

**PRODUCE FOR®
BETTER HEALTH**
FOUNDATION

**CELEBRATING THE LAUNCH OF
HAVE A PLANT®**

2019 PBH Annual Report

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OUR PURPOSE

The Produce for Better Health Foundation (PBH), a 501(c)3, is the only national non-profit organization committed to helping Americans live happier, healthier lives by eating more fruits and vegetables in all of their glorious forms — fresh, frozen, canned, dried and 100% juice — every day.

EXTENDING THE HAVE A PLANT® LOVE AND APPRECIATION



Wendy Reinhardt Kapsak, MS, RDN,
PBH President and CEO

There is so much for the Produce for Better Health Foundation (PBH) to celebrate in 2019! We are grateful to our members for their support during this transformative year. Internal restructuring, combined with outward-facing strategic efforts, have served to cement PBH's status as a credible and convening thought leader with unique value as a trusted source for fruit- and veggie-loving consumers and influencers alike.

CELEBRATING THE HAVE A PLANT® MOVEMENT

In addition to a new Foundation logo and refreshed vision and mission, PBH launched its Have A Plant® Movement aimed at shifting fruit and vegetable behaviors, particularly among Millennials and Gen Z. Rooted in behavioral science and extensive consumer research, the Have A Plant® Movement answered consumers' call for a simple, straightforward dialogue that speaks to their emotional food drivers and gets to the root of what all fruits and vegetables are — plants.

To compliment the new Have A Plant® consumer call-to-action, a comprehensive, consumer-driven suite of resources was created to support the produce industry and other produce promoters in their quest to help Americans fall in love with fruits and veggies:

Comprehensive Digital Ecosystem and Integrated Content Strategy

PBH launched a visually stimulating, interactive website, fruitsandveggies.org, featuring over 3,000 pages of content, 450 recipes, 50 themed series of articles, and 100 third-party contributors.

PBH also refreshed its e-newsletters and social channels with improved content to make shopping for, preparing and eating fruits and vegetables easier and more enjoyable. With more than one million followers on Facebook alone, PBH significantly grew its Instagram and Twitter following.

Elite Influencer Network

PBH created its elite influencer network of 16 Fruit & Vegetable Ambassadors in Action (FVAA), comprised of registered dietitians, chefs, sports nutrition and fitness gurus, and lifestyle experts, who offered consumers actionable, no-nonsense advice about enjoying more fruits and vegetables every single day throughout PBH's digital ecosystem, as well as extended the Have A Plant® Movement to their audiences.

Research and Thought Leadership

PBH published its comprehensive scientific review titled "Fruits, vegetables, and health: A comprehensive narrative, umbrella review of the science and recommendations for enhanced public policy to improve intake" published in the peer-reviewed scientific journal, *Critical Reviews in Food Science and Nutrition*.

In September, PBH launched National Fruits & Veggies Month (NFVM) — a formal shift from Fruits and Veggies More Matters Month — to elevate fruit and vegetable consumption to a national priority.

PBH also convened critical value chain stakeholders, health and wellness professionals, and thought leaders through its unique events and education platform to increase Americans' fruit and vegetable consumption as part of the Have A Plant® Movement.

LEADING THE CHANGE

An unwavering commitment and collective collaboration are what it will take to advance PBH's mission to tackle the pervasive and ongoing consumption crisis facing our nation. Yes, consumption crisis.

PBH is now positioned to lead change. The work completed in 2019 provides a strong foundation for PBH's future work to systematically close the fruit and vegetable consumption gap. This is the time to lead with one voice — one purpose — one call-to-action. We're just getting started.

Read on ... and, in the meantime, here's a plan — Have A Plant®!

Wendy Reinhardt Kapsak, MS, RDN

Wendy Reinhardt Kapsak, MS, RDN

President and CEO, Produce for Better Health Foundation



“THIS MOVEMENT IS MORE THAN JUST TODAY. THIS IS JUST THE BEGINNING. AND SO WHEN WE CAN MAKE NATURE SECOND NATURE, THAT’S WHEN WE KNOW THAT WE’VE MADE A REAL SIGNIFICANT CHANGE.”

– Wendy Reinhardt Kapsak, MS, RDN,
President and CEO of Produce for Better Health Foundation

Wendy Reinhardt Kapsak, MS, RDN speaks at the Bayer Agriculture and Innovation Showcase in Woodland, CA.

2019 PBH KEY MILESTONES AND SUCCESSES



Introduced New PBH Branding

Received FMI National Family Meals Month Gold Plate Award

Launched Inaugural Fruit & Vegetable Ambassadors in Action Elite Influencer Network

Published Have A Plant® Brand Guidelines and Influencer Playbook

Released 2018 PBH Annual Report Showcasing Initial Transformative Growth

Hosted Foodservice and Culinary Influencers at PBH Fresh Concepts Event and Partnered with PMA on its Foodservice ThinkTank

Launched National Fruits & Veggies Month and Corresponding Four Week Celebration of Fruits and Vegetables

Initiated New Member Engagement Process

JAN FEB MARCH APRIL MAY JUNE JULY AUG SEPT OCT NOV DEC

Hired New Marketing and Communications Director

Convened PBH Executive Committee and PBH Leadership Advisory Council for Strategic Planning

Launched the Have A Plant® Movement and Corresponding Digital Ecosystem Including Fruitsandveggies.org at PBH's Consumer Connection Conference

Introduced PBH KNOW-FEEL-DO Behavioral Framework

Released 2020 PBH Member Prospectus with New Digital, Social, Retail and Foodservice Engagement Opportunities

Hosted Food and Nutrition Influencers at the United Fresh Convention & Expo

Introduced Have A Plant® Movement to Fitness Professionals at IDEA® World Expo

Published PBH Comprehensive Scientific Review on the Health and Wellbeing Benefits of Fruits & Vegetables in Peer-Reviewed Scientific Journal, *Critical Reviews in Food Science and Nutrition*

Implemented New Member Engagement Director Position

Hosted Retail RDs at PBH Education2Action Event alongside PMA Fresh Summit Conference & Expo

Introduced the Have A Plant® Movement to Food and Nutrition Professionals at AND's FNCE®

Hosted Media Influencers in Partnership with Produce Business Magazine at the New York Produce Show

Ongoing PBH member engagement and strategic counsel; member farm tour and influencer event support with PBH-generated, consumer-facing content; and media relations

CLAIMING PLANT-FORWARD FOR PRODUCE

LAUNCHED NEW HAVE A PLANT® CONSUMER MOVEMENT

If we want Americans to eat more fruits and vegetables, we need to engage them in relevant ways that align with how they are living in today's rapidly changing, digital world. Research shows, rather than a prescriptive recommendation to eat a certain amount of fruits and vegetables each day, consumers (particularly Gen Z and Millennials) want actionable, realistic and FUN approaches that make eating fruits and vegetables easy, helping them feel confident, happy and healthy. That's where PBH's new Have A Plant® Movement, which was launched in April 2019, comes in.

Have A Plant® is a way to tap into the emotional connection consumers have to the fruit and vegetable eating experience while inspiring long-term, sustainable behavior change.

An extensive behavioral science and consumer data analysis effort revealed that consumers are motivated by the immediate emotional satisfaction of eating fruits and vegetables, more so than longer term physical benefits. Content targeting Millennials and Gen Z consumers can be most effective when it shifts from a "knowledge-based" story of facts and figures, to more powerful, yet straightforward, ideas and actions based on "feeling" and "doing." PBH calls this its "KNOW-FEEL-DO" behavioral framework. And, with more people trying to enjoy plant-packed meals more often, Have A Plant® reminds them that all fruits and vegetables are delicious plants.

Social content analytics identified a current of advocacy naturally flows among digitally connected Millennials and Gen Z consumers. This offers an endless platform for PBH and its partners to tap into and boost fruit and vegetable consumption. Since April 2019, millions of Americans have been inspired to join the Have A Plant® Movement.

The Have A Plant® Movement reached millions from April - December 2019.



52,017,231
social media impressions



355,795,326
potential reach based on 698 media mentions



"THE PRODUCE INDUSTRY AND PBH AS AN ORGANIZATION ARE BEST POSITIONED TO LEAD THE PLANT FORWARD DIALOGUE WITH THE HAVE A PLANT® MOVEMENT, AND IF WE DON'T DO IT, SOMEONE ELSE WILL."

- Jason Osborn, Director of Marketing, The Wonderful Company; PBH Marketing and Communications Committee Co-Chair; and winner of a 2019 PBH Excellence in Leadership Award

Jason Osborn listens to an education session at the 2019 PBH Consumer Connection Conference.

GREW SOCIAL MEDIA FOLLOWING

Over the course of 2019, PBH significantly grew its social media following. This included an updated social media strategy, new tone of voice as well as fresh and interactive content — including video — to create an engaging experience. PBH also provided opportunities for members to post their branded as well as fruit- and vegetable-specific content on PBH channels, which was met with great enthusiasm by both PBH members and PBH's online community.



