

have a
plant®

INFLUENCER TOOLKIT SEASONALITY



BROUGHT TO YOU BY



**THE
FOUNDATION**
FOR FRESH PRODUCE

CONTENTS

3. Fruit & Vegetable Seasonality

4. SPRING

- 5. What's In Season In Spring In Your Region?
- 6. Seasonal Highlights
- 7. Promotion Ideas
- 10. Sample Social Media Posts
- 11. Social Media Graphics
- 12. Infographic
- 13. Seasonal Favorite (recipe)

14. SUMMER

- 15. What's In Season In Summer In Your Region?
- 16. Seasonal Highlights
- 17. Promotion Ideas
- 20. Sample Social Media Posts
- 21. Social Media Graphics
- 22. Infographics
- 23. Seasonal Favorite (recipe)

24. FALL

- 25. What's In Season In Fall In Your Region?
- 26. Seasonal Highlights
- 27. Promotion Ideas
- 30. Sample Social Media Posts
- 31. Social Media Graphics
- 32. Infographic
- 33. Seasonal Favorite (recipe)

34. WINTER

- 35. What's In Season In Winter In Your Region?
- 36. Seasonal Highlights
- 37. Promotion Ideas
- 39. Sample Social Media Posts
- 40. Social Media Graphics
- 41. Infographics
- 42. Seasonal Favorite (recipe)

FRUIT & VEGETABLE SEASONALITY

Eating seasonal fresh produce is often touted as one way to find the best produce at the best price. But 'seasonal' varies depending on where you live and the length of your growing season. One rule of thumb is to know what temperature various fruit and vegetables like. Once you know that, then you'll be able to determine if they were grown locally or in other preferred temperature locations.

VEGETABLES

Cool Season Vegetables

Artichoke, Asparagus, Beet, Bok Choi, Broccoli, Brussels Sprouts, Chive, Cabbage, Cardoon, Carrot, Cauliflower, Celeriac, Celery, Chard, Chicory, Chinese Cabbage, Cress, Daikon, Dandelion, Endive, Escarole, Fava Bean (English Broadbean), Florence Fennel, Garlic, Horseradish, Kale, Kohlrabi, Leek, Lettuce, Mustard, Onion, Pak Choi, Parsley, Parsnips, Pea (English, Snow, Snap), Radicchio, Radish, Rhubarb, Rutabaga, Salsify, Scallions, Shallot, Spinach, Swiss Chard, Turnip, Watercress.

Warm Season Vegetables

Beans (Lima, Snap), Cantaloupe, Chayote, Corn, Cowpea (Southern Pea), Cucumber, Eggplant, Honeydew, Okra, Pepper (Bell, Hot), Pumpkin, Soybean (Edible), Squash, Sweet Potato, Tomato, Watermelon.

FRUIT

Cool Climate Fruit

Apples, Blackberry, Blueberry, Cherries, Cranberry, European Plums, Raspberry, Strawberry, Quince.

Warm Climate Fruit

Almonds, Apricots, All Citrus, Japanese plums, Pears, Peaches and tropical or sub-tropical fruits including: Dates, Figs, Pomegranate, Avocado, Guava, Passion Fruit, Banana, Carambola, Chayote, Custard apple.



SPRING



What's In Season In Spring In Your Region?

Pacific Northwest (WA, OR, ID)

| | | | |
|----------|----------|-------------|-----------|
| Rhubarb | Greens | Fiddleheads | Asparagus |
| Lettuces | Radishes | Nettles | |

North Central (MT, ND, SD, WY, IA, CO, KS, MO)

| | | | |
|----------|--------|-------------|-----------|
| Beets | Greens | Horseradish | Asparagus |
| Lettuces | Peas | Parsnips | |

Great Lakes, Ohio Valley & Midwest (MI, WI, IL, IN, OH, KY)

| | | | |
|----------|-----------|----------|---------|
| Rhubarb | Asparagus | Lettuces | Peas |
| Parsnips | Radishes | Greens | Cabbage |

Northeast & New England (ME, VT, NH, MA, NY, CT, RI, PA, NJ, DE, MD)

| | | | | | | |
|---------|----------|--------|----------|-------------|---------------|-----------|
| Rhubarb | Lettuces | Greens | Radishes | Fiddleheads | Garlic Scapes | Asparagus |
|---------|----------|--------|----------|-------------|---------------|-----------|

Southwest (CA, NV, UT, AZ)

| | | | | | |
|--------------|---------|-------------|-----------|------------------|-----------|
| Leeks | Oranges | Cauliflower | Lettuces | Radishes | Asparagus |
| Strawberries | Beets | Peas | Greens | Brussels sprouts | |
| Cabbage | Turnips | Broccoli | Cucumbers | Mandarins | |

South Central (NM, TX, OK, AR, LA)

| | | | | |
|--------------|----------|----------|------------------|-----------|
| Peas | Beets | Turnips | Cucumbers | Asparagus |
| Cabbage | Lettuces | Broccoli | Brussels sprouts | |
| Strawberries | Greens | Radishes | Rhubarb | |

Southeast (WV, NC, SC, TN, MS, AL, GA, FL)

| | | | | | |
|--------------|-----------|----------|---------|----------------|-------|
| String beans | Cabbage | Rhubarb | Greens | Radishes | Beets |
| Peas | Asparagus | Lettuces | Turnips | Vidalia onions | |

List courtesy of [Farmers' Almanac](#)



Popular Fruits & Veggies Available Fresh In Spring Around The U.S.

| | | | |
|-----------------------------------|----------------------------------|----------------------------------|---------------------------------|
| Apricots | Collard Greens | Manoa Lettuce | Snow Peas |
| Artichokes | Corn | Morel Mushrooms | Sorrel |
| Asparagus | Fava Beans | Mustard Greens | Spinach |
| Barbados Cherries | Fennel | Oranges | Strawberries |
| Belgian Endive | Fiddlehead Ferns | Peas | Swiss Chard |
| Bitter Melon | Green Beans | Pineapple | Vidalia Onions |
| Broccoli | Honeydew | Purple Asparagus | Watercress |
| Butter Lettuce | Jackfruit | Radicchio | White Asparagus |
| Cactus | Limes | Radish | |
| Chayote Squash | Lychee | Red Leaf Lettuce | |
| Cherimoya | Mango | Rhubarb | |

Fruit Highlight: Apricot



Low fat, saturated fat free, cholesterol free, sodium free, excellent source of vitamin A and vitamin C, good source of potassium and fiber.

Select

Apricots are available fresh, canned and dried for good nutrition and convenience. If selecting fresh, choose apricots that are plump, firm and uniformly colored.

Store

Store fresh apricots at room temperature until ripe then in the refrigerator in a plastic bag for 3-5 days. To ripen: place in paper bag on counter.

Serve

[Top 10 Ways to Enjoy Apricots](#)

[Celery Stuffed With Apricot Blue Cheese Spread](#)

[Grilled Chicken Skewers With Apricot Dipping Sauce](#)

[Apricot Almond Brie Bites](#)

[Fruit & Yogurt Bowls](#)

Veggie Highlight: Artichoke



Select

Artichokes are available fresh and canned for good nutrition and convenience. If selecting fresh, choose artichokes that feel heavy and firm. Exterior should have a healthy green color, compact center leaves and an overall look of freshness (not dehydrated).

Store

For refrigerated storage, slice a dime width off the artichoke stem, sprinkle with water and refrigerate in an airtight plastic bag. It's best to cook them within five to seven days after purchase.

Cooked artichokes should be cooled completely and covered before refrigerated, where they can keep for up to a week.

Serve

[Mediterranean Power Bowl](#)

[Artichoke, Spinach & Jalapeño Cream Cheese Dip/Spread](#)

[Fresh Cherry Detox Salad](#)

[Artichoke Spinach Tart](#)



Promotion Ideas

MARCH

Create Habits That Stick

Create a fruit and vegetable habit tracker to share with consumers. Add a few recipes or meal ideas to get the inspiration started!

Let's Make It Easy

Challenge your followers to come up with as many 2-ingredient, plant-forward recipes as possible. Encourage them to use all forms of produce and convenient grocery store items to make it easy on everyone!

Not Your Gramma's...

