dishes
- Freeze fresh herbs in olive oil in ice cube trays



PANTRY as your PREP KITCHEN



Fruit & Veggie Hacks That Stick

FOR COLLEGE STUDENTS

Multi-Faceted Experiences for a Diverse Campus Community

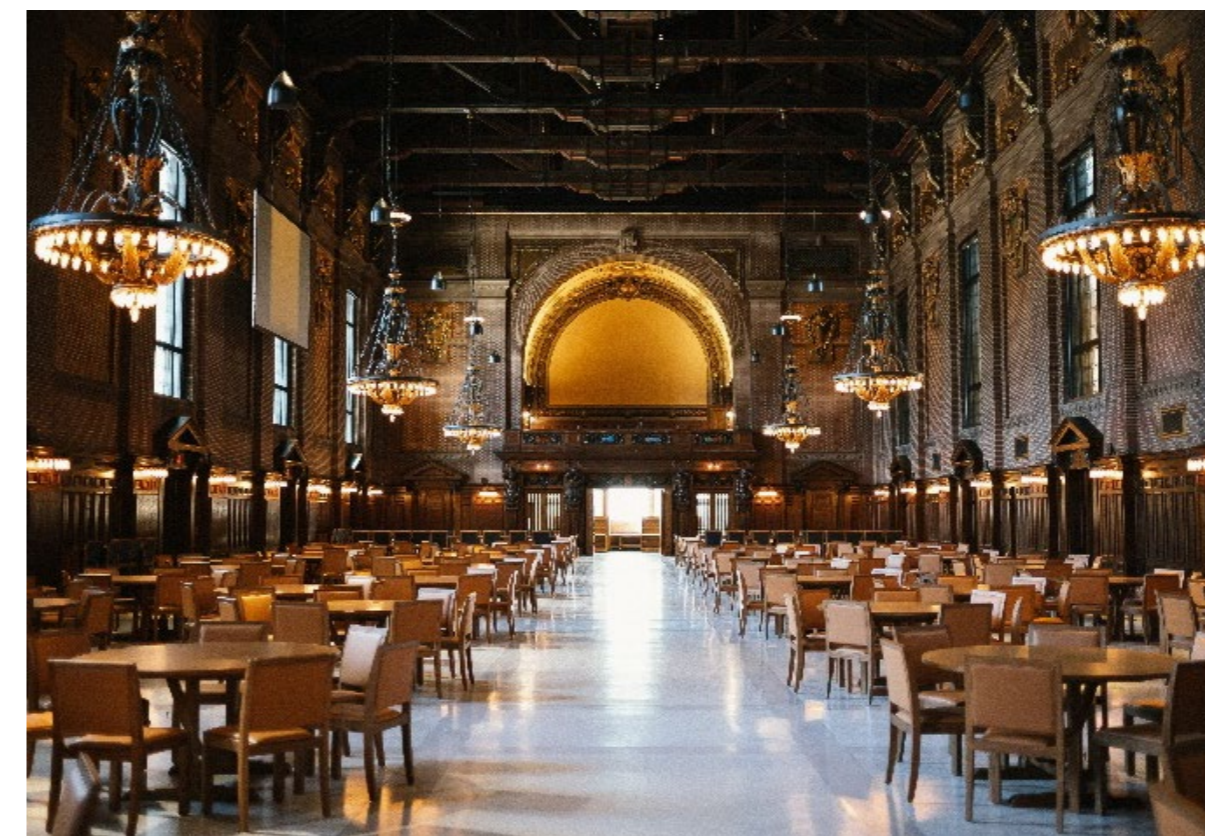
Residential



Retail & Auxiliaries



Student Center



Catering





Residential

- 2,000,000 meals annually
- 12,000 meals per day
- 8,000 guests for Alumni Reunions
- 6,000 students
- 350 employees
- 14 dining halls



Retail & Auxiliaries

- 30,000 sq. ft. at Culinary Support Center – including Yale Bakery
- 144 vending machines
- 90 team members
- 16+ retail locations