PBH continued to engage **1 MILLION+ FOLLOWERS** on Facebook and grew its following on Twitter and Instagram.

PBH social media channels experienced tremendous growth.



265% increase in reach
270% increase in impressions on Facebook and Instagram



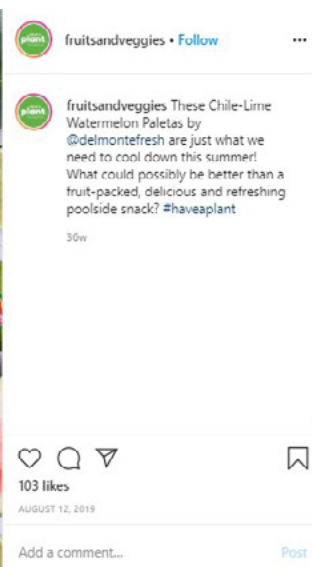
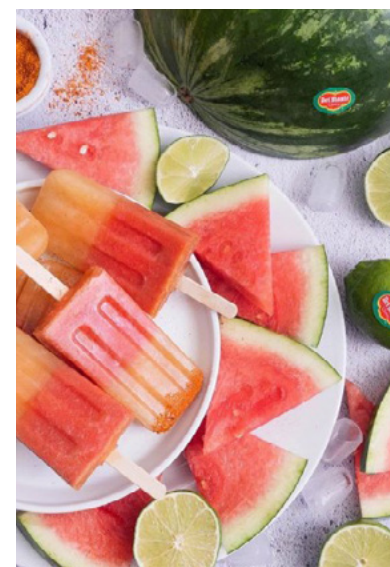
40% increase in impressions on Twitter

170 branded PBH member social media posts

159,595 average impressions earned for member posts on PBH social media channels

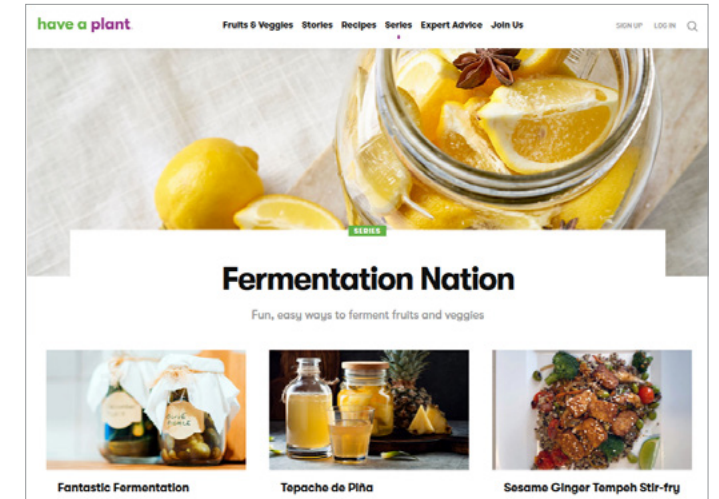
1,003,559 impressions garnered by top member post

2,182,306 average impressions generated from #haveaplantchat Tweet Chats



INTRODUCED FRUITSANDVEGGIES.ORG

PBH's new website, fruitsandveggies.org, was launched in April, inspiring consumers and influencers to eat more fruits and vegetables for happier, healthier lives. It re-imagined and refreshed PBH's most popular content to immerse Millennials and Gen Z consumers in an inspirational fruit and vegetable culture. Frequently added stories and series, tied to intriguing editorial content themes, created an intuitive search-and-discovery zone that celebrated fruits and vegetables in PBH's signature KNOW-FEEL-DO way. PBH members utilized opportunities to include both branded as well as fruit- and vegetable-specific content.



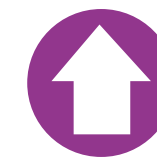
Fruitsandveggies.org has grown significantly since the launch.



Page views Apr - Dec



Site users are up 114%



Sessions are up 110%

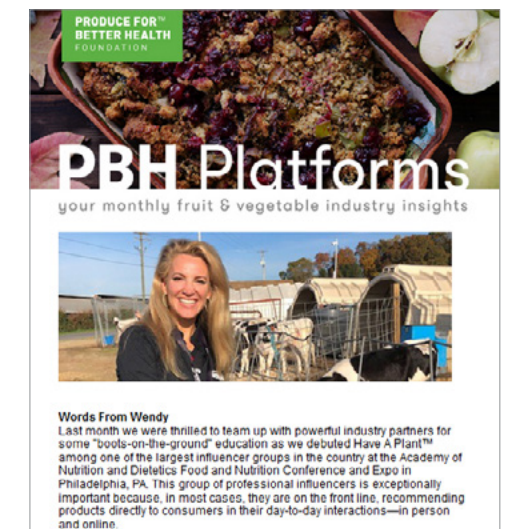
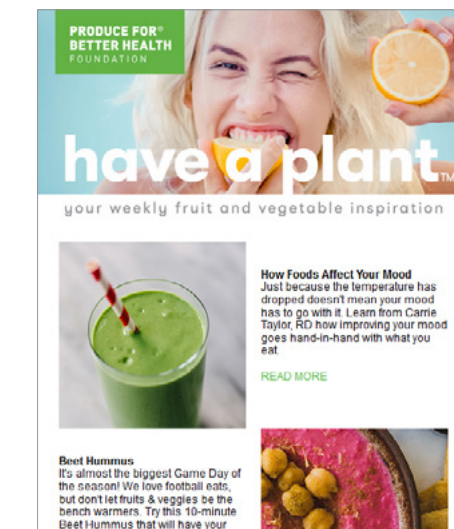


Pageviews are up 111%

EXPANDED AND IMPROVED E-NEWSLETTERS

In 2019, PBH completely restructured its e-newsletter approach for all audiences. PBH strategically optimized each e-newsletter per audience: consumers with the *Have A Plant*® newsletter, fruit and vegetable industry members with *PBH*

Platforms, and health and wellness influencers with *PBH Connection* — all while providing members with more opportunities to integrate branded as well as fruit- and vegetable-specific content.





CLAIMED SEPTEMBER AS NATIONAL FRUITS & VEGGIES MONTH

In 2019, PBH claimed September as National Fruits & Veggies Month to celebrate all fruits and vegetables; encourage consumers to eat more every day; and elevate fruit and vegetable consumption as a national priority. As part of the month-long celebration, Americans committed to adding one more fruit or vegetable to their daily routine, by taking the #haveaplantpledge. Activities spanned weekly social media contests, a Have A Plant® T-shirt promotion, a National Fruits & Veggies Month Tweet Chat, earned media relations and extensive influencer engagement.



National Fruits & Veggies Month reached millions in its first year.



26,992,773

potential reach from 494 social posts using #haveaplantpledge and #NFVM2019



65,898,421

potential reach based on 188 media mentions



2,288,796

potential reach from 126 social media posts on PBH channels



4,060,816

potential Tweet Chat impressions



New 'Have A Plant' campaign hopes to get more eating fruits and veggies

Kelly Tyko, USA TODAY | Published 12:00 p.m. ET April 23, 2019 | Updated 3:37 p.m. ET April 23, 2019



Elizabeth Keatinge tells us about a new study that shows eating fruit and vegetables improves mental health. Buzz80

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

Move over fruits and veggies, the new recommendation is "Have A Plant."

After decades of public awareness campaigns and studies touting the health benefits, the Produce for Better Health Foundation released new research Tuesday that shows nine out of 10 Americans still are not eating enough fruits and vegetables each day.



Coborn's 'Have A Plant' Focuses On Incorporating More Fruits And Veggies Into Diet

Categories: Food & Drink, Lifestyle, Local News, 10/10/19 | Chicago



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NEXT VIDEO Operation Cakes for Tastes Paradise For This Mother's Season

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CHICAGO SUN-TIMES

'Have A Plant': New campaign urging folks to eat more fruits and vegetables

The new campaign was created to get to the root cause of why consumers are not eating enough plants.

By USA TODAY | Jun 3, 2019, 7:30am CDT

Kelly Tyko, USA TODAY

f t SHARE



After decades of public awareness campaigns and studies touting the health benefits, the Produce for Better Health Foundation released new research recently that shows nine out of 10 Americans still are not eating enough fruits and vegetables each day. | stock.adobe.com



HAVE A PLANT® MADE HEADLINES IN 2019

Join The Produce for Better Health Foundation In Celebrating September As National Fruits & Veggies Month™

BRENTWOOD, Mo., Sept. 3, 2019 /PRNewswire/ -- Although research shows that fruits and vegetables are important for fueling healthy bodies and minds throughout all stages of life, nine in 10 Americans still do not meet the daily recommended amounts. To help close this staggering gap, the Produce for Better Health Foundation (PBH) is claiming September as National Fruits & Veggies Month™ (NFVM), to celebrate all things fruits and vegetables and encourage consumers to eat more every day. Previously known as Fruits & Veggies – More Matters™ Month, the organization is broadening the title to elevate fruit and vegetable consumption as a national priority and encourage a less-prescriptive approach when talking about and enjoying everyone's favorite and flavorful plants – fruits and veggies.