Host a recipe makeover contest where consumers submit their revamped vintage or throwback recipes with a plant-forward twist.

Beat The Buzzer Boards

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.

Build A Better...

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.

A Luxurious Spring

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!



Promotion Ideas

APRIL

Bring The Restaurant To You!

- Collaborate with local restaurant chefs for in-store cooking demos that feature spring produce.
- Bring a local chef into your cafeteria or dining hall for hands-on classes making produce-centric recipes inspired by their restaurant.
- Create videos or infographics for social media to show how consumers can add more produce to their plate when dining out.

Your Eco-Friendly Era

- Design shopping guides emphasizing sustainable choices (tips on selecting locally-sourced produce or eco-friendly packaged fruits and veggies) for your website, app or store circular.
- Create a newsletter edition that shares eco-friendly recipes and tips on how to practice sustainable health and wellness habits.
- Teach students how produce is grown with a campus greenhouse.

Show Your Care For Fruits & Veggies

- Host classes in-store on proper fruit and vegetable care to minimize waste.
- Teach your audience how to store, freeze and revive produce, promoting a longer shelf life and reducing food waste at home.
- Share social media infographics or videos on how to make the most of your restaurant leftovers to minimize waste.

Prioritize YOU With Fruit & Veggie Care!

Fruit & Veggie Care is not only a way to show our love for the growing processes and our Earth, but it can also be a way to take part in some self-care. Whether it's nourishing your body with delicious fruit and veggie-based recipes or creating fun ways to pamper yourself (hello, fruit & veggie face masks!), there are so many ways to prioritize YOU! Share unique ways fruits and vegetables can be used to care for the soul with your followers.

Create A Shopping Challenge

Challenge consumers to Shop Smarter, Not Harder! Show ways they can maximize their produce with multiple ways to use an item and/or share tips on how to save money in the grocery store (i.e. shopping the whole store for produce items).

Showcase Your Hauls

Share your favorite grocery store finds or your weekly grocery shopping hauls with followers for an easy way to create inspiration to #haveaplant!

Tap Into Habits & Experiences

Share how you tap into habits and experiences that can create sustainable change in your life. Maybe you cut up fruits and vegetables as soon as you get home from the store for easy snacking throughout the week, add a bagged salad on the side every time you order pizza, or keep a bag of leafy greens on hand to throw into smoothies, soups, sauces, etc.



Promotion Ideas

MAY

Delicious DIY Smoothies

- Set up an interactive smoothie bar in the cafeteria or dining hall to allow diners to create their own smoothie.
- Host a smoothie-making competition and share the winning recipes on social media, in newsletters or on your website.
- Create signage or quick tips that provide nutritional information/health benefits of various smoothie ingredients.

Salads That Are Cool Classes

- Host a cooking class on campus or in your workplace on how to create delicious and satisfying salads using seasonal produce.
- Offer in-store tastings of unique salads, distribute recipe cards and provide tips on building nutrient-packed salads.
- Teach a workshop or create a video on how to properly chop, dice, etc. seasonal produce specifically for various salad recipes.

Community Recipe Exchange

- Make a bulletin board in the dining hall or in-store for people to share their favorite produce-centric grilling recipes.
- Create a questions box in your IG Stories to generate conversation around how more produce can be added to summertime meals.
- Share recipes of cafeteria favorites that are scaled-down for at-home use to send home with students.

Host A Beautiful Brunch

With springtime pastels and the flowers starting to bloom, there are so many ways to make an aesthetically pleasing tablescape. As you're sharing plant-packed brunch recipe ideas with consumers, think of a few ways to add something extra to the table – think edible plant-based centerpieces!

Feeling Nostalgic?

Who doesn't love a cup of hot chocolate or nostalgic after school snacks? Give people permission to act like a kid and take a grown-up twist on childhood favorites. Inspire your followers with elevated versions of comforting classics – dip berries in Nutella, munch on Dunkaroo dip with apples, add dried fruit to gooey brownies – there are so many possibilities!

Kick Off BBQ Season

During a cooking demo, showcase how produce is a perfect accompaniment for all those tasty BBQ foods that are coming our way.



Sample Social Media Posts • #haveaplant

MARCH

It's getting sunny! ☀️ Now's the perfect time to spring clean your routine. We have all the best tips for simplifying meal planning, helping you create fruit & veggie habits and getting your kitchen in tip top shape. <https://bit.ly/476ufeM> #haveaplant

Save this post for later! 📌 Here's a few seasonal produce items to enjoy. To learn more on what's in season in spring, check out this article: <https://bit.ly/3vOiiU7>

Lucky for us #fruits & #veggies are available all year long! 🥰 Make it easy on yourself & boost your #produce intake by pairing fresh with frozen for double the deliciousness. What will you pair together? <https://bit.ly/3SqFQks> #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

APRIL

Springtime 🌸 is here! It's a great time to check-in with yourself on how you can keep feeling healthy & happy with habits & experiences that can create sustainable change. Do you have a routine or habit that involves #produce? Share in the comments below. 🙌 #haveaplant

Planting the seeds of sustainable habits! 🌱 Let's dive into the joy of embracing more fruits & veggies in our daily lives. 🍓🥦 Get all the inspo you need to do so: bit.ly/3uzz5Dt. Tag a friend and let's inspire each other to embrace sustainable habits! #haveaplant

🛒 Ready to master the art of shopping smarter? Let's dive into savvy produce picks! 🍏📖 Here's your ultimate guide to Shop Smarter, Not Harder: bit.ly/476ufeM #haveaplant

While #groceryshopping can get a little overwhelming, it can also be a great time to challenge yourself to shop smarter, not harder! 🛒 Not only will you save time, but you'll also save a little money along the way. There are so many ways to maximize the #produce in your cart! Here are a few ways we like to do so: <https://bit.ly/3WAZ4Df> #haveaplant

MAY

Chillin' n Grillin' Alert! 🔥🥑🍌 Ready to elevate your grilling game this summer? Check out these mind-blowing hacks to add a fresh & flavorful twist to your cookouts! bit.ly/3tVrqPJ #haveaplant

Elevate your brunch game with a touch of produce! It's time to let fruits & veggies take the spotlight at your next celebration. Share your favorite produce-centric brunch ideas below & inspire others to make their brunch tables as beautiful as can be! 🌸🍷 #haveaplant

Give your mind a break this Playful May & see how much fun you can have with fruits & veggies! ❤️ We've got all the ideas to embrace your inner child so you can put a grown-up twist on childhood faves: bit.ly/3vQzBNy #haveaplant

Take a #mindful minute for yourself today! 🧘 It's National Mental Health Month and taking care of your whole body through mindful nourishment with fruits & veggies can help you stay focused, energized & bring more joy into your life. 😊 #haveaplant



Social Media Graphics — Click to download

Be sure to use #haveaplant and tag @fruitsandveggies in all your awesome posts!



Infographic

Click on the infographic to download and share. Be sure to use #haveaplant and tag @fruitsandveggies in all your awesome posts!



Sesame Chicken



INGREDIENTS

- 1 tablespoon sesame seeds
- nonstick cooking spray
- 1 pound boneless, skinless chicken breasts, cut into strips
- 2 cups snow peas, trimmed
- 1 medium red bell pepper, cubed
- 1 medium green bell pepper, cubed
- 2 ½ tablespoons low-sodium soy sauce
- 2 tablespoons water
- 1 ½ teaspoons brown sugar
- ¼ teaspoon ground ginger
- 2 green onions, sliced

DIRECTIONS

1. Place sesame seeds in a large nonstick skillet; cook for 2 minutes over MEDIUM-HIGH heat until lightly browned.
2. Remove from skillet and set aside.
3. Spray same skillet with nonstick cooking spray.
4. Add chicken; cook for 10 minutes or until chicken is cooked through.
5. Add snow peas and bell peppers; stir-fry for 3 to 4 minutes until vegetables are crisp-tender.
6. In a small bowl, combine soy sauce, water, brown sugar, and ginger; add to skillet. Cook for 5 minutes over MEDIUM-HIGH heat.
7. Sprinkle with green onions and serve.

SUMMER



What's In Season In Summer In Your Region?