Schwarzman Center

- 191,000 meals in first year post-renovation
- 2,000 meals per day
- 4 distinct platforms, Mediterranean- and plant-based inspiration

Catering

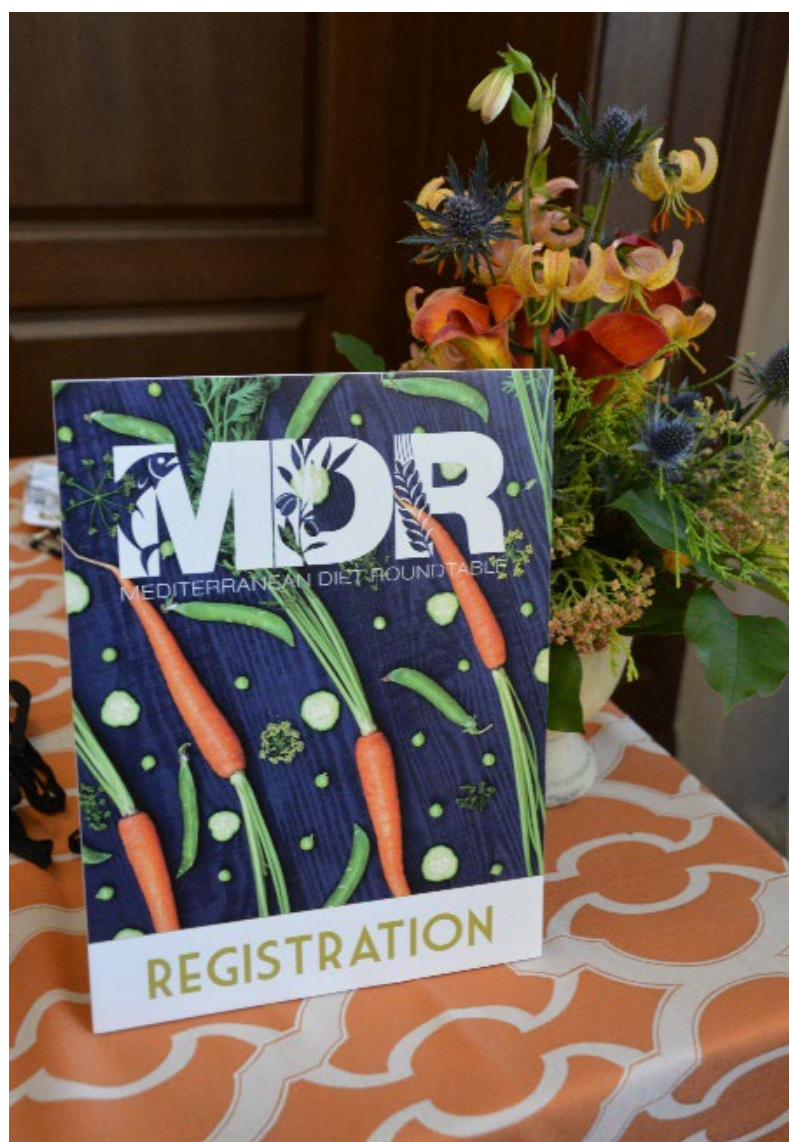
- Full-Service & Drop Off
- 2,000 events annually
- Over 400 daily meal drop off orders
(250% increase from 2019)
- 150 banquet servers
(recently partnered with New Haven Hiring Initiative to hire over 75 local residents)
- Significantly expanded operational footprint

Yale HOSPITALITY

Ubiquity
Variety & Flavor Fun



ubiquity



**variety
& flavor**



**variety
& flavor**



HONEY EXPLORATION

passport to global foods

Presented by Yale Hospitality



featuring
C. MARINA MARCHESE
Beekeeper, Author, Educator and Founder of Red Bee Honey



MON FEB 22 6:00PM - 6:30PM
VIRTUAL EVENT - ZOOM LINK
Registration required for interactive participation. Viewing is available to all using supplied Zoom link.