Plants for happier, healthier lives

August 22, 2019 - General News

Print Email [social media icons] Blue Book Services Credit Rating & Marketing Information for the Produce Industry

While research is still emerging, eating fruits and vegetables, as part of a healthy dietary pattern, has been associated with overall life satisfaction and happiness, as well as some improved cognitive abilities and mental health.

There is joy in the sweet-tasting, healthy eating experience of fruit, and smart satisfaction associated with the success of preparing vegetables as a meal, or part of a meal.

producebusiness MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT

SOAR TO NEW HEIGHTS STRATEGIES • OPPORTUNITIES • ADVANCEMENT • RELATIONSHIPS SAVE THE DECEMBER 2019

HOME SPECIALS OPINION REGIONAL RETAIL FOODSERVICE DEPARTMENTS RESEARCH

HOME COVER STORIES

Plant Forward: BEYOND THIS

The Packer PRODUCE Retailer

Have a Plant is a necessary bold move by PBH

Tom Karst Editor

AndNowUKnow produce industry news

Produce for Better Health Brings Influencers to PMA Foodservice Conference

Tuesday, Aug. 6th, 2019

Study: Fruits and Vegetables Are More Important to Your Health Than You Think

Colman Andrews 30-07-2019

PRODUCE Retailer Where shoppers are with plant-based and the opportunity for produce

PLANT-BASED PERSPECTIVE

PRODUCE FOR BETTER HEALTH FOUNDATION

The Produce for Better Health Foundation (PBH), a 501(c)3, is the only national non-profit organization committed to helping Americans live happier, healthier lives by eating more fruits and vegetables in all of their glorious forms every day.

have a plant™

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The Produce for Better Health Foundation Supplement to The Packer and Produce Retailer

The Packer PRODUCE Retailer

EXTENDING INFLUENCER ENGAGEMENT

LAUNCHED THE PBH FRUIT & VEGETABLE AMBASSADORS IN ACTION (FVAA) ELITE INFLUENCER NETWORK

In 2019, PBH introduced its very first elite influencer network: Fruit & Vegetable Ambassadors in Action (FVAA). This prominent group of food, nutrition and lifestyle influencers have a collective reach of nearly one million consumers through social media. They were and continue to be passionate about extending the Have A Plant® Movement through compelling content creation for PBH's social channels, fruitsandveggies.org, the Have A Plant® e-newsletter, as well as their own platforms.

Together, PBH and the FVAA reached more than **52 MILLION** consumers on social media with the Have A Plant® Movement from April - December 2019.

Meet the 2019 PBH Fruit & Vegetable Ambassadors in Action Inaugural Class



Valerie Agyeman, RD
Flourish Heights



Leslie Bonci, MPH, RD, CSSD
Active Eating Advice



Neva Cochran, MS, RD
Eating Beyond the Headlines



Beau Coffron
Lunchbox Dad



Chef Andrew Dole, RD
BodyFuel



Chef Abbie Gellman, MS, RD
Chef Abbie Gellman



Cara Harbstreet, MS, RD, LD
Street Smart Nutrition



Emily Kyle, MS, RD
Emily Kyle Nutrition



Kristina LaRue, RD, CSSD
Love & Zest



Adam Rosante
Rosante Living



Kim Schwabenbauer, MS, RD, CSSD
Fuel Your Passion



Lori Taylor
The Produce Moms™



Jonathan Valdez, MBA, RDN
Genki Nutrition



Manuel Villacorta, MS, RDN
Manuel Villacorta Nutrition



Serena Wolf
Domesticate ME



“I AM VERY EXCITED TO BE ONE OF THE FIRST PBH FRUIT & VEGETABLE AMBASSADORS IN ACTION AND TO HELP LAUNCH THE AMAZING HAVE A PLANT® MOVEMENT. EATING BRINGS EMOTIONS ... FOOD IS LOVE. I'M HERE TO HELP AMERICANS EAT MORE FRUITS AND VEGETABLES BY SHOWING SIMPLE AND DELICIOUS WAYS TO INCLUDE PLANTS IN YOUR DIET.”

- Manuel Villacorta, MS, RDN, Leading Weight Loss and Nutrition Expert; Spokesperson and Author; and winner of the 2019 PBH Influencer of the Year Award

PBH Fruit & Vegetable Ambassador in Action Manuel Villacorta hosts a Facebook Live introducing the Have A Plant® Movement to his social media followers.



CONNECTED WITH FOOD AND FITNESS INFLUENCERS

In 2019, PBH leveraged several opportunities to advance the Have A Plant® Movement with key influencers from diverse backgrounds. In June, PBH hosted a group of retail and foodservice RDs, food bloggers, media RDs, nutrition consultants, and leaders from the Academy of Nutrition and Dietetics (AND) at the United Fresh Produce Association's Convention & Expo. PBH also acquainted thousands of fitness professionals with the Have A Plant® Movement through an interactive booth at the IDEA® World Expo.

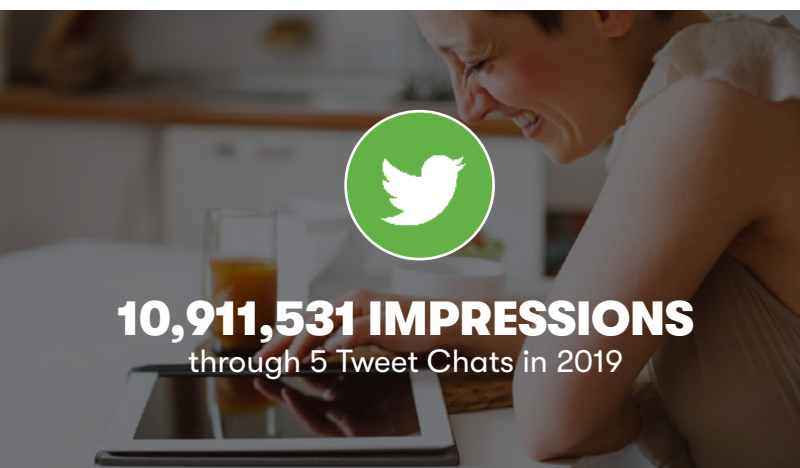
ENGAGED NUTRITION INFLUENCERS

In October, PBH connected with more than 10,000 food and nutrition professionals at the Academy of Nutrition and Dietetics (AND) Food & Nutrition Conference & Expo (FNCE®). Dietitians learned about the Have A Plant® Movement through an in-booth photo opp experience. In addition, PBH activated "boots-on-the-ground education", presenting Have A Plant® to several exclusive audiences throughout the five-day show.



OPTIMIZED TWEET CHATS

Twitter continues to be a hub for influencers looking to consume and share the latest news. Through its influencer-focused #haveaplantchat, PBH tapped the Fruit & Vegetable Ambassadors in Action (FVAA) as well as its extended network of influencer friends, to share PBH and member messaging. PBH hosted five influencer-led Tweet Chats in 2019. Topics included mini changes for the New Year, smoothie bowls, and getting creative with fruits and veggies, among others.



CONVENED EXPERT-LED HEALTH AND WELLNESS WEBINARS

Health and wellness professionals look to PBH for cutting-edge virtual education to help expand knowledge through new research, trends, product innovations and culinary inspirations from a diverse group of expert speakers. PBH held six webinars in 2019 on a variety of topics including the impact of fruits and vegetables on emotional well-being, healthy aging and sustainability, among others.




An enthusiastic group of the Academy of Nutrition and Dietetics (AND) Food & Nutrition Conference & Expo (FNCE®) attendees poses for a picture at PBH's Have A Plant® photo booth on the show floor.


MAXIMIZING INFLUENCE AND THOUGHT LEADERSHIP

SOLIDIFIED ITS ROLE AS A DIGITAL AND SOCIAL MEDIA INFLUENCER

PBH regularly connected with millions of consumers as well as the food, nutrition and health influencers who shape their decisions, through its comprehensive digital ecosystem. In 2019, PBH doubled-down on its digital efforts to bring people delicious, yet simple fruit and vegetable solutions, so they can easily add fruits and vegetables to more meals and snacks each day. Consumers responded positively, and PBH's position as an influencer on behalf of its members and the entire fruit and vegetable supply chain was solidified.

 **1,023,000+**
Facebook Likes

 **62,400+**
Twitter Followers

 **20,000+**
Instagram Followers

 **450+**
Linkedin Followers

 **160,000+**
Website Sessions Per Month

 **61,500+**
Have A Plant® Consumer E-Newsletter Subscribers

 **35,000+**
PBH Connection Health & Wellness Influencer E-Newsletter Subscribers

 **8,000+**
Industry E-newsletter Subscribers

“If we want to advance the dialogue around plant based, which includes fruits and vegetables, we have to start talking to consumers more than we’re talking to ourselves. The time is now to embrace the tools that organizations like PBH are giving us and change the conversation to position fruits and vegetables to what people think of first.”