Pacific Northwest (WA, OR, ID)

| | | | | | | | |
|---------------|--------------|----------|---------------|--------------|------------|--------------|-----------|
| Raspberries | Blackberries | Apricots | Tomatoes | Strawberries | Peas | Lettuces | Eggplant |
| Boysenberries | Beets | Apples | Summer squash | String beans | Peaches | Greens | Cucumbers |
| Blueberries | Asparagus | Cherries | Sweet corn | Rhubarb | Nectarines | Gooseberries | |

North Central (MT, ND, MD, WY, SD, IA, CO, KS, MO)

| | | | | | | | |
|--------------|---------------|--------------|------------|-------------|--------------|---------------|-------------|
| Tomatoes | Summer squash | Gooseberries | Peaches | Melons | Blackberries | Cabbage | Rhubarb |
| Sweet corn | String beans | Eggplant | Peas | Grapes | Cherries | Broccoli | Raspberries |
| Strawberries | | Cucumber | Nectarines | Blueberries | Cauliflower | Boysenberries | |

Great Lakes, Ohio Valley & Midwest (MI, WI, IL, IN, OH, KY)

| | | | | | | | |
|------------|---------------|----------|------------|----------|-------------|--------------|--------------|
| Turnips | Summer squash | Rhubarb | Peas | Melons | Raspberries | Cabbage | Beets |
| Tomatoes | String beans | Radishes | Peaches | Lettuces | Currants | Broccoli | Gooseberries |
| Sweet corn | Strawberries | Apples | Okra | Greens | Cucumbers | Blueberries | |
| Sunchokes | String beans | Plums | Nectarines | Eggplant | Cherries | Blackberries | |

Northeast & New England (ME, VT, NH, MA, NY, CT, RI, PA, NJ, DE, MD)

| | | | | | | | |
|---------------|--------------|-------------|------------|--------------|----------|-------------|--|
| Tomatoes | Strawberries | Lima beans | Peas | Blackberries | Greens | Broccoli | |
| Sweet corn | String beans | Raspberries | Peaches | Beets | Cherries | Blueberries | |
| Summer squash | Melons | Radishes | Nectarines | Lettuces | Cabbage | Rhubarb | |

Southwest (CA, NV, UT, AZ)

| | | | | | | | |
|---------------|---------------|-------------|------------|----------|-------------|---------------|------------|
| Turnips | Winter squash | Raspberries | Peas | Lettuces | Cucumbers | Broccoli | Beets |
| Tomatoes | Strawberries | Radishes | Okra | Greens | Cherries | Boysenberries | Artichokes |
| Sweet corn | String beans | Plums | Nectarines | Grapes | Cauliflower | Blueberries | Appricots |
| Summer squash | Rhubarb | Peaches | Melons | Figs | Cabbage | Blackberries | |
| | | | | Eggplant | | | |

South Central (NM, TX, OK, AR, LA)

| | | | | | | | |
|--------------|--------------|-------------|------------|---------------|--------------|------------|--|
| Strawberries | Cherries | Apples | Cucumbers | Summer squash | String beans | Okra | |
| Figs | Blueberries | Grapes | Tomatoes | Winter squash | Eggplant | Nectarines | |
| Plums | Blackberries | Raspberries | Sweet corn | | Peaches | Melons | |

Southeast (WV, NC, SC, TN, MS, AL, GA, FL)

| | | | | | | | |
|---------------|--------------|------------|------------|------------|-----------|--------------|----------|
| Apples | Strawberries | Peas | Melons | Leeks | Cucumbers | Broccoli | Apricots |
| Tomatoes | String beans | Peaches | Lima beans | Key limes | Cherries | Blueberries | |
| Sweet corn | Rhubarb | Okra | Lettuces | Grapes | Eggplant | Blackberries | |
| Summer squash | Raspberries | Nectarines | Greens | Muscadines | Cabbage | Beets | |

List courtesy of [Farmers' Almanac](#)



Popular Fruits & Veggies Available Fresh In Summer Around The U.S.

| | | | | |
|-----------------------------------|------------------------------------|----------------------------------|----------------------------------|---------------------------------|
| Anaheim Chile | Casaba Melon | French Beans | Loganberries | Sapodillas |
| Apricots | Champagne Grapes | Figs | Longan | Sapote |
| Armenian Cucumber | Chayote Squash | Galia Melon | Loquat | Shallots |
| Asian Pear | Cherries | Garlic | Lychee | Strawberries |
| Barbados Cherries | Cherries, Sour | Grape Tomatoes | Mulberries | Sugar Apple |
| Beets | Chinese Long Beans | Grapefruit | Nectarines | Sugar Snap Peas |
| Bell Peppers | Corn | Grapes | Okra | Summer Squash |
| Black Crowberries | Crenshaw Melon | Green Beans | Ong Choy Spinach | Tomatillo |
| Black Currants | Crookneck Squash | Hearts of Palm | Passion Fruit | Tomatoes |
| Blackberries | Cucumbers | Honeydew Melons | Peaches | Watermelon |
| Blueberries | Durian | Jackfruit | Peas | Winged Beans |
| Boysenberries | Edamame | Jalapeno Peppers | Persian Melon | Yukon Gold |
| Breadfruit | Eggplant | Key Limes | Plums | Potatoes |
| Butter Lettuce | Elderberries | Lima Beans | Radishes | Zucchini |
| Cantaloupe | Endive | Limes | Raspberries | |

Seasonal Highlights

Pears



Select: Some pears change color as they ripen, but many others do not. To determine ripeness, hold the pear in the palm of your hand. Then, gently apply pressure into the neck of the pear with your thumb. Once the skin of the pear gives even slightly, it is ripe and ready to eat.

Store: Pears naturally release ethylene gas (a ripening hormone) as they ripen. Placing the pears in a brown paper bag keeps ethylene close to the fruit and speeds up ripening. Any bag would work, but paper is preferred over plastic as it allows the fruit to breathe. Ripened pears will store for 3-5 days in the fridge.

Serve: Enjoy pears fresh, cut, poached, baked, blended or sautéed

[Pear Fries With Cinnamon Dip](#)

[Pumpkin Pear Bread](#)

[Pear Halloumi Skewers With Chili Sauce](#)

Mushrooms



Select: Select mushrooms that are firm and smooth. The surfaces of the mushroom should be dry, but not dried out, and appear plump. A closed veil under the mushroom cap indicates a delicate flavor, while an open veil and exposed gills mean a richer flavor.

Store: Store mushrooms in original packaging or in a porous paper bag. Some mushrooms may keep for up to one week in the refrigerator. Fresh mushrooms should never be frozen, but frozen sautéed mushrooms will keep for up to one month.

Serve: Grill, roast, pickle, sauté, stuff, sear, and blend all varieties of mushrooms. Mushrooms' flavor intensifies when cooked.

[Spicy Ginger Mushroom Noodles](#)

[Crimini Mushroom Sun-Dried Tomato Gnocchi](#)

[Air-Fryer Chicken Fried Mushroom Steaks](#)

[Blended Beef Bowl with Cucumber & Carrot Salad](#)



Promotion Ideas

JUNE

Enjoy The Great Outdoors

- Merchandise produce and protein items near each other to encourage shoppers to create DIY kits geared towards outdoor entertaining.
- Curate meal kits to sell in a c-store including seasonal produce, grilling essentials, picnic accessories and accompanying recipes.
- Take meal time outdoors. Serve grilled meats, fruits and veggies al fresco to encourage diners to enjoy produce beyond the table.

Grilling Globally

- Host an international BBQ themed cooking demo series in dining halls. Explore the unique flavors and techniques of BBQ from different regions such as Korea, Brazil, Thailand, Argentina, Jamaica and more.
- Create a video series for social media that shares various international BBQ recipes.
- Do an international BBQ menu takeover. Feature various BBQ recipes paired with regional produce based on where the dish is from.

Put Food Safety First

- Share tips with shoppers on how they can put food safety first this outdoor entertaining season.
- Create infographics or short videos on proper temperatures for foods, how to wash produce or hacks for keeping cold food cold and hot food hot to share on social media.
- Develop a short lesson on food safety to share with science or health classes in schools.

Put Food Safety First

Share tips with consumers on how they can put food safety first this outdoor entertaining season. Provide infographics or handouts with proper temperatures for foods, how to wash produce or hacks for keeping cold food cold and hot food hot.