MEDITERRANEAN FLAVORS

Presented by Yale Hospitality



featuring
CHEF MARIA LOI
Chef, Restaurateur, Author & Greek Food Ambassador



TUE NOV 10 6:30PM - 7:00PM
VIRTUAL EVENT - ZOOM LINK



You're Invited:

ANCIENT GREEK REVIVAL

discussion, documentary and dinner

APRIL 19 - APRIL 20

SPICE EXPLORATION

passport to global flavors



featuring
ORI ZOHAR
Entrepreneur and Co-founder @ Burlap & Barrel



THU APR 8TH Yale Hospitality
Food Conversations
Keep the Conversation Going! #yalefoodie #yalehospitality

CHOCOLATE EXPLORATION

passport to global flavors



featuring
MARICEL PRESILLA
Chef, Author and Culinary Historian



FRI APR 23 Yale Hospitality
Food Conversations
Keep the Conversation Going! #yalefoodie #yalehospitality

perience. Up to 75 students interactively with Chef Maria ie healthy benefits of today's the amazing flavors you will t on this uniquely fun event!

Food Conversations

Yale HOSPITALITY



WORLD PASTA DAY

canvas of cultures

Presented by Yale Hospitality



MON OCT 25 5:30PM - 6:45PM
COMMONS (Yale Schwarzman Center)
Registration and confirmation is required. Seating is limited.

Food Conversations is back! Join us for this extraordinary culinary experience in honor of World Pasta Day. Celebrate a canvas of culture in different parts of the world.

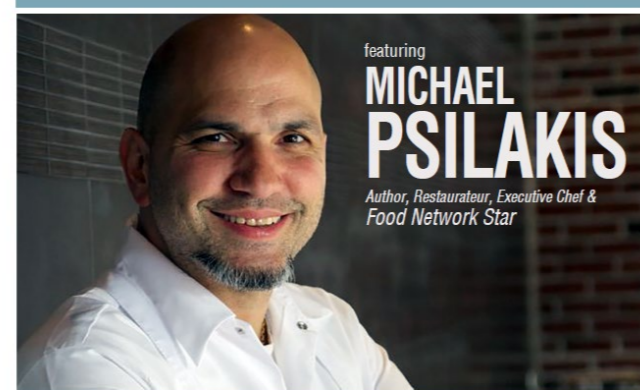
THIS EVENT IS OPEN TO UNDERGRADUATE MEAL PLAN HOLDERS. Registration and confirmation are required. Dinner meal swipe will be collected. Seating is limited.



Keep the Conversation Going! #yalefoodie #yalehospitality

FLAVOR, HEALTH & OLIVE OIL DINNER

Presented by Yale Hospitality



featuring
MICHAEL PSILAKIS
Author, Restaurateur, Executive Chef & Food Network Star

WED OCT 3 DINNER @ 7:00PM
YALE ON YORK (150 YORK ST.)
Seating is limited. Registration and confirmation is required. Doors open at 6:30pm.
Sponsored by the School of Public Health Department of Environmental Health Sciences
New Frontiers and Partnerships for Research and Education