- Jim Prevor, CEO and Editor-in-Chief, Produce Business Magazine

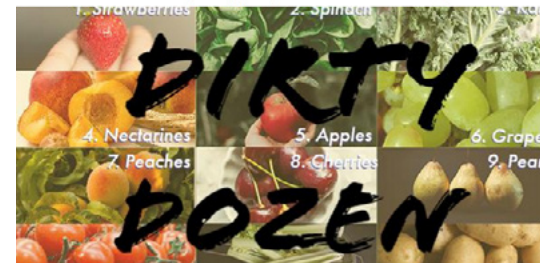
SERVED INDUSTRY AND THE PUBLIC GOOD AS A THOUGHT LEADER

PBH is a great unifier, collaborating with a vast community of scientists and influencers all working together to advance the Have A Plant® Movement and the PBH mission of helping people enjoy more fruits and vegetables every day. In 2019, PBH was positioned as a powerful thought leader – elevating fruits and vegetables first in the plant-forward dialogue.



Annette Maggi, MS, RDN, LD, FAND • 2nd
President of Annette Maggi & Associates, Inc.

As a dietitian, I firmly believe that the most important thing each of us can do to live healthier lives is to eat more fruits and vegetables. It's for this reason that I consider the Environmental Working Group (EWG) annual launch of their Dirty Dozen...



AMY MYRDAL MILLER PRODUCE ON THE MENU

 How the 'Have A Plant' Movement Could Drive Produce Sales in Foodservice

Originally printed in the February 2020 issue of Produce Business.

At the 2019 Consumer Connection conference in Scottsdale, AZ, the Produce for Better Health Foundation... [READ MORE](#)



ROOTING HAVE A PLANT[®] IN THE LATEST SCIENCE

PBH has a long-standing commitment to research. Everything PBH does is rooted in research to inform strategic priorities, messaging and programming. In 2019, PBH extended research efforts beyond data-gathering and analysis, to include commissioning and communicating the results of a new comprehensive review of the evidence supporting the health and nutrition benefits of fruits and vegetables. An emphasis was also placed on behavioral science research to better understand consumer behaviors affecting their decisions related to fruits and vegetables.

PUBLISHED A SCIENTIFIC REVIEW ON FRUIT AND VEGETABLE HEALTH BENEFITS

In 2019 PBH commissioned a comprehensive umbrella review to demonstrate that fruits and vegetables have unique, synergistic properties that not only deliver basic nutrient needs, but also improve life expectancy and quality. The results, published in the peer-reviewed journal *Critical Reviews in Food Science and Nutrition*, the #1 ranked journal in food science and nutrition, demonstrated dietary guidance should continue to call for people to enjoy at least five servings of fruits and vegetables each day to improve health and reduce chronic disease risk.

Led by Dr. Taylor Wallace, the paper's team of co-authors included 13 well-established nutrition scientists from academic centers across the country. PBH provided an unrestricted research grant to support the work.

The review examined nearly 100 systematic reviews that examined the effects of fruits and vegetables on

Published in the **#1 ranked journal** in food science and nutrition, *Critical Reviews in Food Science and Nutrition*

Is the **most highly downloaded journal article** since the paper was published in June 2019

Has the **highest Altmetric score** reflecting a high-level of consumer media citations and social media shares

17 different types of cancer as well as cardiovascular disease, immunity, infection, lung health, mental health and cognition, bone health, eye health, gut health, among other health outcomes. Findings confirm that eating at least five or more servings of fruits and vegetables per day not only helps to reduce the risk of chronic disease, but also extends both life expectancy and quality as well as protects us from a range of other disorders.

The findings offer public health messaging strategies that are reflective of current science. In fact, Dr. Wallace also provided oral comment on behalf of PBH at the U.S. Dietary Guidelines for Americans Advisory Committee's second meeting in Washington, D.C. to ensure that fruits and vegetables continue to be prioritized as a key food group central to Americans' health and well-being.



“OUR FINDINGS CONFIRM THAT EATING AT LEAST FIVE OR MORE SERVINGS OF FRUITS AND VEGETABLES PER DAY HAS BENEFITS FAR BEYOND PROVIDING BASIC NUTRITIONAL REQUIREMENTS. INCREASING FRUIT AND VEGETABLE INTAKE NOT ONLY HELPS TO WARD OFF CHRONIC DISEASE, BUT ALSO EXTENDS BOTH LIFE EXPECTANCY AND QUALITY.”

- Taylor Wallace, PhD, CFS, FACN, PBH Chief Food and Nutrition Scientist; Principal & CEO, the Think Healthy Group and Adjunct Professor in the Department of Nutrition & Food Studies, George Mason University

Dr. Taylor Wallace gets ready to deliver PBH's comments at the second meeting of the U.S. Dietary Guidelines for Americans Advisory Committee in July 2019.

DEMONSTRATED PBH'S BEHAVIORAL SCIENCE EXPERTISE

Studies suggest there is an association between produce consumption and emotional well-being. PBH's consumer-facing Have A Plant® Movement and corresponding digital ecosystem showcased the full set of well-being benefits of produce consumption, in addition to the health benefits, which consumers already largely understand.

In 2019, PBH championed a transformative shift toward FEELing and DOing as well as provided thought leadership in its execution.

Created Compelling Content

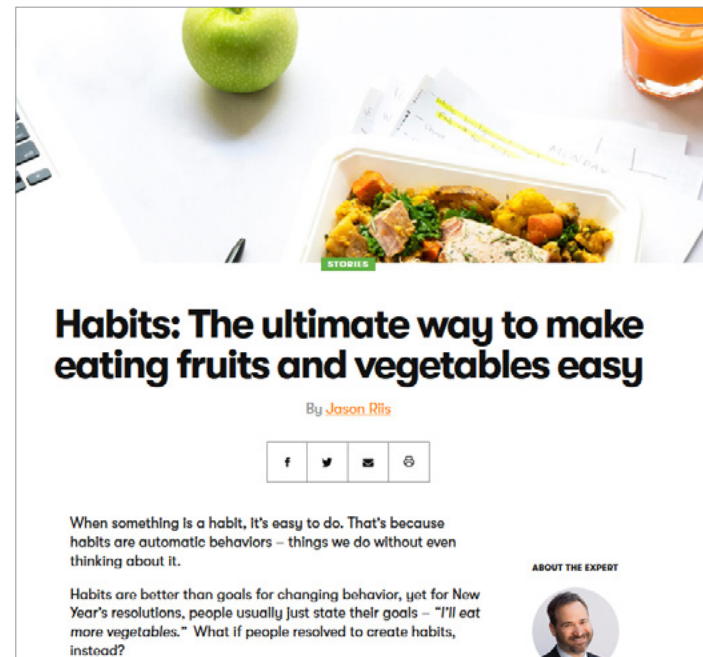
PBH shifted its digital and social media communications from going off what people generally KNOW – to what people FEEL – the emotional connection people have with fruits and vegetables in order to ignite action and behavior change.

By celebrating the wide range of emotional benefits of produce consumption, the produce industry can engage consumers and the influencers guiding their purchase decisions. Emotion-based messages are also shared more often by consumers.

Contributed Behavioral Expertise

Dr. Riis created a Behavioral Science Series on fruitsandveggies.org on how behavioral science and the development of fruit-and-veggie-related habits can increase consumption. The series was viewed nearly 3,000 times in December 2019 alone. PBH Chief Behavioral Scientist, Jason Riis, PhD, along with PBH President & CEO Wendy Reinhardt Kapsak, MS, RDN, presented PBH's KNOW-FEEL-DO behavioral science framework to thousands of dietitians at meetings of the California and Texas state affiliates of the Academy of Nutrition and Dietetics (AND). Dr. Riis also spoke about the framework at the 2019 PBH Consumer Connection Conference.

The new science of behavior change has much to say about how we can narrow consumers' intention-action gap, particularly with PBH's signature KNOW-FEEL-DO approach that is the behavioral science behind the Have A Plant® Movement.



Habits: The ultimate way to make eating fruits and vegetables easy

By Jason Riis

When something is a habit, it's easy to do. That's because habits are automatic behaviors – things we do without even thinking about it.

Habits are better than goals for changing behavior, yet for New Year's resolutions, people usually just state their goals – “I’ll eat more vegetables.” What if people resolved to create habits, instead?

Enhanced PBH's Research And Consumer Insights Platform

In 2019, PBH began planning for its next signature State of the Plate Fruit and Vegetable Consumption in America report. The next iteration of this research, to be fielded in 2020, includes concrete recommendations for understanding the intention-action gap consumers face when it comes to eating fruits and vegetables. Additional customized consumer research incorporating PBH's KNOW-FEEL-DO behavioral framework is also planned. This research will include new approaches to measuring concepts like fruit and veggie habits. This important work will lay the foundation for tackling the consumption crisis as an industry.