Get Creative With Plant-Fusions

Host a cooking class on how to make beautiful and delicious plant-fusions! Some ideas to feature – produce-infused cocktails and mocktails or branch out into oils, butters or syrups.

What's Your Favorite Outdoor Entertaining Hack?

Do you have a favorite outdoor entertaining hack? Even if it seems super simple, share it with your followers – they never tire of helpful hacks!

Who's Got The "Coolest" Salads?

See who can make the "coolest" salads. Host a friendly competition where participants are tasked with creating a totally unique salad. For some idea generators: turning salads into dips, create fruit-forward dressings, amping up the fresh herbs, etc. The prize? Enjoying these delicious plant-packed dishes!



Promotion Ideas

JULY

Celebrate Farmers & Growers

Host a grocery store tour or create social media videos that highlight locally grown produce coupled with simple recipes or preparation hacks for consumers. Make it extra special by bringing a local farmer or grower into the store or on social for Q&A!

Get Crazy With Condiments

Move over basic dips & dressings! Share with consumers how to take produce up a notch with creative flavors. Drizzle aioli or yogurt sauce on grilled veggies, spread herbed compound butter on corn on the cob, blend fruit for an elevated BBQ sauce or dust Tajin on top of fruit salad – the combos are endless.

The Gift Of Produce

Share the gift that keeps on giving, the abundance of summer produce! Host a cooking class that's Christmas In July themed – showcase how consumers can enjoy all of the plentiful summer fruits and vegetables, all with a fun Christmas twist!

Forage The Grocery Store Campaign

The act of getting out in nature hunting for local greens, berries, and mushrooms is increasingly popular. Turn this trend into a grocery store campaign by highlighting produce items that are locally sourced and suggesting new varieties of a fruit or veggie that consumers may not purchase as frequently, which drives towards increased consumption diversity. While the Mushroom Council indicates button mushrooms are the most common, for example, showcase recipes and demos on how to use lesser-known varieties like porcini, enoki, or shiitake.

Feature Farmers

Work with your produce suppliers to determine if they have on-farm videos that can be linked to their items in your online shopping environment. Or coordinate visits to key producer farms, creating a series of “RD on the Farm” videos for posting in e-commerce.

Farm Facts Campaign

On your favorite social media site, create a cadence of posting a video clip or graphic post highlighting a produce-related farm fact. Or create e-commerce banner ads with this information, linking directly to the product. Whether it's about how quickly pears go from tree to can or how broccoli is used to add nutrients to the field in the off season of melons, these highlights are sure to engage shoppers.



Promotion Ideas

AUGUST

Simply Restock

As we say goodbye to summer, it's the perfect time to reorganize and restock your kitchen and pantry. Share tips and tricks with consumers on how to organize the fridge, what pantry items to stock up on for the chilly months ahead and how to use up the last of their summer produce hauls.

Simple Solutions For Back To Busy

Host a cooking class that's focused on kid-friendly produce hacks, simple lunch hacks or ways to enjoy fruits and veggies on the go. Run with the theme of simplicity!

Simply Savor & Enjoy

Are you team #summer or team #fall? It's that time of year, but if you're like us, you want to simply savor summer! Create a social media challenge with followers to engage with them in how they're adding fruits and veggies to all of their favorite close-out summer parties, tailgates, etc! Think of the ways you can inspire consumers to add produce to beverages, appetizers or something sweet, that comes along with any celebration. There's always room for plants at the party!

A New Kind Of BOGO

While buy-one-get-one offers are common in the retail space, we're suggesting a new kind of BOGO – buy-one-give-one for canned foods. Work with your merchants, canned fruit and veg suppliers, and philanthropic arm of your retailer to develop the campaign where for every canned fruit or vegetable purchased, your retailer will donate one to a local food pantry to stock their shelves for the fall months. Add recipes and tips created by your RD team and promote the offer through social and digital.

Fermenting Summer Produce Classes

Virtual classes continue to perform well in driving shopper engagement and food purchases. Add a class or a series of sessions to your offerings this summer on a continuing consumer trend – fermenting. The class can feature ways to pickle favorites like cucumbers, green beans, and beets to use as holiday gifts later in the year or fermenting sauerkraut or kimchi for the probiotic health benefits. A new twist could be a yogurt-making class. Take time at the end of each class to highlight products and brands in your store that carry the same benefits and remember to include food safety tips as a part of your session.

Produce-Spice Pairings

Subtle spices that build like harissa, warm spices like cardamon and nutmeg, culturally-fused seasonings such as gochujang – flavor exploration is spicing up home kitchens. Work with your spice vendors to create perfect pairings with seasonal fruits and veggies to help your shoppers build new consumption habits and go beyond the basic additions. Consider chili lime spice on everything from oranges and watermelon to carrots and corn on-the-cob. Give Cowboy Caviar a Thai twist with thai chili flakes, crushed red pepper, fish sauce, and lime. Suggest savory spice options like rosemary, tarragon, and thyme with sweet fruits like pears.



Sample Social Media Posts • #haveaplant

JUNE

Is it just us or does enjoying fruits & veggies outside make everything so 🍌 much 🍌 better 🍌?! Elevate your outdoor entertaining menus with the power of produce – fruit & cheese boards, salads that slay, veggie-topped burgers – get inspired: bit.ly/49zCLEi #haveaplant

Is it just us or does enjoying fruits & veggies outside make everything so 🍌 much 🍌 better 🍌?! Elevate your outdoor entertaining menus this summer with the power of produce – fruit & cheese boards, salads that slay, veggie-topped burgers – get inspired: <https://bit.ly/3lgwLpE> #haveaplant

Getting outdoors doesn't mean just your backyard! It's road trip season! 🚗🗺️ Just because you're on-the-go, doesn't mean your fruit & veggie habits have to disappear. Stock up on hardy and non-perishable #produce to take with you! Bananas, applesauce, juice boxes, dried fruits are just a few ideas to add to your snack bag. #haveaplant

Find what fruits & vegetables are in season using this handy guide! 🍉🍒🍎 There are so many delicious produce items in season during these summer months. For even more seasonal produce finds, click the link: <https://tinyurl.com/42s85azr>

JULY

The sun ☀️ is shining & we're on-the-go! Whether you're at the beach 🌴, jet-setting on wild adventures 🏔️ or hiking your neighborhood trail, there's always time for a plant-packed #snackbreak! Embrace the bounty of seasonal #produce & #haveaplant wherever you are this #summer. bit.ly/3Yw954V

Up your picnic game with hacks that celebrate the goodness of fruits & veggies! 🍇🥕 Pack your basket with flavor, freshness & a whole lot of health. Here are some hacks to turn your picnic into a vibrant feast: bit.ly/3U68wA3 #haveaplant

Did you know that 98% of farms and ranches in the U.S. are family-owned and operated? Farmers and growers are incredible stewards of the land and keep sound #agriculture practices top of mind. Show some ❤️ to those who cultivate and create the produce on our plate by purchasing #fruits + #veggies in all forms, whether fresh, frozen, canned, dried or 100% juice. bit.ly/347rleQ #haveaplant

AUGUST

Simplicity is key 🗝️ when it comes to maintaining #habits. As the #summer comes to a wrap, make the most of the summer's #harvest with ideas for simple snacks, routines & solutions while prioritizing enjoyment. bit.ly/2Gu6hz4 #haveaplant

Embark on a flavor-filled journey with the Fun Flavors of BBQ! 🔥 We're taking your taste buds on an international adventure. 🌍 Get ready for a tantalizing tour of global grilling and a delicious dose of fruits & veggies! bit.ly/4bHr6VU #haveaplant

As we head into back to busy season, keeping your routines simple will be a lifesaver! When packing #lunches, try bento boxes! They're the perfect vessel to bring balance & creativity to lunchtime. Some ideas to get you going – a pizza 🍕 box, kiddie charcuterie box or a taco 🌮 box! An easy, #kidapproved lunch! bit.ly/3JLghV4 #haveaplant



