

Reframing the Value Story

From “too expensive” to “smart investment”



Stretch That Purchase

Educate on how best to use all parts of produce items



Full Use = Full Flavor

Incorporate all parts of the plant in dishes and use call-outs to inform diners



Budget-friendly Hauls

Create a realistic grocery haul series – show what you bought for X amount, how you plan to use it and recipes as you make each dish



\$10 = 3 Dishes

A handout showing how to stretch \$10 worth of produce across 3 days, tailored to the patient's condition

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Point of Sale: Shoppers feel smart when they can stretch a purchase. Helping them see the versatility of even a single item—like a \$2 bag of carrots (“Use this \$2 bag of carrots 3 ways!”)—is a simple way to reframe value. Think: snack with hummus, roasted with dinner, and grated into a slaw. That’s three uses, one smart buy. At retail, shelf talkers or in-store demos can drive this message home in real time.

Point of Flavor: Foodservice is such a powerful place to highlight how we use produce *fully*. Whether it’s broccoli stems in a slaw or beet greens tossed with grains, these moments help diners see produce as more than one-and-done. Menu call-outs and signage are a great way to build value and show creativity—especially when costs are tight and waste is top of mind.

Point of Inspiration: One of the best ways to inspire people is to show—not just tell. A grocery haul series where you show what you bought for \$20, how you plan to use it, and follow up with the actual meals is gold on social. It makes budget-friendly eating feel attainable, not aspirational. This is where media RDs and influencers can shine—by showing the planning, not just the plate.

Point of Care: In a clinical setting, patients are often overwhelmed—so keeping it simple and solution-focused matters. A handout that shows how to turn \$10 of produce into meals for 3 days gives them a clear, supportive path forward. Tailor it to their condition—like high-fiber meals for heart health or blood sugar-friendly options for diabetes—and suddenly that \$10 becomes empowerment.

Use What's Trending to Boost the Whole Basket

Pair produce with what's *already* in the cart – or with other produce to maximize value & variety



Pair It With Signage

“Love grapes? Try roasting them with carrots.” Use trending items to suggest creative, tasty pairings.



Hero + Support

Feature trending items as hero ingredients with support players: berry & balsamic-glazed brussels sprouts, mango-chickpea salad



'If You Like This, Try That'

Playful swaps like: ‘Avocado toast on sweetpotato!’ inspire creativity and produce pairing on social.



Build Confidence, Add More

Affirm trending item use, then suggest easy additions like banana or grated apple to build on success.

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Point of Sale: “Pair It With...” signage or e-commerce ads next to trending items (“Love grapes? Try roasting them with carrots for a sweet-savory side.”). Shoppers are already picking up grapes or avocados—this is the perfect chance to nudge them toward a second item. ‘Pair It With’ signage next to trending produce can gently say, *‘Hey, try carrots with those grapes—they roast beautifully together.’* It’s visual, inspiring, and adds variety without adding complexity.

Point of Flavor: Feature trending items as hero ingredients with support players: berry & balsamic-glazed brussels sprouts, mango-chickpea salad. In foodservice, we can use those trending fruits and veggies—like berries or mango—as *stars*, and pair it with a dish you may already have on the menu. Think: balsamic-glazed Brussels sprouts with berries or a mango-chickpea salad with greens. It’s an opportunity to make the whole dish shine, not just one ingredient.

Point of Inspiration: “If You Like This, Try That” posts or Reels (“If you’re obsessed with avocado toast, try it on a sliced sweetpotato!”). Social is a great place to tap into existing produce habits and nudge people one step further. Posts like *‘If you love avocado toast, try it on a sweetpotato slice!’* make the swap feel fun—not forced. It’s a way to ride the trend while expanding the basket.

Point of Care: Use trending items to build confidence and buy-in, then offer “next step” swaps. If a patient is already adding berries to their yogurt, affirm that choice—then offer an easy next step like adding banana slices or grated apple. It’s not a huge leap, but it reinforces success and creates a positive feedback loop for eating more produce.

Rethink the Modern Household

Stay relevant to all households



Grab & Go = Real Life

Grab & go produce packs are perfect for real-life routines: Kid lunches, snacks for hybrid workers, post-gym refuel, quick bites for retirees



Nostalgia Meets Modern

Lean into nostalgic yet modern meals like updated shepherd's pie with extra veg or plant-forward sandwich builds



Fruit & Veggie Mood Boards

For life's moments (Sunday Scaries Reset, Girls' Night In, Solo Cozy Night) – produce becomes part of *lifestyle moments*, not just health goals.



Low Prep, High Satisfaction

Meet people where they are & create simple wins with 1-pan meals with minimal chopping or pre-cut produce for "snack & serve" options

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Point of Sale: Not every shopper is cooking for a full household—and that's okay. Grab-and-go produce packs are perfect for the *realities* of today: kid lunches, hybrid workers who need an afternoon bite, or retirees who just want a quick snack without waste. These small formats send the message: 'Produce fits *your* life, whatever that looks like.

Point of Flavor: Foodservice is where we can bring comfort and innovation together. Think: plant-forward burger builds or shepherd's pie that sneaks in extra veg. These aren't just healthier—they're modern spins on meals that make people feel good. Because relevance isn't just about trend—it's about *emotional connection*.

Point of Inspiration: On social, we're not just sharing recipes—we're tapping into *vibes*. Mood boards like 'Sunday Scaries Reset' or 'Girls' Night In' show how produce fits into real-life moments. It's emotional, it's scroll-stopping, and it makes fruits and veggies feel like part of a lifestyle—not a lecture.

Point of Care: In clinical settings, relevance means simplicity. A recently discharged patient, a newly single older adult—they're looking for meals that are easy, satisfying, and empowering. Things like one-pan meals or 'snack & serve' setups with pre-cut produce reduce barriers and reinforce that produce can meet them right where they are.