




Pair partnership with L
Long Beach, New York

 nrodriguezrdn #ad
know that beef is wh
meets pleasure. Pair
and everyone has a
table. Tell me, what's
way to pair beef and
me, below! 🍷❤️

...

@beefitswhatsfordin
@fruitsandveggies
#beeffarmersandran
#beefitswhatsfordin
#unitedontheplate #
#onmyplate #dietetia
#balancedmeals #er



CELEBRATING TWO YEARS OF
HAVE A PLANT[®]
2020 PBH Annual Report



Powerful Produce For Immune Support



Stemilt Growers: The History of Stemilt Farms

MORE VIDEOS



Right now, more than usual, the importance of strengthening our immune system is clear. As only one out of 10 adults in the U.S. eats the recommended daily serving of fruit and veggies, the time is ripe to

Have A Plant[®]

**PRODUCE FOR[®]
BETTER HEALTH
FOUNDATION**

ABOUT THE PRODUCE FOR BETTER HEALTH FOUNDATION

Produce for Better Health Foundation (PBH), a nonprofit 501(c)(3), is the only national organization dedicated to helping consumers live happier, healthy lives by eating more fruits and vegetables, including fresh, frozen, canned, dried and 100% juice, every single day.

PBH's award-winning Have A Plant® Movement reaches millions of consumers and influencers by tapping into the emotional connection felt during the fruit and vegetable eating experience and in turn, inspiring lasting behavior change. #haveaplant

PBH is also responsible for the Lead The Change Movement — a multi-sector, multi-year initiative designed to maximize the power of PBH's unique thought leadership position, widespread influencer network, credible scientific and market research as well as its innovative members and partners, to lead a call-to-action for addressing the global fruit and vegetable consumption crisis.

**PRODUCE FOR®
BETTER HEALTH**
FOUNDATION

have a
plant®
fruitsandveggies.org

CLICK TO NAVIGATE

THE HAVE A PLANT® MOVEMENT

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- 5. 2020 PBH Key Milestones & Successes**
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- 7. Reaching Millions Of Consumers & Influencers With The Have A Plant® Movement**
- 15. Meeting Consumer Demand During The COVID-19 Pandemic**
- 20. Uniting Influencers, Industry & Consumers For National Fruits & Veggies Month**

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- 24. Uniting The Produce Industry To Elevate Fruit & Vegetable Consumption**
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**PRODUCE FOR®
BETTER HEALTH**
FOUNDATION

MEETING CONSUMERS AT THE POINT OF INSPIRATION

There is no doubt that 2020 was a remarkably challenging year for everyone. We at PBH want to recognize the produce industry and its members for rising to the occasion. We are so proud to be a part of an industry that is dedicated to responsibly delivering the most delicious and nutritious plants on the planet to Americans every single day — fruits and vegetables. Still, as a nation, we continue to fall short on fruit and vegetable consumption recommendations. Which begs the question, if a global pandemic doesn't change fruit and vegetable behavior, what will?

We believe that America is experiencing a chronic fruit and vegetable consumption crisis that is affecting our culture, our society and economy. The effects of this chronic consumption crisis have been further illuminated by the COVID-19 pandemic and will continue to drive health disparities among many in our nation if we do not transform our approach.

Improving fruit and vegetable consumption behaviors should be a national priority and central to every health, food and nutrition initiative, including those funded by government. It is our priority at PBH, and what we, together with our members and extensive influencer network, are working toward every day.