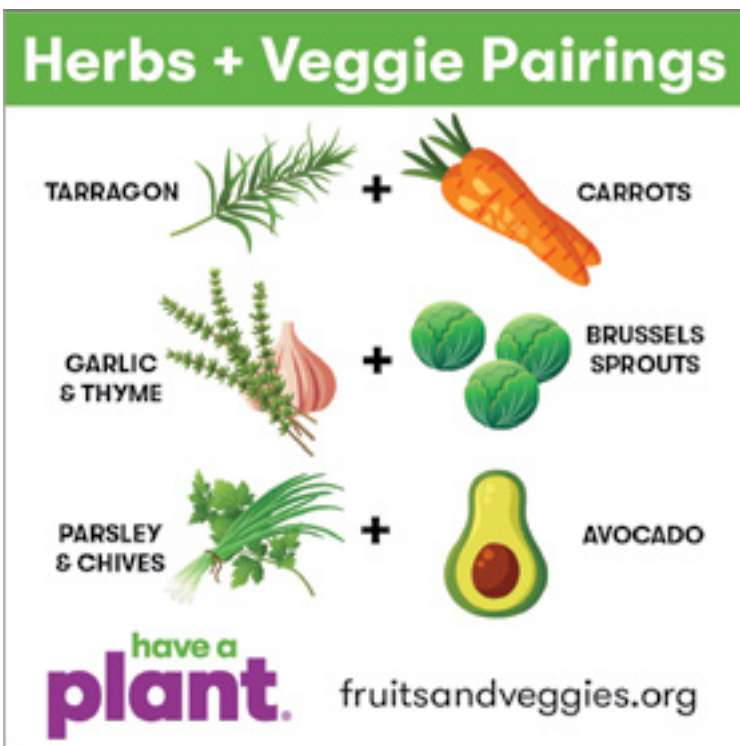
Social Media Graphics — Click to download

Be sure to use #haveaplant and tag @fruitsandveggies in all your awesome posts!



Infographics

Click on the infographic to download and share. Be sure to use #haveaplant and tag @fruitsandveggies in all your awesome posts!



Grilled Portabella Gyros With Yogurt Dill Sauce



INGREDIENTS

- 4 portabella mushrooms
- 2 yellow bell peppers, sliced
- 1 tablespoon extra-virgin olive oil
- ½ teaspoon dried oregano
- ¼ teaspoon smoked paprika
- 4 pita breads or naan
- 2 tomatoes, thinly sliced
- ½ red onion, thinly sliced
- ½ head green lettuce
- Crumbled feta cheese, optional

INSTRUCTIONS

1. Remove the stems from the mushrooms and brush caps with a wet towel. Carefully scrape out the gills with a spoon. Slice mushroom into ¼-inch pieces and place in a medium bowl along with the olive oil, oregano and smoked paprika.
2. Preheat an indoor grill pan over medium-high heat. Add mushrooms and peppers and grill, tossing occasionally, until tender, 5-7 minutes.
3. To make the Yogurt Dill Sauce, squeeze the grated cucumber in a clean towel to remove excess liquid. Add to a large bowl with yogurt, sour cream, olive oil, lemon, garlic, salt and dill. Stir to combine.
4. To serve, place mushrooms and peppers in the middle of the pita bread. Top with tomatoes, onion, lettuce, feta (optional), and a big dollop of yogurt sauce.

For the Yogurt Dill Sauce:

- 1 English cucumber, grated
- 1 cup whole milk Greek yogurt
- ½ cup sour cream
- 2 tablespoons extra-virgin olive oil
- Juice from ½ small lemon
- 2 cloves garlic, minced
- 1 teaspoon salt
- 1 tablespoon minced fresh dill

Recipe courtesy of The Mushroom Council

FALL



What's In Season In Fall In Your Region?

Pacific Northwest (WA, OR, ID)

| | | | | | | |
|--------|------------------|-------|----------|--------|---------------|-------------------|
| Melons | Rutabagas | Pears | Tomatoes | Plums | Winter squash | Pumpkins & gourds |
| Grapes | Brussels sprouts | Leeks | Cabbage | Apples | Figs | Beets |

North Central (MT, ND, MD, WY, SD, IA, CO, KS, MO)

| | | | | | | | |
|-----------|-------------|--------|----------------|---------------|--------------|-------|-------------------|
| Eggplant | Cauliflower | Beets | Turnips | Sweet corn | String beans | Plums | Melons |
| Rhubarb | Cabbage | Apples | Tomatoes | Summer squash | Radishes | Pears | Lettuces & greens |
| Cucumbers | Broccoli | Grapes | Sweet potatoes | Winter squash | Pumpkins | Okra | |

Great Lakes, Ohio Valley & Midwest (MI, WI, IL, IN, OH, KY)

| | | | | | | | |
|------------|---------------|-----------|----------|-------------------|-------------|------------------|--------|
| Turnips | potatoes | Sorghum | Plums | Leeks | Eggplant | Brussels sprouts | Apples |
| Tomatoes | Summer squash | Rutabagas | Pears | Lettuces & greens | Cucumbers | Broccoli | |
| Sweet corn | Winter squash | Radishes | Paw paws | Grapes | Cauliflower | Beets | |
| Sweet | | Pumpkins | Parsnips | | Cabbage | | |

Northeast & New England (ME, VT, NH, MA, NY, CT, RI, PA, NJ, DE, MD)

| | | | | | | |
|-------------------|----------|-------------|------------------|---------------|----------------|-----------|
| Pumpkins & gourds | Parsnips | Eggplant | Cabbage | Beets | Turnips | Rutabagas |
| Plums | Melons | Cranberries | Brussels sprouts | Apples | Sweet potatoes | Radishes |
| Pears | Grapes | Cauliflower | Broccoli | Winter squash | Sunchokes | |

Southwest (CA, NV, UT, AZ)

| | | | | | | |
|------------|---------------|-------------------|------------|-------------------|----------|------------|
| Walnuts | Sunchokes | Rutabagas | Plums | Melons | Figs | Beets |
| Turnips | Summer squash | Rhubarb | Persimmons | Mandarins | Dates | Artichokes |
| Tomatoes | Winter squash | Radishes | Pears | Lettuces & greens | Cabbage | Apples |
| Sweet corn | Strawberries | Pumpkins & gourds | Parsnips | Grapes | Broccoli | Almonds |

South Central (NM, TX, OK, AR, LA)

| | | | | | | |
|------------|----------|------------|------------------|----------|----------------|--------------|
| Persimmons | Melons | Muscadines | Cauliflower | Broccoli | Sweet potatoes | Radishes |
| Pecans | Lettuces | Figs | Cabbage | Beets | Sweet corn | Pumpkins |
| Pears | Greens | Eggplant | Brussels sprouts | Apples | Squash | Pomegranates |
| Okra | Grapes | Cucumbers | sprouts | Tomatoes | | |

Southeast (WV, NC, SC, TN, MS, AL, GA, FL)

| | | | | | | | |
|------------|----------|-------------------|------------|------------------|--------------|---------------|----------------|
| Quince | Pears | Okra | Grapefruit | Cabbage | Strawberries | Summer squash | Sweet potatoes |
| Pumpkins | Peas | Lettuces & greens | Figs | Brussels sprouts | Turnips | Winter squash | String beans |
| Persimmons | Paw paws | Grapes | Eggplant | Broccoli | Tomatoes | Sweet corn | Rutabagas |
| Pecans | Oranges | Muscadines | Cucumbers | Beets | Tangerines | | Radishes |

List courtesy of [Farmers' Almanac](#)



Popular Fruits & Veggies Available Fresh In Fall Around The U.S

| | | | | |
|-----------------------------------|------------------------------------|----------------------------------|-------------------------------------|---------------------------------------|
| Acorn Squash | Buttercup Squash | Delicata Squash | Jerusalem Artichoke | Pineapple |
| Apples | Butternut Squash | Daikon Radish | Jujube | Pomegranate |
| Asian Pear | Cactus Pear | Endive | Key Limes | Pumpkin |
| Avocado | Cape Gooseberries | Feijoa | Kohlrabi | Quince |
| Barbados Cherries | Cardoon | Garlic | Kumquats | Radicchio |
| Black Crowberries | Cauliflower | Ginger | Muscadine Grapes | Sapote |
| Black Salsify | Chayote Squash | Grapes | Mushrooms | Sunflower Kernels |
| Belgian Endive | Chinese Long Beans | Guava | Ong Choy Spinach | Sweet Dumpling Squash |
| Broccoli | Crab Apples | Hearts of Palm | Passion Fruit | Sweet Potatoes |
| Brussels Sprouts | Cranberries | Huckleberries | Pear | Swiss Chard |
| Butter Lettuce | Date Plum | Jalapeno Peppers | Persimmons | Turnips |

Seasonal Highlights

Delicata Squash



Select

Select a squash that is firm, heavy for its size and has an even cream color. A ripe delicata squash will be yellow with green striations on its rind. Unripe delicata squashes are light green. Avoid squashes that have soft spots, dull and wrinkled skin or that are extremely light for their size.