“AMERICANS’ PRODUCE CONSUMPTION IS ABOUT HALF WHAT IT SHOULD BE ACCORDING TO MAINSTREAM NUTRITION SCIENCE. THE PROBLEM IS NOT SIMPLY A KNOWLEDGE GAP, SINCE AMERICANS GENERALLY BELIEVE THAT THEY OUGHT TO BE EATING MORE FRUITS AND VEGETABLES. RATHER, THE PROBLEM IS AN INTENTION-ACTION GAP: PEOPLE ARE NOT DOING WHAT THEY KNOW THEY SHOULD.”

- Jason Riis, PhD, PBH Chief Behavioral Scientist; President, Behavioralize and Senior Fellow at the Wharton School, University of Pennsylvania

Dr. Jason Riis presents PBH's signature KNOW-FEEL-DO behavioral framework at the 2019 PBH Consumer Connection Conference.

CONNECTING THE DOTS AT PBH'S CONSUMER CONNECTION CONFERENCE

This is the only event that convenes value chain stakeholders, top-tier consumer influencers and thought leaders for the purpose of advancing the food dialogue and elevating fruit and vegetable consumption to a national priority.

INSPIRED CHANGE THROUGH EDUCATION

Held in coordination with the launch of the Have A Plant® Movement, the 2019 PBH Consumer Connection Conference showcased the undeniable power of collaboration and the connectivity from industry to influencer to consumer. The informative education sessions delivered consumer insights, compelling evidence and proven actionable intelligence from thought leaders and industry insiders. Attendees enjoyed plant-forward foodscapes that showcased the versatility and cravability of fruits and vegetables in every form. Leveraging PBH's extensive influencer network and PBH's own popular social media channels, the entire 3-day experience was shared live, in real-time with hundreds of thousands of consumers.

100% of attendees agree the conference met or exceeded expectations

200+ Industry titans, thought leaders and consumer influencer attendees

40+ top-tier consumer influencers from retail, culinary, foodservice, fitness and healthy lifestyle platforms hosted as PBH VIPs

1.2M social media impressions in 3 days



“THE ONLY WAY TO SHIFT CONSUMPTION BEHAVIORS IS THROUGH COLLABORATION. THIS CONFERENCE HAS THE RIGHT PEOPLE IN THE RIGHT PLACE TO DO SO. CHANGE BEGINS HERE.”

- Bil Goldfield, Director of Corporate Communications, Dole Food Company and 2019 PBH Vice Chair of the Board

Bil Goldfield addresses attendees at the 2019 PBH Consumer Connection Conference.

PARTNERED WITH CONSUMER INFLUENCERS — PBH'S SWEET SPOT

In 2019, PBH launched its first full throttle influencer networking party, the Power of Produce Social Soirée. A signature plant-centric culinary exploration collided with social media brilliance as industry members and PBH's Fruit & Vegetable Ambassadors in Action (FVAA) united to create a social tsunami. Motivating messaging and compelling content highlighting sponsor products excited consumers about the Have A Plant® Movement.

“Influencers lead with emotion and experience as well as taste and flavor to motivate consumer food decisions, aligning with our overall brand transformation. We will build and nurture a community of passionate experts, who authentically and credibly advocate for enjoying more fruits and vegetables.”

~Wendy Reinhardt Kapsak, MS, RDN, PBH President and CEO

FACILITATED INTIMATE COLLABORATION

Every year, PBH Consumer Connection Conference partners have the opportunity to schedule 1:1 CONNECT appointments with highly coveted consumer-facing retail and foodservice influencers and other industry leaders in a one-on-one setting. These appointments provide an intimate networking opportunity for PBH members to introduce their products, brands and initiatives. In 2019 PBH introduced a new premium matchmaker service to pair and introduce sponsors to VIP attendees who align with their unique business goals.

“The theme throughout the conference educational sessions really told a complete story from beginning to end. It was inspirational, educational and energizing. Job well done!”

– Anonymous Consumer Connection attendee



Fruit & Vegetable Ambassador in Action Cara Harbstreet films a video for Instagram from the 2019 PBH Consumer Connection Conference.



Fruit & Vegetable Ambassadors in Action Jonathan Valdez (left) and Valerie Agyeman (right) host the Power of Produce Social Soirée at the 2019 PBH Consumer Connection Conference.



Welch's Health and Wellness Manager Hannah Kalet meets with PBH Fruit & Vegetable Ambassador in Action, Neva Cochran, MS, RD, during a 1:1 CONNECT appointment at the 2019 PBH Consumer Connection Conference.

DRIVING SHOPPER SOLUTIONS

With 1,000 dietitians representing more than 10,000 grocery stores, they have powerful influence on healthy selections at the point-of-purchase. They are also natural promoters of fruits and vegetables. Retailers understand that health and wellness needs must be met in addition to convenience and ease.

DELIVERED POWERFUL PRODUCE PAIRINGS PROGRAM

The PBH Powerful Produce Pairings retail promotions, where fruits and vegetables are paired with other nutrient-dense foods, providing easy, healthy shopper solutions, provided an opportunity for retailers to increase sales of healthier choices in their stores and appealed to a broad range of shoppers.

Shoppers learned about promotions through traditional media, Facebook Live segments, website banner ads, as well as the retailer's circular and in-store magazine. A key element of these successful promotions was the partnership with retail RDs.

In 2019, PBH Powerful Produce Pairings included 4 different retailer promotions. Tailored options and customized retail promotions were available to best meet member business goals.

2019 PBH Powerful Produce Pairings at Coborn's, Fresh Thyme, SaveMart and Giant Eagle were met with astonishing success.

 **3.3 million+**
consumers reached

 **600%**
average sales lift for partner companies



Kerri Clifford, MS RD LDN, former retail RD and media spokesperson for Fresh Thyme Farmer's Markets, hosts a Facebook Live demonstrating PBH's Powerful Produce Pairings recipes.

“PRODUCE PAIRINGS PROMOTIONS ARE SPOT ON FOR OUR SHOPPERS AND OUR COMPANY. NOT ONLY DO THEY OFFER HEALTHY, CONVENIENT SOLUTIONS, THEY DRIVE SALES FROM VARIOUS STORE DEPARTMENTS.”

- Meghan Sedivy, RD, LDN, Media Spokesperson and Corporate Registered Dietitian for Fresh Thyme Farmers Market

Meghan Sedivy contributes her expertise during an education session at the 2019 PBH Education2Action Retail Dietitian Event.

EXPANDED EDUCATION2ACTION ACTIVITIES

Every year PBH brings retail RDs together for its Education2Action event, held in conjunction with Produce Marketing Association (PMA) Fresh Summit Conference & Expo. In 2019, activities ranged from customized booth visits, an in-field strawberry experience and education sessions focused on how to engage shoppers on specialty produce items, global trade issues, and best practices for produce promotions and merchandising. The RDs walked away inspired to promote the Have A Plant® Movement.



Elizabeth Hall, RD (right) from Food City Grocery learns about sustainable farming practices from California Strawberry Commission leaders as part of the 2019 PBH Education2Action event.

“Hands down the best, most helpful conference I’ve attended. The scheduled booth visits were much more beneficial than attending booths on your own and trying to engage with their representatives. You did a great job connecting retail RDs with information that is relevant to our positions in our companies.”

– Anonymous Education2Action attendee



Jena Wood, MS, RD, LDN, ShopRite/Wakefern Food Corporation (middle) and Aryn Doll, RDN, Natural Grocers (right) visit the Stemilt Growers booth on the PMA Fresh Summit show floor with Brianna Shales, Stemilt Growers (left).



“SHIFTING THE CONVERSATION AROUND EATING MORE PRODUCE TO THE IMMEDIATE EXPERIENCE ONE HAS WHEN DOING SO AND LAYERING THE EMOTIONAL CONNECTION TO FOOD AND WHY WE CHOOSE THE FOODS WE DO IS BOLD, INTENTIONAL AND AN AWESOME WAY TO LEAD THE CONVERSATION OF SO MANY DIETITIANS AND NUTRITION EXPERTS TO WHERE IT NEEDS TO BE.”

– Carrie Taylor, RDN, LDN, RYT, Lead Registered Dietitian Nutritionist, Big Y Foods

Carrie Taylor (middle) poses with fellow retail RDs at the Sunkist booth on the PMA Fresh Summit Conference & Expo show floor.

PAIRING PRODUCE AND FOODSERVICE

In 2019, PBH launched a multi-year foodservice engagement strategy to help increase use of fruits and vegetables within foodservice operations. PBH inspired support of the Have A Plant® Movement among foodservice leaders from chain restaurants, contract foodservice companies, and large campus dining operations who influence what's on menus in large volume operations across the U.S.