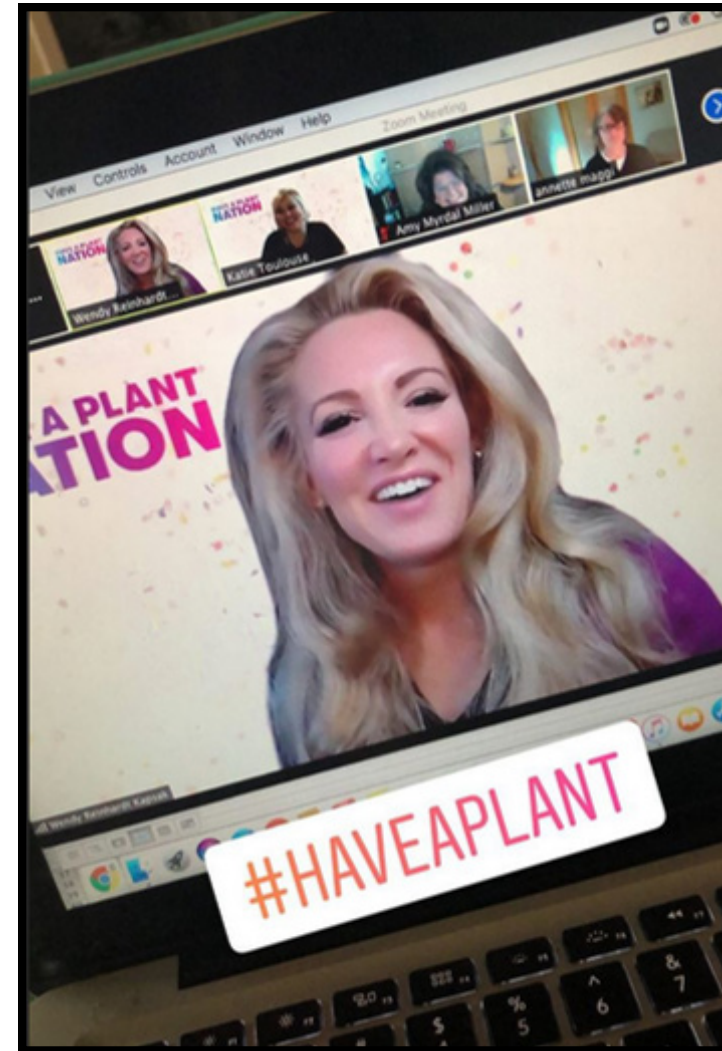
The success of the Have A Plant[®] Movement illustrates the far-reaching impact of our efforts. If you haven't already, we hope you will consider joining us as we continue this important work. I invite you to learn more at fruitsandveggies.org/engage. Together, let's close the consumption gap for better health and happiness.

Sincerely,



Wendy Reinhardt Kapsak, MS, RDN
President & CEO

Produce for Better Health Foundation



Wendy Reinhardt Kapsak, MS, RDN,
Produce for Better Health Foundation President & CEO
Photo courtesy of @nrodriguezrhn via Instagram

2020 PBH KEY MILESTONES & SUCCESSES

Announced Have A Plant® Promoter awards & recognition program

Launched COVID-19 Resource Page with fact-based food safety resources

Launched *Powerful Produce For Immune Support* and *Farmer & Grower Salute* campaigns

Activated PBH digital platforms and influencers to combat misinformation regarding the Dirty Dozen

Initiated an open call for content to showcase farmers & growers to drive demand and generate greater connectivity among consumers and the people who grow and deliver their produce

Launched first official National Fruits & Veggies Month Toolkit to support industry & influencer activations

Led LinkedIn Live session on improving fruit & vegetable consumption habits at PMA Foodservice: Delivered!

Hosted first Have A Plant® Nation Virtual Influencer Event, unifying industry and PBH Ambassadors

Partnered with FMI Foundation on a media campaign to celebrate National Family Meals Month™ during National Fruits & Veggies Month

Partnered with National Cattlemen's Beef Association, a contractor to the Beef Checkoff, to showcase how produce can be paired with beef and #UnitedOnThePlate

Have A Plant® reached 500 million social media impressions

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

Presented the PBH Lead The Change initiative at United Fresh Brandstorm™

Nominated for first of many awards for the Have A Plant® Movement

Launched *Food Rooted In A Better Mood®* campaign to inspire consumers during the global pandemic

Launched 30+ *Ways To Have A Plant®* retail campaign with Schnuck's Markets

Provided influencer programming and behavioral research session at United Fresh Convention & Expo

Announced the PBH Lead The Change Movement, a multi-sector initiative to elevate fruit & vegetable consumption as a national priority, to the broader industry and key opinion leaders

Promoted the role of fruits & vegetables with written and oral comments to the Dietary Guidelines for Americans Advisory Committee

Won FLM Harvest Seed to Succeed grant to support the State of the Plate research launch

Launched *Powerful Produce Pairings* retail campaign with Coborn's

Partnered with National Dairy Council to deliver inspiring ways to #haveaplantwithdairy

Published a chapter on fruit & vegetable consumption efforts in the U.S. for the book *5 A Day Programs: A Global Perspective – Country Case Studies*

Represented North America on International Year of Fruits & Vegetables kick off call

Shared PBH expertise and insights during a special session at the New York Produce Show

Ongoing PBH member engagement and strategic counsel; PBH influencer engagement (retail, culinary & foodservice, nutrition & lifestyle) and PBH digital ecosystem optimization; and media relations

MAKING HEADLINES WITH THE HAVE A PLANT[®] MOVEMENT



HOME / HEALTH / WELLNESS / EAT + RUN

Is Fresh Produce Safe to Eat?