Store

Store squashes in a cool dry place for up to 3 months.

Serve

- [Roasted Autumn Vegetables With Harissa Yogurt Dip](#)
- [Roasted Delicata Squash With Pomegranate](#)
- [Roasted Delicata Squash With Walnut Crumble](#)

Grapes



Select

When selecting fresh grapes, choose plump, firm grapes firmly attached to the stem.

Store

Store grapes in a plastic bag in the refrigerator for up to 1 week.

Serve

- [Fennel & Grape Potato Salad](#)
- [Spinach Miso Holiday Salad Wreath](#)
- [Waldorf Pear Salad](#)
- [Fruit Salad With Citrus Sauce](#)

Promotion Ideas

SEPTEMBER

Cheers To A Better Breakfast

While it's National Fruits & Veggies Month, it's also Better Breakfast Month! Inspire consumers to Have A Plant® At Breakfast through simple social media posts that show how easy it can be to add fruits and veggies to the start of the day.

Embrace The Flavors Of The World

Host a cooking class that highlights multiple areas of the world and the abundant produce found in these countries. Share “Did You Know” style facts with consumers on the different types of produce and show how to prepare and enjoy these unique plants.

Share The Power Of Family Meals

Show social media followers how you enjoy a family meal. Peel back the curtain and show a behind-the-scenes look at your family meals, share conversation starters for consumers to use at their meals or share some plant-packed, family favorite recipes for inspiration.

Every Time You Pack a Lunch, Have A Plant®

Into September, parents and kids alike are still getting into the school routine, including packing nutritious lunches. To make the lunch packing process easy for your shoppers, create a lunch formula guide, with Protein, Whole Grains, Dairy, and Fruits/Veggies as categories. Suggest options in each category that pair well with foods in other categories. Promote grab-and-go options in your store like pre-cut veg, cheese sticks, low sodium deli meats, fruits that don't require prep like tangerines and peaches, and whole grain crackers or naan breads. Encourage parents to educate their kids that a lunch has to include one food from each category.



September is National Fruits & Veggies Month, a time to rally together to boost appeal and drive demand for fruits and vegetables.

Have A Plant® With Family

National Fruits and Veggies Month celebrated at the same time as National Family Meals Month is the perfect pairing when it comes to in-store promotions. Double up the fruits and veggies called for in family meal recipes you're promoting. Work with produce and meat departments to offer BOGOs of veggie sides with a main dish meat. Promote fruit boards and veggie platters as pre-dinner snacks and to encourage family chatter as meals are being prepped.

Every Time You Snack, Have A Plant®

After school, after sports, pre-bedtime, between meetings – there are so many snacking occasions! Take advantage of this opportunity to help shoppers build new produce consumption habits by resurfacing tried and true fruit and veggie pairings ideal for snack time. Options include apples with nut butter, baby carrots with hummus, Greek yogurt with berries, cherry tomatoes and mini-mozzarella balls, bell pepper strips and guacamole, or string cheese and orange slices.

Every Time You Eat, Have A Plant®

We all need reminders to build new habits and social media is the ideal place for daily nudges. Throughout September, post simple messages that encourage fruits and veggies every time shoppers eat. Include retail team members sharing their suggestions. Link to recipes and curated produce bundles in e-commerce. Some ideas to get your started are Every Time You Host, Have A Plant®; Every Time You Work Out, Have A Plant®; Every Time You Grill, Have A Plant®; Every Time You Eat in Your Dorm Room, Have A Plant®.



Promotion Ideas

OCTOBER

Get Cozy With Desserts

Fall is the start of cozy, baking season! Create a weekly series sharing plant-forward dessert recipes with followers. Encourage them to bake along with you and tag your account when sharing their creations.

Trick Or Treat Yourself

We all could stand to eat a few more veggies! Create an infographic or social post that lists which veggies pair well with different sauces, seasonings or condiments to highlight flavor pairings and encourage everyone to Have A Plant®.

Embrace What's In Season

Create an in-store display that features seasonal produce. This display could also highlight locally grown produce, along with grower stories and/or images to share the origin story of the items being sold.

Embrace The Fall Flavors

- Challenge retail employees to create eye-catching fall-themed produce displays in-store. Offer prizes for the most creative and engaging displays, encouraging customer interaction and photo sharing on social media.
- Create a social media video series showcasing creative ways to incorporate fall fruits and veggies into everyday meals. Provide a list of seasonal produce to inspire the content.
- Offer a mini fruit-forward fall dessert each week of the month in your dining halls or cafeteria. Get the staff involved by sharing some of their favorites.

Trick Or Treat Yourself

- Engage on social media with interactive polls asking followers to guess which sauces, dips, smoothies, etc. contain hidden vegetables. Share the results along with tips on how to replicate these recipes at home.
- Create recipe kits featuring fun and flavorful dips and sauces that can be paired with seasonal produce and simple recipes for customers to make at home. Include step-by-step instructions on how to make, store and enjoy each dip.
- Develop a special line of dressings and marinades made with seasonal vegetables like pumpkin vinaigrette, carrot ginger or beet-infused balsamic. Feature these in dishes on your menu and offer small bottles for customers to purchase and take home.

Halloween Fun!

- Host a cooking class for kids featuring “Mummy” stuffed bell peppers, “Witch’s Brew” vegetable soup, “Jack-o’-Lantern” fruit cups and other Halloween-themed recipes.
- Organize a themed dinner event with a menu featuring spooky dishes like “Bloody Beet Risotto,” “Goblin Green Pesto Pasta” and a mini “Pumpkin Patch” made from clementines.
- Host a social media contest with your followers where they carve spooky faces or designs into various fruits or vegetables like squash, bell peppers, zucchinis and apples. Offer a prize for the most creative entry.



Promotion Ideas

NOVEMBER

Capture Family Favorites

Gather family favorite recipes that are produce-centric from fellow co-workers, clients, followers, loved ones, etc. and share them for others to enjoy in an in-store magazine or circular, e-book, blog post or social post.

Cookin' With Kids

Host a kid-friendly cooking class that teaches children basic cooking skills and a couple fun and tasty recipes along the way.

Friendsgiving Flavor Challenge

Share recipe inspiration or a sample menu of upgraded Thanksgiving dishes for consumers to make for their friendsgiving get-togethers. Think outside the box and push the flavor limits outside of the norm. Spice up your sweet potatoes with sriracha and lime, shred up some brussels sprouts for latkes, mix up a pomegranate glaze for your turkey!

A Friendsgiving Feast

- Share tips in your newsletter or on social media for making a home cozy and warm with fall produce for recipes and décor. Include DIY decorations using pumpkins, squash and gourds. Plus, share simple, comforting recipes for fall gatherings.
- Offer special catering packages for Friendsgiving events. Feature produce-centric main dishes or suggest various produce pairings that will enhance the flavors and nutritional value.
- Create in-store meal kits that include all the ingredients needed for a Friendsgiving feast. Partner with your e-commerce team to make this an offering on your website or app as well.

Say “Yes”

- Develop a tasting menu or create samples featuring a variety of menu items that incorporate lesser-known or underused produce for customers or students to try. Include fun facts, nutritional benefits or additional ways to enjoy all of these produce items.
- Launch a campaign encouraging shoppers to try new produce items each week. Choose specific produce for them to try, offer discounts, recipe ideas, preparation/storage tips to make it easy for customers to say “yes” to more produce.
- Post daily tips on social media for incorporating more fruits and vegetables into meals and snacks. Use infographics, short videos or carousel posts to share simple, practical advice — adding spinach to smoothies, using avocado as a spread, snacking on carrot sticks, etc.