HOSTED FOODSERVICE LEADERS AT PBH'S CONSUMER CONNECTION CONFERENCE

A variety of menu R&D leaders and influencers were invited to attend the PBH's 2019 Consumer Connection Conference. Their attendance strengthened their commitment to increasing use of fruits and vegetables, as well as their relationships with produce industry leaders and consumer influencers.



Ken Toong (left), Executive Director of Auxiliary Enterprises at the University of Massachusetts, Amherst, participates in a Duda Farm Fresh celery field tour as part of the 2019 PBH Fresh Concepts event.



INSPIRED FOODSERVICE LEADERS AT FRESH CONCEPTS EVENT

In July 2019, PBH hosted its Fresh Concepts event, held in conjunction with the PMA Foodservice Conference and Expo. Attendees included thought leaders from top college and university dining operations who influence menu strategy at campuses across this country, as well as leaders from Black Angus, Compass Group North America and Sodexo among others.

The culinary and foodservice leaders participated in focus group discussions with potato breeders from HZPC, field and processing facility tours with Taylor Farms Foodservice, a field tour followed by a chef tasting and sensory experience with Duda Farm Fresh Foods, and a new product showcase on the expo floor with Del Monte Fresh and Mann Packing. The event informed and inspired foodservice professionals who are committed to putting more produce on their menus and supporting the Have A Plant® Movement.



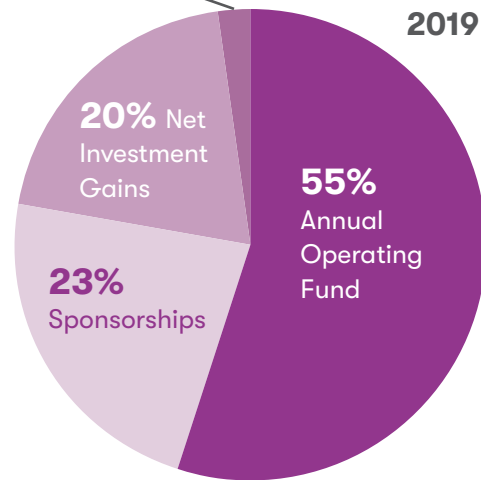
“I WAS IMPRESSED WITH THE PASSION I SAW IN EVERYONE WE MET WITH THE PAST TWO DAYS. THESE PEOPLE ARE PROUD OF WHAT THEY DO, AND NOW I CAN SHARE THEIR PASSION WITH MY COLLEAGUES AND CUSTOMERS.”

- John Coker, President, FOODWORKS at Compass Group USA

John Coker visits the Del Monte Fresh/Mann Packing booth on the PMA Foodservice Conference & Expo show floor as part of the 2019 PBH Fresh Concepts Foodservice and Culinary event.

2019 FINANCIAL REVIEW

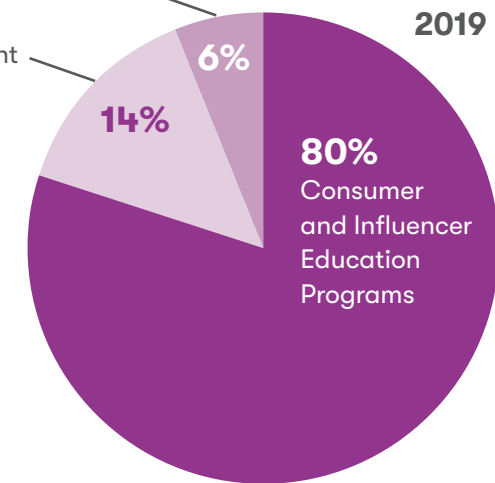
2% Event Registrations



2019 INCOME

Produce for Better Health Foundation ended 2019 in a solid financial position. The Foundation's balance sheet reflects total assets of more than \$4.6 million and total liabilities of \$1.1 million. Total net assets of \$3.5 million will help ensure the stability of the Foundation for the future.

Fundraising



2019 EXPENSES

In 2019, PBH spent \$583,000 in capital expenses associated with transforming the organization. These expenses are part of a three-year transformation initiative, which included investments in research and consumer insights, comprehensive digital ecosystem, influencer engagement programs, re-branding and new consumer call-to-action, to sustain the Foundation's impact and growth.

Total 2019 Budget: \$3.0 million
(audited)

Between 2018 and 2019, PBH invested \$1.6M to: 1) initiate the Foundation's significant transformation; 2) provide business-building value to members; 3) engage strategic influencers; and 4) grow consumer engagement – all to address the fruit and vegetable consumption crisis.



“THE PAST YEAR OF PBH’S TRANSFORMATION HAS BEEN AMAZING. NEARLY EVERY ASPECT OF THE FOUNDATION HAS GROWN AND IMPROVED – IT’S BEEN A THRILL TO BE A PART OF IT AND A JOY TO HELP GUIDE IT. I CAN’T WAIT TO SEE WHAT 2020 HAS IN STORE!”

- Trish Zecca, MS, 2019 PBH Chair of the Board; formerly with Campell Soup Company; and winner of a 2019 PBH Excellence in Leadership Award

Trish Zecca addresses the audience at the 2019 PBH Consumer Connection Conference.



AWARDS & RECOGNITION

It takes more than PBH to advance the Have A Plant® Movement. PBH would like to commend and showcase those who worked to advance new fruit and vegetable consumption behaviors in 2019 as well as the Have A Plant® Movement.

The Have A Plant® Promoter Award recognizes industry, retail, foodservice and public health organizations that advocated for and amplified the Have A Plant® Movement by significantly incorporating the call-to-action into their promotions and marketing efforts from April - December 2019.

2019 Industry Have A Plant® Promoter Award Recipients

- Barsotti Family Juice Company
- Blue Book Services
- Campbell Soup Company
- Naturipe Farms, LLC
- Okanagan Specialty Fruits – Arctic® Apples
- Pacific Coast Producers
- Produce Business
- Ruiz Sales, Inc.
- Stemilt
- The Packer
- The Produce News



2019 Retail Have A Plant® Promoter Award Recipients

- Coborn's, Inc.
- SpartanNash

2019 Foodservice Have A Plant® Promoter Award Recipient

- Sysco/FreshPoint

2019 Public Health Have A Plant® Promoter Award Recipient

- Meramec Elementary School Garden Club



Coborn's, Inc.'s Registered Dietitian team, (left to right) Emily Parent, Ashley Kibutha and Amy Petersen, proudly wear their Have A Plant® T-shirts.



2019 Have A Plant® Promoter Awards for Fruit & Vegetable Ambassadors in Action (FVAA)

PBH recognized the efforts and dedication of its 2019 Fruit & Vegetable Ambassadors in Action (FVAA) by honoring them with 2019 PBH Have A Plant® Promoter Awards for their amazing efforts in promoting fruits and veggies directly to consumers through their various social and digital channels as a volunteer.

- Valerie Agyeman**, Flourish Heights
- Leslie Bonci**, Active Eating Advice
- Neva Cochran**, Eating Beyond the Headlines
- Beau Coffron**, Lunchbox Dad
- Andrew Dole**, Body Fuel
- Abbie Gellman**, Chef Abbie Gellman
- Cara Harbstreet**, Street Smart Nutrition

- Emily Kyle**, Emily Kyle Nutrition
- Kristina LaRue**, Love and Zest
- Adam Rosante**, Adam Rosante
- Kimberly Schwabenbauer**, Fuel Your Passion
- Lori Taylor**, The Produce Moms®
- Jonathan Valdez**, Genki Nutrition
- Manuel Villacorta**, Manuel Villacorta
- Serena Wolf**, Domesticate Me

2019 PBH Retail Dietitian of the Year Award

This award recognizes an individual retail dietitian who has gone above and beyond to promote the consumption of fruits and vegetables at their retailer.

This year PBH awarded **Natalie Gillett, MS, RD**, ShopRite/Inserra Supermarkets for her commitment to creatively reaching multiple audiences and inspiring fruit and vegetable consumption.

2019 PBH Foodservice Leader of the Year Award

This award recognizes an individual volume foodservice professional who has excelled in promoting increased fruit and vegetable consumption in their foodservice operation.

This year PBH awarded **Ken Toong**, Executive Director of Auxiliary Enterprises at the University of Massachusetts, Amherst for his ongoing efforts to promote increased fruits and vegetables in all UMass dining environments.