Some shelves at grocery stores may be empty, yet the fresh produce aisle is overflowing.



By Toby Amidor, Contributor April 23, 2020, at 7:00 a.m.

“We also know that most Americans don’t eat the recommended amounts of fruits and vegetables, and that’s an issue – particularly now. In addition to bolstering immunity in the face of a global pandemic, new well being benefits of consuming fruits and vegetables, beyond physical health, continue to emerge.”

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

PBH promotes fruit and vegetables in a time of consumer fears

Tom Karst
March 25, 2020 08:48 AM

The Packer

AMY MYRDAL MILLER PRODUCE ON THE MENU

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](#)

producebusiness

OPINION MARCH 1, 2020

Now is the time to promote produce

To say that we are in unprecedented times is an understatement. Up until a few months ago, most Americans had likely never heard of a... [READ MORE](#)

VOICE OF THE INDUSTRY
WENDY REINHARDT KAPSAK, MS, RDN

PRODUCE PAMELA

Emotionally connecting consumers to eating...
THE PRODUCE REPORTER

COVERING THE FRESH PRODUCE SUPPLY CHAIN

REACHING MILLIONS OF CONSUMERS & INFLUENCERS WITH THE HAVE A PLANT[®] MOVEMENT

THE HAVE A PLANT[®] MOVEMENT BECAME AWARD-WINNING

Throughout 2020, PBH's Have A Plant[®] Movement gained attention from influencers and consumers alike. At the end of 2020 PBH was 18 months into the Have A Plant[®] Movement and the results continued to be STRONG! In fact, the award-winning platform received accolades across the country receiving a total of six prestigious industry awards since the launch in April 2019.



**FOOD ROOTED
IN A BETTER
MOOD[®]**

The Have A Plant[®] Movement reached millions in 2020

**500+ Million
Social Media
Impressions**

**700+ Million
Traditional Media
Impressions**



THE POWER OF INFLUENCERS INSPIRED HEALTH & HAPPINESS

In April, PBH announced the PBH 2020-2021 Fruit & Vegetable Ambassadors in Action (FVAA) influencer network, which included 22 passionate influencers with the keen ability to tap directly into consumers' emotional connection to food, helping them ignite a new relationship with fruits and vegetables.

The PBH Fruit & Vegetable Ambassadors In Action influencer network held major Millennial- and Gen Z-appeal with a strong digital and social media presence – and collectively reached more than 1.5 Million consumers.

Each with unique strengths and their own captive audiences, the FVAA tailored and contributed content to PBH and its members, in-kind, on a monthly basis throughout the year. This diverse group of plant-passionate volunteers included culinary professionals and chefs, experts in agriculture, as well as credentialed lifestyle, health and wellness registered dietitians. Their contributions have provided noteworthy content to PBH's digital ecosystem, while extending the Have A Plant® Movement.





fruitsandveggies We're turning the beet around 🍷 for #NFVM2020 with Fruit and Vegetable Ambassador in Action, Leslie Bonci. She's taking us back to her childhood and sharing one of her family recipes that's made with #plants like beets, apples, oranges and carrots - simple as that. Watch the video above for how-to-make! @boncij #haveaplant



INFLUENCERS DELIVERED CONTENT PEOPLE WERE CRAVING. #HAVEAPLANT



fruitsandveggies Fruit and Vegetable Ambassador in Action, Abbie Gellman, took a plant-packed approach on everyone's fav - pizza - using canned, fresh and frozen #vegetables like #zucchini, canned black #beans, and more, as toppings! Watch the video to see how YOU can amp up your pizza nights. #haveaplant #NFVM2020 #haveaplantpledge



217 views
SEPTEMBER 17, 2020



Fruits & Veggies—Have A Plant was live.
Published by Worcester
December 23, 2020 · 4h
Join me at 1pm PT (4pm ET), I will be sharing how to make my delicious Mix Dried Fruit Walnut Yogurt...
See More
12
1.3K Views
Like Comment Share
Comments Hide
Be the first to leave a comment.