Fall Family Time

- Create a social media campaign showing team members cooking their favorite recipes side-by-side with the family members who created them. Invite followers to participate by sharing their own nostalgic cooking sessions.
- Host an event where chefs re-imagine traditional family recipes with a plant-based twist. Have customers or students submit their family recipes in advance and feature selected dishes at the event.
- Host in-store cooking demonstrations to recreate family recipes with a boost of added produce.



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!

SEPTEMBER

🌱 Kick off National Fruits & Veggies Month with us! Add a burst of color to your plate by including an extra fruit or veggie in every meal or snack. What's your favorite way to #haveaplant? #NFVM2025

🏃 On the move? Enjoy fruits & veggies at your desk, during workouts or while sight-seeing. ✈️ What's your go-to #haveaplant snack?

🍏 Fall is bursting with delicious produce! What's your favorite seasonal #fruit or #veggie right now? Share with us! #NFVM2025 #haveaplant

👨👩👧👦 #DYK sharing meals helps us eat more #fruits & #veggies? Celebrate #FamilyMealsMonth & #NFVM2025 by creating a produce-packed plate and enjoying it with your loved ones. Savor the taste & the time together. #NFVM2025 #haveaplant

🎒 Back to school means back to healthy habits! Pack lunches with fruits & veggies, grab quick snacks between classes and choose flavorful produce options while in the cafeteria. How do you #haveaplant at school? #NFVM2025

OCTOBER

Hosting a fall gathering? Create a charcuterie board filled with seasonal produce, artisanal cheeses & fermented goodies. 🧀🍇🥒 Add some festive drinks to keep the vibe cozy & fun. What's your go-to board must-have? #haveaplant

It's officially #sweaterweather! 🍂 No matter if you're cozying up with a blanket, heading out to enjoy the leaves or trick or treating, be sure to enjoy the fabulous fall flavors with an autumn inspired plant-packed treat. bit.ly/3PAf5ss #haveaplant

Celebrate the season with the best of fall's produce! 🍂 From crisp apples to hearty squash, autumn's bounty is packed with feel-good flavors. Whether you're cozying up at home or heading out to enjoy the leaves, bring the taste of fall to your plate. 🍏🎃 <https://bit.ly/3PAf5ss> #haveaplant

NOVEMBER

We're so grateful for the vibrant fruits & veggies that make every meal special. 🍏 Gather around the table & celebrate the season's bounty with your loved ones. What's your favorite fall produce pairing? 🍁 #haveaplant

Pair your main dishes with delightful veggie sides! Think roasted carrots with a honey glaze or a fresh green bean almondine. Elevate your gathering with these delicious plant-forward ideas: <https://bit.ly/2TJG8n3> #haveaplant

YESvember is here! This month, embrace the joy of all foods! Nourish your body with a balance of #plants, #protein, and delightful treats. Savor the moments with loved ones over delicious meals. Need inspiration? We've got tons of plant-powered ideas for you: <https://bit.ly/3zJy4Lb> #haveaplant



Social Media Graphics — Click to download

Be sure to use #haveaplant and tag @fruitsandveggies in all your awesome posts!



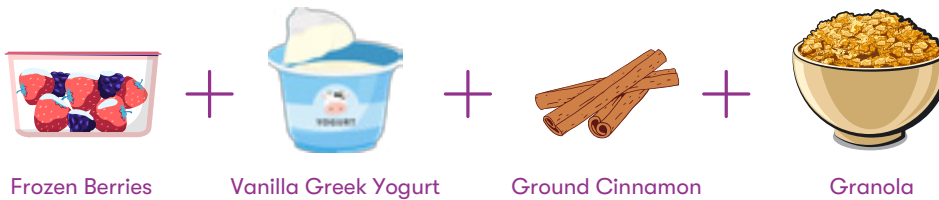
Infographic

Click on the infographic to download and share. Be sure to use #haveaplant and tag @fruitsandveggies in all your awesome posts!

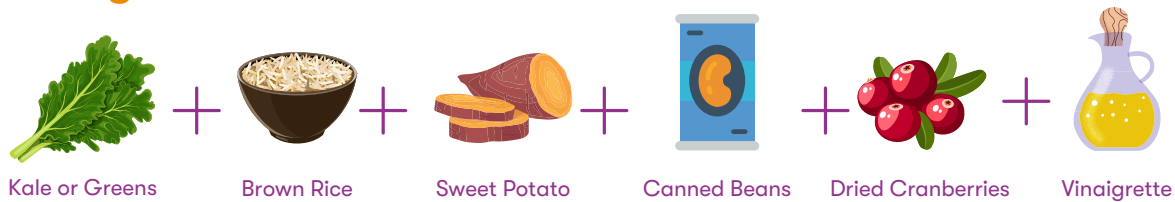
Flavorful Fall Pairings

When you fuel & feed your body with plants, protein, and sweet treats you're better able to enjoy the people you're with and all the feel-good flavors!

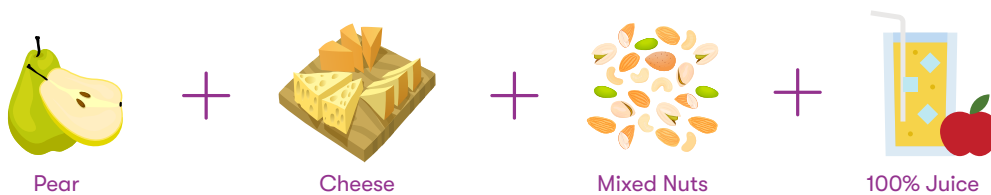
Fabulous Fall Yogurt Bowl



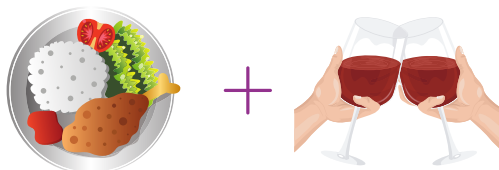
Cozy Autumn Grain Bowl



Pear-fect Snack Plate



The Holiday Feast!



have a
plant.
fruitsandveggies.org

Maple Roasted Honeynut Squash With Pecan-Pumpkin Seed Brittle



Ingredients

Roasted Squash

- 2 honeynut squash
- 1 ½ tbsp olive oil
- 1 ½ tbsp maple syrup
- ½ tsp dried sage
- ¼ tsp cinnamon
- ½ tsp salt
- ½ tsp pepper

Pecan-Pumpkin Seed Brittle

- ¼ cup chopped pecans
- ¼ cup roasted pumpkin seeds (pepitas)
- 2 tbsp brown sugar
- 1 tbsp salted butter, melted
- ¼ tsp ground cinnamon

Instructions

1. Preheat oven to 425°F.
2. Cut the squash in half lengthwise and remove the seeds.
3. Whisk together the remainder of the squash ingredients. Spoon the oil mixture over the cut side of the squash, allowing the mixture to pool in the well of the squash.
4. Roast in the oven for 35 minutes.
5. Heat a skillet to medium heat. Add the pecans and pumpkin seeds to a dry skillet and toast, stirring occasionally, until fragrant and lightly browned. Add the brown sugar, melted butter and cinnamon to the skillet. Let the mixture cook, stirring frequently for about 1-2 minutes until the brown sugar is dissolved. Spread the hot mixture on top of a piece of wax paper to allow to cool.
6. Remove squash from the oven. Place on a serving tray, crumble the brittle and sprinkle over top. Serve immediately.

WINTER



What's In Season In Winter In Your Region?

Pacific Northwest (WA, OR, ID)

Sunchokes Rutabagas Leeks Salsify Horseradish Apples Winter squash

North Central (MT, ND, MD, WY, SD, IA, CO, KS, MO)

Winter squash Chicories Salsify Horseradish

Great Lakes, Ohio Valley & Midwest (MI, WI, IL, IN, OH, KY)

Winter squash Horseradish Sweet potatoes Chicories Salsify

Northeast & New England (ME, VT, NH, MA, NY, CT, RI, PA, NJ, DE, MD)

Salsify Horseradish Sweet potatoes Parsnips Winter squash Brussels sprouts Leeks Cranberries

Southwest (CA, NV, UT, AZ)

Tangerines Radishes Walnuts Rutabagas Oranges Salsify Parsnips Beets
Kumquats Cabbage Leeks Grapefruit Mandarins Horseradish Broccoli

South Central (NM, TX, OK, AR, LA)

Turnips Chickories Lettuces Grapefruit Tangerines Cauliflower
Kumquats Oranges Greens Pecans Horseradish Mandarins
Salsify Beets Sunchokes Cabbage Radishes

Southeast (WV, NC, SC, TN, MS, AL, GA, FL)

Lettuces & greens Cabbage Beets Grapefruit Brussels sprouts Tangerines Oranges
Turnips Radishes Leeks Sweet potatoes Kumquats Broccoli

List courtesy of [Farmers' Almanac](#)



Popular Fruits & Veggies Available Fresh In Winter Around The U.S.