CHEESE EXPLORATION

passport to global flavors

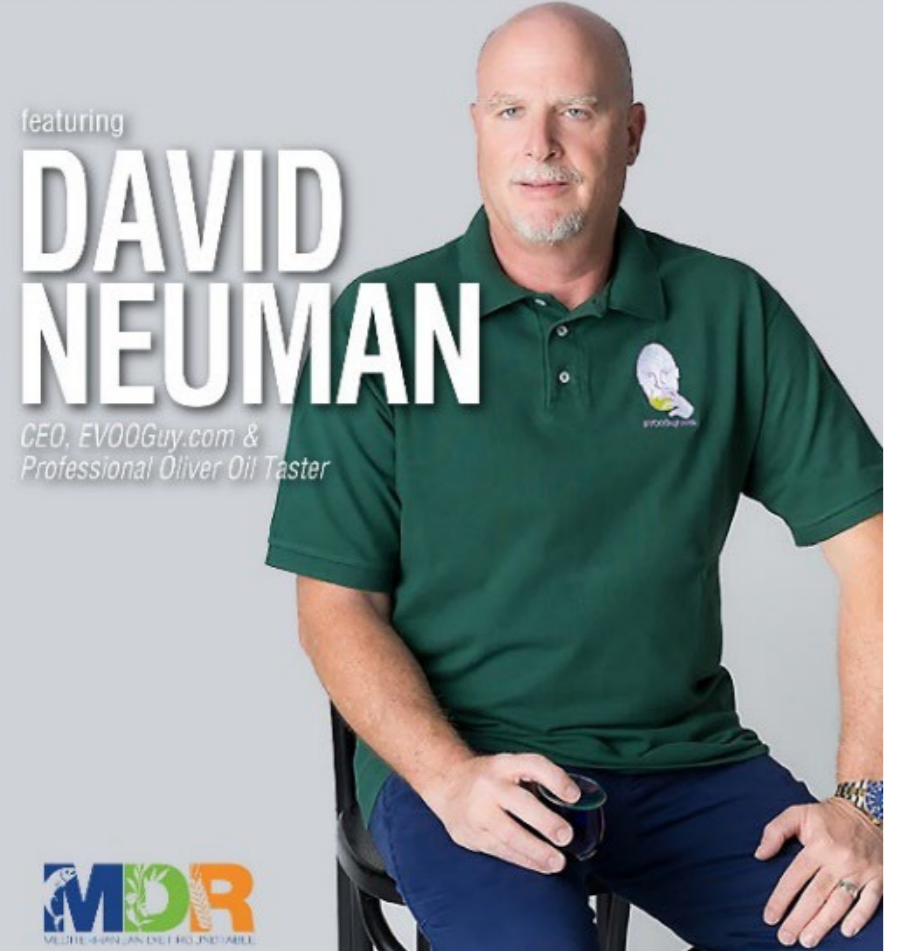
Presented by Yale Hospitality



featuring
KATHRYN SIMON
Cheese Educator, Food & Sustainability Evangelist



CHEESE




featuring
DAVID NEUMAN
CEO, EVOOGuy.com & Professional Olive Oil Taster



fun



fun



**10% MORE
PRODUCE**

in 2022 compared to
2019

**DARK
LEAFY
GREENS**

1 cup equivalent
per transaction

Non-starchy
**RED &
ORANGE
VEG**

3x more than the avg.
American

2x more
**STARCHY
VEG**

than the Average
American

**ALL OTHER
VEG**

3x more than the avg.
American

FRUIT

2x more than the
avg. American

**1.7 oz.
MEAT &
POULTRY**

per
transaction

**20%
MORE
TOFU**

2022 compared to
2019

**92%
MORE
WHOLE
GRAINS**

2022 compared
to 2019

**150%
MORE
BEANS**

2022 compared
to 2019

**RED
MEAT**

Only 15% of
total meat and
poultry consumption



Q & A

JOIN THE MOVEMENT



Show your support by joining the Have A Plant[®] community at fruitsandveggies.org/jointhenetwork

And don't forget to follow our social channels to keep up to date on all the insights and inspiration!
#haveaplant



September is National Fruits & Veggies Month (NFVM) and each year we celebrate Have A Plant[®] during this monumental moment as a way to elevate fruit and vegetable consumption to a national priority.