Fruits & Veggies—Have A Plant was live.
November 17, 2020 · 4h
Maple Pecan Topped Sweet Potato Casserole
12
1 Comment 659 Views
Like Comment Share
Comments Hide
Most Relevant
Sandi Danley · 0:27
love my sweet potatoes all the time
Like Reply Message · 22w



fruitsandveggies Fruit and Vegetable Ambassador in Action, @mandyenrightdr, is sharing the importance of thanking growers + producers for their year-long work, along with memories of helping her grandparents can produce from their farm when she was a kid! Watch the video for her story, plus why we should appreciate those who bring fruits + veggies to our



250 views
SEPTEMBER 24, 2020



Beau Coffron @beaucoffron
What's your favorite fruit or vegetable? Here are some of my family's faves! So fun to celebrate #NFVM2020 with @Fruits_Veggies! Can't wait for the virtual event coming soon to share tons of recipe ideas! #ad #haveaplant
7:49 AM · Sep 20, 2020 · Twitter for iPhone
3 Retweets 1 Quote Tweet 9 Likes

Fruits & Veg... · Sep 21, 2020
Replying to @thunibonadad
Here are some of our faves!
13

Adam McLau... · Sep 20, 2020
Replying to @thunibonadad and @Fruits_Veggies
Love mangoes, and berries are popular in our house.
13

Beau Coff... · Sep 20, 2020
Two great choices!

Fruits & Veggies - Have A Plant @Fruits_Veggies · Sep 25, 2020
Fruit and Vegetable Ambassador in Action, Andrew Dole's love for fruits + veggies, like pumpkin, squash, + radishes, runs deep and takes him back to his childhood. Watch his video below to hear why #plants mean so much to him. #haveaplant #NFVM2020 #haveaplantpledge



Webinar

PRODUCE FOR BETTER HEALTH FOUNDATION

PACIFIC COAST PRODUCERS

PANTRY PULSE

How a Balanced Pantry Can Address Food Waste and Sustainability in Today's Everchanging Kitchen Landscape

TUESDAY, APRIL 28TH AT 2 PM ET

Presented by

Sharon Palmer, MSFS, RDN and Joan Salge Blake, EdD, RDN, LDN, FAND

Nearly 10,000 influencers registered for the PBH-hosted webinars in 2020.

#haveaplantchat

Mindful May

THURSDAY, MAY 21, 2 PM ET

with **Beau Coffron, The Lunchbox Dad**

Sunkist

have a **plant**
fruitsandveggies.org

HEALTH & WELLNESS WEBINARS OFFERED VIRTUAL EDUCATION OPPORTUNITIES FOR PROFESSIONALS

As professionals continued to navigate virtual education opportunities, the PBH Health & Wellness Webinar platform soared. Members collaborated with PBH to develop relevant cutting-edge webinars for the more than 31,000 food, nutrition and health professionals and influencers in our network. Registered dietitians specifically crave this information they can relay back to consumers in their day-to-day jobs, or with their followers on social media. Webinars are an effective tactic to get targeted, branded messages in front of this distinct influencer group. The webinar recordings are added to PBH's virtual education library on fruitsandveggies.org for continuous on-demand access.

#HAVEAPLANTCHAT TWEET CHATS ENGAGED MILLIONS

In 2020, Twitter continued to be a hub for influencers and highly-engaged consumers looking to share ideas on hot topics and the latest news. Through PBH Have A Plant[®] Tweet Chats, we tapped our Fruit & Vegetable Ambassadors in Action (FVAA) to amplify messages to other health and lifestyle influencers as well as consumers online.

PBH Have A Plant[®] Tweet Chats achieved nearly 27 Million impressions in 2020!

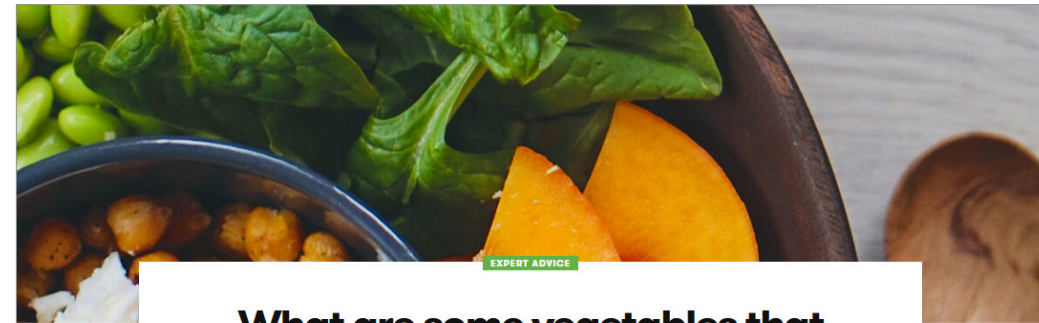
IMPROVED & ENHANCED FRUITSANDVEGGIES.ORG

In 2020 PBH maximized the success of the Expert Advice section of fruitsandveggies.org, a top performer for organic site traffic through Google searches. Visitors are able to ask questions in their own words such as “Do I need to wash bananas before eating them?” and “Are pumpkins a fruit or a vegetable?” PBH experts and influencer partners provide the answers. This brilliant format leads users to our site by using the same language they’re naturally searching for. We implemented a formal approach to updating the popular Q&A section, reviewing monthly and integrating more member content. As a result of our efforts, traffic to Expert Advice increased by nearly 25,000 visitors per month.