[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: Mandarin Orange



Select

Mandarins are available fresh, canned and dried for good nutrition and convenience. If selecting fresh, choose fruits that are unblemished and heavy for their size. Avoid those with cuts, soft spots, or mold.

Store

Store in a cool, dark spot for a few days, but ideally should be refrigerated to extend shelf life up to 2 weeks.

Serve

[Mandarins & Beets Holiday Salad](#)

[Chocolate Dipped Mandarins](#)

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

[Pork Chops With Mandarin Orange Salsa](#)

Veggie Highlight: Swiss Chard



Select

Select chard with fresh green leaves; avoid those that are yellow or discolored.

Store

Store unwashed leaves in plastic bags in the crisper in the refrigerator for 2 to 3 days.

Serve

[Swiss Chard Sauté With Toasted Coconut](#)

[Sweet Potato & Black Bean Stew](#)

[One-Pot Lentil Stew](#)

Promotion Ideas

DECEMBER

Holly & Jolly

- Create festive fruit-infused mocktails to be served each week of the month in the cafeteria or dining hall. Take it a step further and set up a DIY mocktail bar to get the students involved.
- Offer a cozy winter cooking class where participants learn to make comforting classics that are elevated with a boost of produce. Share recipe cards and other preparation tips for the seasonal produce used.

Holiday Hacks

Host a workshop teaching participants how to create beautiful and delicious holiday snack boards. Provide hands-on instruction, recipe booklets and a tasting session at the end.

Consider adding a wine pairing component to the event.

Stress-Free Holidays

- Set up in-store displays with tips and tricks for a stress-free holiday. Include pamphlets with recipes and meal prep ideas, pre-cut or other convenience produce items, kitchen gadgets or cookware for easy prep and special promotions to encourage produce purchases.
- Show how to manage stress and stay joyful during the holiday season. Use your website or social media to share engaging graphics or videos with tips like meal prep shortcuts, mental health practices and easy cleaning hacks.

Party Planning Basics

Share your best secrets and go-to party planning tips with consumers so they can spend more time enjoying the shindig and less time stressing!

Inspire them with plant-forward appetizer recipes, plant-packed party cocktails and stress management tips.

Plant-Forward Gift Giving

Host a cooking class that focuses on all the various plant-centric gifts consumers can give this holiday season. Think bigger than produce-packed desserts – infuse olive oils, ferment or can produce to share, create potpourri, make a basket of locally grown produce to gift.

New Year #Goals

The new year doesn't have to be a time of total reset or lofty goals. Help consumers break down their intentions into simple, bite-sized (pun intended!) habits. Focus on actionable hacks that boost fruit and vegetable appeal to share with followers or in-store consumers. Think – suggesting easy produce items to keep on hand, storage hacks, how to use certain seasonal produce items, 2-ingredient recipes.



Promotion Ideas

JANUARY

Have A Plant® In The New Year

Implement a wellness program or challenge focusing on incorporating more fruits and veggies. Offer cooking classes, fitness activities and incentives for adding more produce, every time they eat.

Hack Your Gameday

Host a cooking class focused on how to make gameday more plant-packed. Share air fryer and crockpot hacks, fruit- and veggie-centric finger foods and entertaining tips for consumers' next watch party.

Savor Seasonal Produce

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

Play With Your Food

Share with followers how to make fun fruit and veggie food art to beat the winter blahs with a quick IG Reel or an infographic.

Fruit & Veggie Hacks That Stick

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!

Fall In Love With Winter Produce

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

Produce In The Pantry

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.

FEBRUARY

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!

It's An Island Oasis

Educate consumers on the various types of tropical fruit that can be found during the wintertime. Host an in-store or virtual taste test and share how to select, store and savor these tasty fruits.

Share The Love

Show followers how to create a plant-astic Valentine's Day spread that's sure to impress. Cut produce into heart shapes, dip strawberries in chocolate, create a dish using all red produce items...there are so many ideas to set the festive mood!

Escape The Winter Blahs

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!

Encourage Intuitive Eating

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!



Sample Social Media Posts • #haveaplant

DECEMBER

What's the perfect formula for a joyful holiday party? Fabulous food 🍌 + delicious drinks 🍹 + a perfect playlist! 🎵 We've got you covered for all your party planning needs this holiday season.

bit.ly/3PBU0Op #haveaplant

Streamline your holiday prep with meal prep shortcuts & last-minute cleaning tricks. Keep your spirits joyful & your celebrations smooth with these stress-free holiday feast tips: <https://bit.ly/4cRI30A> #haveaplant

JANUARY

It's the New Year! 🎉 Let's hack your health by making it fun with small life hacks that will get you moving & eating more #fruits & #veggies. Get all the best tips: <https://bit.ly/461EMXL> #haveaplant

Do you want to build a snowman?! ❄️ Grab your hot cocoa & head to the kitchen to celebrate being snowed in. From cozy plant-forward baked goods to fun food art for the kiddos, you'll make memories with winter food #hacks. Get inspo: <https://bit.ly/3gyMUGs> #haveaplant

FEBRUARY

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 ❤️ 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/495PQFU> #haveaplant

❄️ Winter Produce Picks 🥬

🍊 Here's what fruits & veggies are at their peak: 🍊 Citrus like oranges, grapefruits & lemons – juicy & packed with vitamin C! 🥬 Greens like kale, spinach & Brussels sprouts – hearty & nutritious. 🍠 Root veggies like carrots, parsnips & sweetpotatoes – perfect for roasting or soups. Winter never tasted so good! What's your go-to seasonal produce this time of year?

Ready, set, hike! 🏃 Look no further for helpful gameday #hacks to make your watch party plant-packed! <https://bit.ly/3QvOX9x> #haveaplant

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/3UewlmV> #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

Escape the winter blahs with the flavors of tropical #fruit! 🍌 Try a new-to-you fruit for an island escape. Get inspo: <https://bit.ly/46kAV8k> #haveaplant



Social Media Graphics — Click to download

Be sure to use #haveaplant and tag @fruitsandveggies in all your awesome posts!



Infographic

Click on the infographic to download and share. Be sure to use #haveaplant and tag @fruitsandveggies in all your awesome posts!



Fruit Snowflakes With Hot Cocoa Dip



Ingredients

Fruit Snowflakes

- Kiwi
- Pineapple
- Strawberries
- Blueberries
- Mini marshmallows

Hot Cocoa Dip

- 1 cup vanilla Greek yogurt
- 1 packet (single serve) hot chocolate mix
- Mini marshmallows

Instructions

Fruit Snowflakes

1. Prep the fruit: Peel the kiwi and slice into rounds. Peel and slice pineapple into bite-sized pieces. Cut the strawberries in half, lengthwise. Rinse and pat the blueberries dry.
2. Assemble the snowflakes: Start by adding the blueberries, strawberries and mini marshmallows on to toothpicks. Insert about 4-6 of the berry/marshmallow toothpicks into the sides of the kiwi and/or pineapple slices.

Hot Cocoa Dip

3. Combine Greek yogurt and hot chocolate mix in a bowl. Stir well to combine.
4. Top the dip with mini marshmallows and serve with the assembled fruit snowflakes.



fruitsandveggies.org

Follow us on Facebook, Instagram, Pinterest & LinkedIn.

And don't forget to use #haveaplant
in all your awesome posts!



[@fruitsandveggies](https://www.facebook.com/fruitsandveggies)



[@fruitsandveggies](https://www.instagram.com/fruitsandveggies)



[Have A Plant®](https://www.linkedin.com/company/Have-A-Plant-)



[@fruits_veggies](https://www.pinterest.com/fruits_veggies)