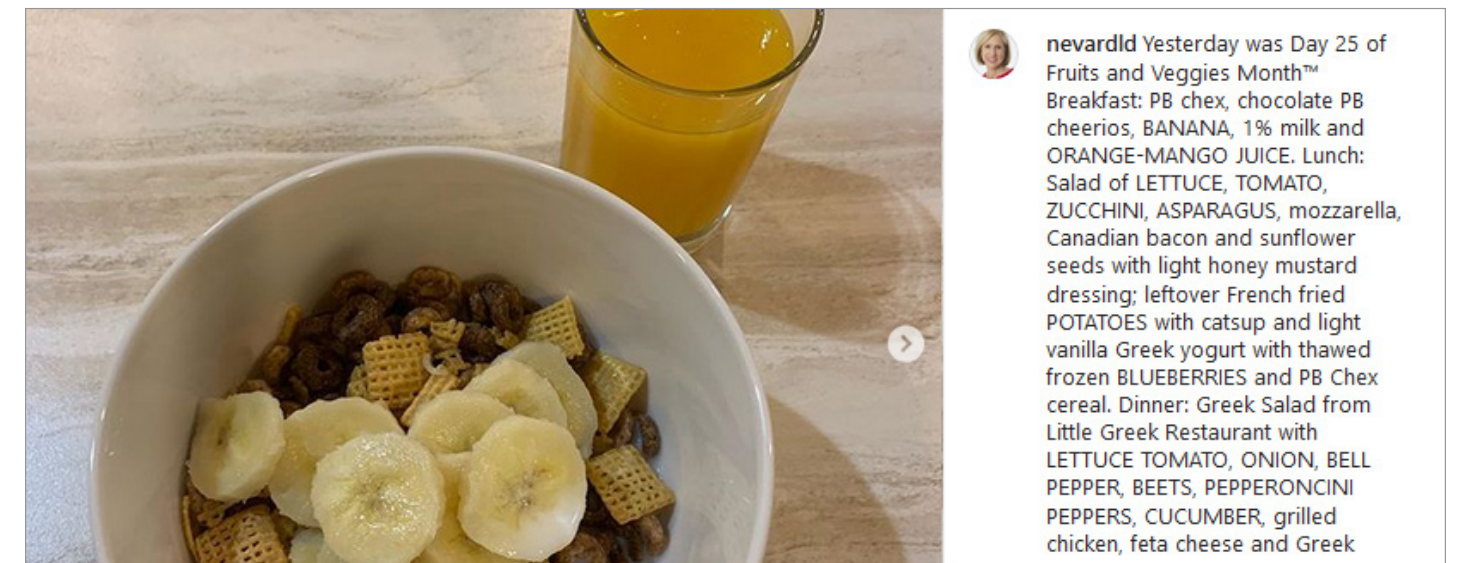
2019 PBH Influencer of the Year Award

This award recognizes an individual who has gone above and beyond in promoting Have A Plant® into their social media, digital and/or other personal outreach.

In 2019, PBH awarded **Manuel Villacorta, MS, RDN**, Manuel Villacorta Nutrition for his passion for produce that shines through in his Facebook Live videos bringing consumers creative ideas and thoughtful nutrition tips for how to #haveaplant every single day for happier, healthier lives.

2019 PBH National Fruits & Veggies Month Advocate Award

PBH honored a special Fruit & Vegetable Ambassador in Action for her overwhelming support during National Fruits & Veggies Month in September 2019. **Neva Cochran, MS, RDN, FAND**, author of Eating Beyond the Headlines blog, posted her fruit- and veggie-packed meals on her social media channels every single day during the month of September.



2019 PBH Excellence in Leadership Award

This award recognizes individuals who demonstrate outstanding dedication to the growth of PBH through the advancement of membership, programming and/or thought leadership.

This year PBH recognized this dedicated and distinct group of leaders who not only helped to drive PBH's transformation in 2019, but have truly helped PBH to achieve exceptional growth year over year.

- Matt Middleton**, Ventura Foods
- Jason Osborn**, Wonderful Company
- Roger Pepperl**, Stemilt
- Richard Ruiz**, Ruiz Sales, Inc.
- Trish Zecca**, Campbell Soup Company

2019 Have A Plant® University Competition Winners

PBH recognized three universities for their outstanding Have A Plant® campus campaigns. Executed in the fall of 2019, the schools were charged with creatively encouraging college students to enjoy more fruits and vegetables. Whether it was through fruit and vegetable sampling programs or creative social media campaigns to encourage students to take the Have A Plant® Pledge, the following three universities deserve their own standing ovation.

- Arizona State University
- Concordia University, St. Paul
- University of Wisconsin

PBH EXECUTIVE COMMITTEE AND BOARD OF TRUSTEES

2019 EXECUTIVE COMMITTEE

OFFICERS

Trish Zecca
Campbell Soup Company
Chair

Bil Goldfield
Dole Food Company, Inc.
Vice Chair

Matt Middleton
Ventura Foods
Secretary/Treasurer

Dionysios Christou
Del Monte Fresh Produce N.A., Inc.
Immediate Past Chair

AT-LARGE MEMBERS

CarrieAnn Arias
Naturipe Farms, LLC

Andrew Burchett
Bayer

Kimberely Challoner
Seneca Foods Corporation

Richard Dachman
Sysco / FreshPoint

Brittini Furrow
Ahold USA

Rebecca Gautrey
Del Monte Fresh Produce N.A., Inc.

Desiree Olivero
Wakefern

Jason Osborn
The Wonderful Company

Scott Owens
Castellini Company

Roger Pepperl
Stemilt Growers LLC

Garland Perkins
The Oppenheimer Group

Teri Rose
The Kroger Company

Nichole Towell
Duda Farm Fresh Foods, Inc.



2019 BOARD OF TRUSTEES

Monica Amburn
Vestcom International, Inc.

CarrieAnn Arias
Naturipe Farms, LLC

Jennifer Armen
Okanagan Specialty Fruits

Stephanie Barlow
National Watermelon Promotion Board

Stephanie Bazan
Avocados from Mexico

Kimberely Challoner
Seneca Foods Corporation

Chris Christian
California Strawberry Commission

Michelle Connelly
California Walnut Board

Richard Dachman
Sysco / FreshPoint

Frances Dillard
Driscoll's, Inc.

Alissa Dillon
The Morning Star Company

Loree Dowse
Mann Packing Company, Inc.

Brittini Furrow
Ahold USA

Rebecca Gautrey
Del Monte Fresh Produce N.A., Inc.

Catherine Gipe-Stewart
Domex Superfresh Growers

Bil Goldfield
Dole Food Company, Inc.

Jackie Grazier
Sun-Maid Growers of California

Melanie Hall
Kellogg Company

Leah Halverson
Black Gold Farms, Inc.

Nick Hammer
Ardagh Metal Packaging USA Inc.

Nikki Hartman
B&W Quality Growers

Scott Horsfall
California Leafy Greens Marketing Agreement

Tami Iverson
Pacific Coast Producers

Chad Johnson
Robinson Fresh

Christina Khoo
Ocean Spray Cranberries, Inc.

Matthew McInerney
Western Growers

Kathy Means
Produce Marketing Association

Geoff Medeiros
Welch's

Matt Middleton
Ventura Foods

Kevin Moffitt
Pear Bureau Northwest

Leona Neill
Red Sun Farms

Mike O'Brien
Monterey Mushrooms, Inc.

Marty Ordman
Dole Packaged Foods, LLC

Jason Osborn
The Wonderful Company

Scott Owens
Castellini Company

Roger Pepperl
Stemilt Growers LLC

Garland Perkins
The Oppenheimer Group

Karli Quinn
California Cling Peach Board

Jen Reiner
Del Monte Foods, Inc.

Mac Riggan
Chelan Fresh Marketing

Jill Rittenberg
Potatoes USA

Teri Rose
The Kroger Company

Sherrie Rosenblatt
Can Manufacturers Institute

Tori Rumenik
Florida Fruit & Vegetable Association

Jeff Scramlin
HZPC Americas Corp.

Adrienne Seiling
American Frozen Food Institute

Kathy Smith
Bayer

Peter Steinbrick
Melissa's Produce, Inc.

Tom Stenzel
United Fresh Produce Association

Carolyn Takata
Silgan Containers

Bruce Taylor
Taylor Farms

Nichole Towell
Duda Farm Fresh Foods, Inc.

Christina Ward
Sunkist Growers, Inc.

Patrice Webb
American Beverage Association

Diane Welland
Juice Products Association

Trish Zecca
Campbell Soup Company

2019 PBH MEMBERS

January 1, 2019 through January 10, 2020. Includes organizations that make annual contributions and provide support with sponsorships. Does not include gifts in-kind.

\$50,000+

Bayer
Del Monte Fresh Produce N.A., Inc.
Produce Marketing Association
Stemilt Growers LLC
Taylor Farms
The Wonderful Company

\$25,000+

California Leafy Greens Marketing Agreement
California Strawberry Commission
California Walnut Board
Chelan Fresh Marketing
Dole Food Company, Inc.
Duda Farm Fresh Foods, Inc.
Kellogg Company
The Kroger Company
Seneca Foods Corporation
Sunkist Growers, Inc.
Sun-Maid Growers of California
Ventura Foods

\$15,000+

Ahold USA
Campbell Soup Company
Can Manufacturers Institute
Dole Packaged Foods, LLC
HZPC Americas Corp.
Juice Products Association
Mann Packing Company, Inc.
The Morning Star Company
National Watermelon Promotion Board
Naturipe Farms, LLC
Pacific Coast Producers
Potatoes USA

Red Sun Farms

Robinson Fresh
StarKist Co.
Vestcom International, Inc.