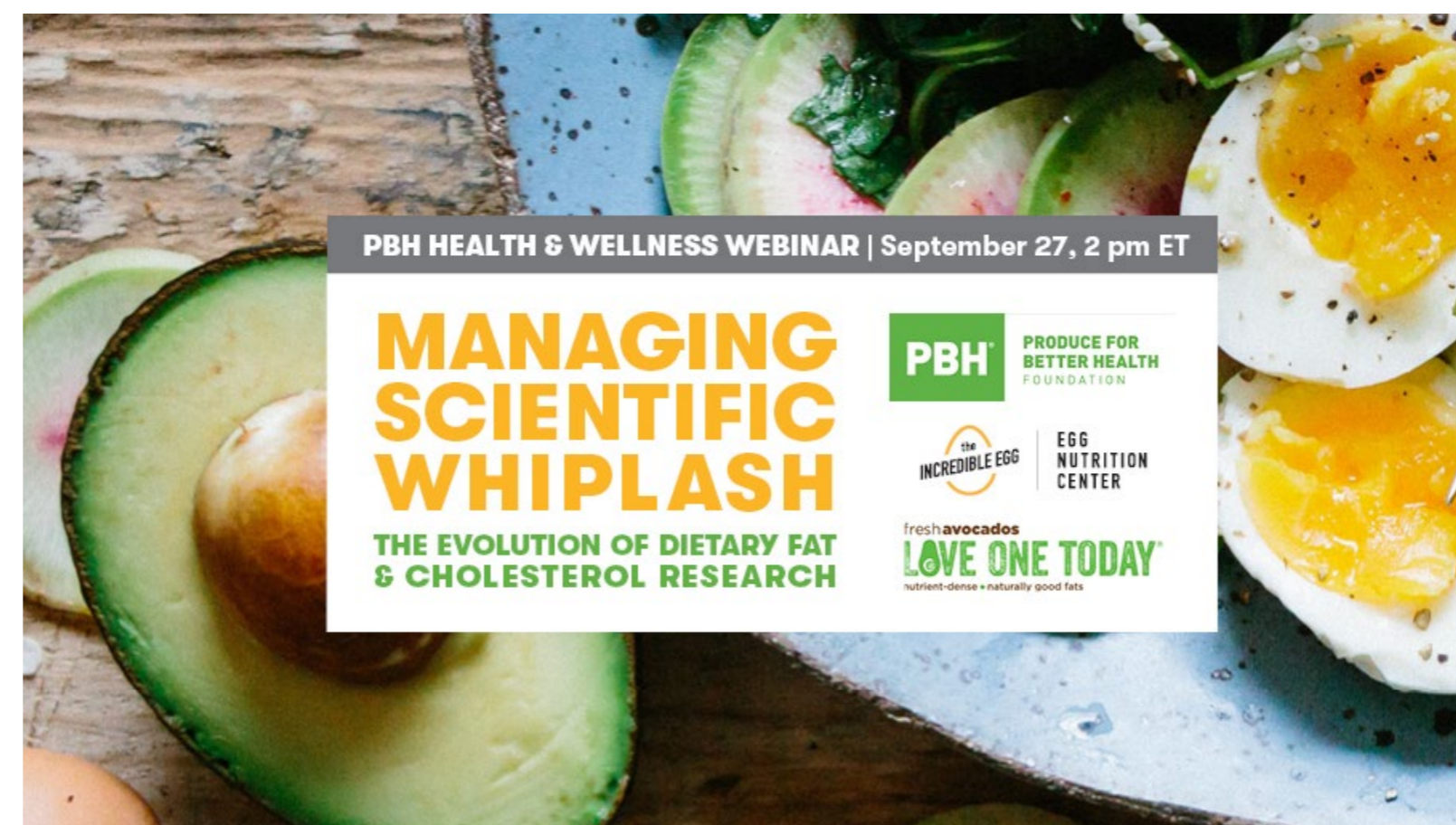
Start planning for NFVM 2023 now! #NFVM2023

Looking For Additional FREE Continuing Professional Education Opportunities?

fruitsandveggies.org/educational-resources/webinars

Visit PBH's on-demand catalog of webinars on various fruit and vegetable topics including:

- *Hacks To Habits: Unpacking The Research For Retail, Foodservice & Communication Professionals*
- *Managing Scientific Whiplash: The Evolution Of Dietary Fat & Cholesterol Research*
- *Spreading The Sustainability Story: Plant, Packaging, Planet & People Perspectives*
- *And Many More!*



THANK YOU!

We live at the center of produce,
partnership and passion.

**WE ARE SO HAPPY
YOU'RE WITH US!**