\$5,000+

American Beverage Association
American Frozen Food Institute
Ardagh Metal Packaging USA Inc.
Avocados from Mexico
B&W Quality Growers
Black Gold Farms, Inc.
California Avocado Commission
California Cling Peach Board
Coastline Family Farms
Del Monte Foods, Inc.
Domex Superfresh Growers
Driscoll's
Florida Fruit & Vegetable Association
House Foods America Corp.
Melissa's Produce, Inc.
Michigan Apple Committee
Monterey Mushrooms, Inc.
National Dairy Council
National Pork Board
Ocean Spray Cranberries, Inc.
Okanagan Specialty Fruits
The Oppenheimer Group
Pear Bureau Northwest
Ruiz Sales, Inc.
Silgan Containers
Subway
United Fresh Produce Association
Welch's
Western Growers

UP TO \$5,000

A.J. Trucco, Inc.
Affiliated Foods, Inc., Texas
Alsum Farms & Produce, Inc.
American Mushroom Institute
Amigo Farms, Inc.
Amvac Chemical Corporation
Andrews Brothers, Inc.
Associated Wholesale Grocers, Inc.
B & B Produce, Inc.
B & C Fresh Sales, Inc.
Babé Farms, Inc.
Barsotti Juice Company, Inc.
Bejo Seeds, Inc.
BelleHarvest Sales, Inc.
Big Chuy Distributors & Sons
Big Y Foods, Inc.
Blue Book Services, Inc.
Blue Star Growers, Inc.
Bowman Fruit Sales
Bozzuto's, Inc.
Bushwick Commission Company, Inc.
Calavo Growers, Inc.
California Date Administrative Committee
California Fig Advisory Board
California Fresh Carrot Advisory Board
California Fresh Fruit Association
California Prune Board
California Table Grape Commission
Chestnut Hill Farms
Chilean Fresh Fruit Association
Ciruli Brothers
Coast to Coast Produce, L.L.C.
Coborn's, Inc.
Crispy Green

Crook Brothers
Crown Poly, Inc.
Crunch Pak, L.L.C.
D.L.J. Produce
Dave's Specialty Imports, Inc.
David J. Elliot & Sons
Deardorff Family Farms
Donelan's Supermarkets
Eagle Eye Produce
Egg Nutrition Center
F.C. Bloxom Company
Faribault Foods, Inc.
Festival Foods
Florida Strawberry Growers Association
Fowler Bros. Inc.
Fruit Growers Marketing Association
George Perry & Sons, Inc.
Georgia Fruit & Vegetable Growers Association
Gold Coast Packing, Inc.
Great Lakes International Trading, Inc.
GreenGate Fresh, LLLP
Grupo Vegetables el Rey L.L.C.
Hannaford Supermarkets
Harps Food Stores, Inc.
Heartland Produce
Hilex Poly Company LLC
Hitchcock Farms, Inc.
Houweling's Tomatoes
Hungenberg Produce, Inc.
Hy-Vee, Inc.
Idaho Potato Commission
Indianapolis Fruit Company, Inc.
International Golden Foods, Inc.
Jasmine Vineyards, Inc.
John B. Martin & Sons Farms, Inc.
John E. Ferebee Farming, Inc.
John Vena, Inc.
Josie's Organics, Braga Fresh Family Farms
Key Food Stores Cooperative, Inc.
King Fresh Produce, L.L.C.
Kingdom Fresh Produce, Inc.
Knouse Foods, Inc.

K-VA-T Food Stores, Inc.
Leitz Farms, L.L.C.
LGS Specialty Sales, Ltd.
Lindsay
Little Farm Frozen Foods, Inc.
Maine Farmers Exchange
Mandolini Company, Inc.
Manfredi Cold Storage
Mariani Packing Company, Inc.
Markon Cooperative, Inc.
Martinez & Sons Produce, Inc.
Martori Farms
McEntire Produce, Inc.
Michigan Celery Promotion Cooperative, Inc.
Morita Produce Company & Nuthouse
Mucci International Marketing Inc.
National Produce Consultants, Inc.
National Raisin Company
New England Produce Council
New York Apple Association, Inc.
New York Apple Sales, Inc.
North Bay Produce, Inc.
Oneonta Starr Ranch Growers organicgirl, LLC
Pacific Northwest Canned Pears
Pasquinelli Produce Co.
Peter Condakes Company, Inc.
Phillips Mushroom Farms
Potandon Produce, L.L.C.
Produce Packaging, Inc.
Progressive Produce Corporation
Publix Super Markets, Inc.
Pure Fresh, LLC
Red Blossom Sales, Inc.
Red Gold, Inc.
Redner's Markets, Inc.
Rice Fruit Company
Richard Bagdasarian, Inc.
Rigby Produce, Inc.
Rijk Zwaan
Robbie
Rocky Produce, Inc.
Rousseau Farming Company
Sage Fruit Co LLC

Sakata Seed America, Inc.
Sbrocco International, Inc.
Schnuck Markets, Inc.
Sinclair Systems International, L.L.C.
Southeast Produce Council
Southern Specialties
SpartanNash
Spokane Produce, Inc.
Stater Brothers Markets
Steinbeck Country Produce, Inc.
StickyLickits
Sun Belle, Inc.
Sunsweet Growers, Inc.
Sunview Marketing International
Sysco / FreshPoint
T&G
Talley Farms, Inc.
Tastyfrutti International, Inc.
The Horton Fruit Company, Inc.
The United Family
The United States Sweet Potato Council, Inc.
Times Super Markets
Tops Markets, L.L.C.
Trigs Supermarkets
U.S. Highbush Blueberry Council
University of Massachusetts
Vacaville Fruit Company, Inc.
W.J.L. Distributors, Inc.
Walter P. Rawl & Sons, Inc.
Washington State Potato Commission
Waverly Plastics Company, Inc.
Wawona Frozen Foods, Inc.
Wegmans Food Markets
Weis Markets, Inc.
Western Precooling Systems
Wholesale Produce Supply Company, Inc.
Wholly Guacamole
Wish Farms
World Pack Enterprises
Yakima Fresh L.L.C.

GIFTS IN-KIND

Includes organizations that provided gifts in-kind January 1 - December 31, 2019

\$200,000+

Google Ads
The Packer

\$50,000+

Blue Book Services, Inc.
Produce Business Magazine
Produce Marketing Association

UP TO \$10,000

CFG Produce, Inc.
Eastern Produce Council
FEXY
Florida Fruit & Vegetable Association
Joe Produce
New England Produce Council
Phoenix Media Network, Inc.
Southeast Produce Council
Texas International Produce Association
United Fresh Produce Association



THE PBH TEAM

We thank you for your continued support and engagement.



Wendy Reinhardt Kapsak, MS, RDN
President and CEO



Carrie Casey
Finance and Operations
Senior Director



Candice Gordon
Digital Marketing and
Communications Manager



Allison Kissel
Operations Coordinator



Annette Maggi, MS, RDN, LD, FAND
Retail Account Manager



Shelly Maniscalco, MPH, RD
Food and Nutrition
Communications Specialist



Amy Myrdal Miller, MS, RDN, FAND
Culinary and Foodservice Specialist



Jason Riis, PhD
Chief Behavioral Scientist



Sharese Roper
Member Engagement Director



Katie Toulouse
Marketing and Communications
Director



Taylor Wallace, PhD, CFS, FACN
Chief Food and Nutrition Scientist

JOIN THE MOVEMENT

Eating fruits and vegetables can benefit your health and may even boost your mood. These colorful creations grew up out of the ground, and they've got tons of upside. So, by all means, #haveaplant

TAKE THE HAVE A PLANT® PLEDGE

Take the Have A Plant® pledge to add one more fruit or vegetable to your routine everyday. #haveaplantpledge

SPREAD THE WORD

We encourage you to share the message and “be the movement.” If there’s food and fun being had, the people having it have a lot to gain from having a plant. So, let them know! #haveaplant

DONATE

The Have A Plant® Movement was initiated by the Produce For Better Health Foundation (PBH) to help more people enjoy the benefits of all fruits and vegetables. And we, like most people, could always use a little more help to achieve our goals.

BECOME A PBH FRUIT & VEGETABLE AMBASSADOR IN ACTION

Help us spread the fruit and veggie love! Whether you grow plants – fruits and veggies, that is – sell plants, serve plants, or just feel strongly about people having more fruit and vegetable plants, you can really help us by becoming a PBH Ambassador and getting the word out.

BECOME A MEMBER

Help millions of people transform their lifestyles with fruits and vegetables. PBH members join other thought leaders and work together to help more people live happier, healthier lives by eating and enjoying more fruits and vegetables. Come run with us!



have a
plant®
fruitsandveggies.org