The Expert Advice section of fruitsandveggies.org was visited an average of 65,000 times per month in 2020.

PBH also undertook extensive efforts to improve and expand the Fruits & Veggies section of the website with input from members. Visitors can now search for their favorite fruits and veggies — or explore new varieties — to find out how to select, store, serve, savor and share. This section of fruitsandveggies.org is visited 34,000 times a month on average.

Fruitsandveggies.org page views increased from 1.2 million in 2019 to 4 million in 2020.



What are some vegetables that are high in iron?

Answer

To be considered “high” in a nutrient the food must provide 20% or more of the recommended Daily Value in a reasonable serving. Reasonable serving is the

Fruits & Veggies

Nutrition, storage and handling information on a variety of fruits and vegetables. One look and you’ll see that eating a colorful variety of fruits and veggies provides a wide range of valuable nutrients.

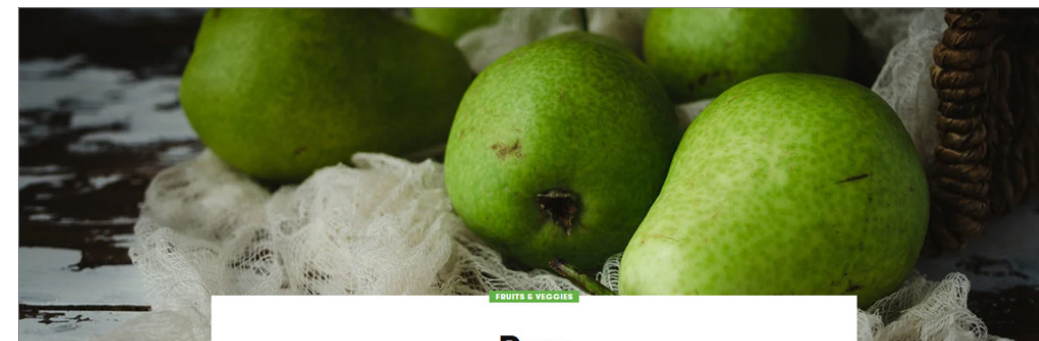
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

Acorn Squash
Almonds
Amaranth
Anaheim Chile
Apple

Apricots
Armenian Cucumber
Arrowroot
Artichoke
Arugula

Asian Pears
Asparagus
Avocado



Pear

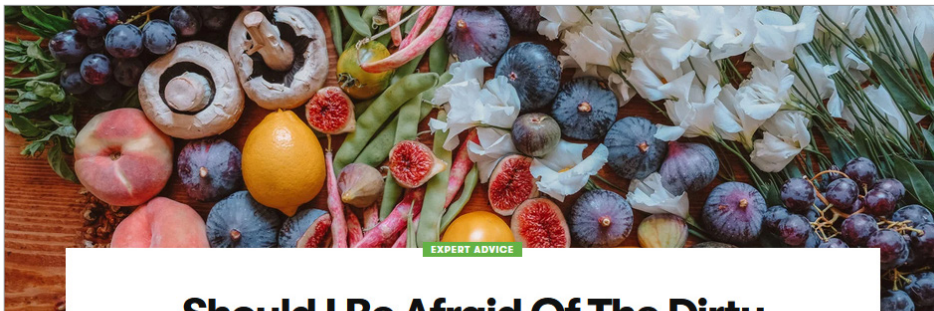
Facts Recipes

Nutrition Experts Question Validity Of 'The Dirty Dozen List'

By Lauren Manaker MS, RDN, LD, CLEC ✓ Fact checked by Nick Blackmer

The Produce for Better Health Foundation

Compston also points to the [Produce For Better Health Foundation](#), one of many reputable organizations with criticisms of the EWG's methods for creating the controversial lists.



EXPERT ADVICE

Should I Be Afraid Of The Dirty Dozen?

By Wendy Reinhardt Kapsak



EVERYTHING YOU NEED TO KNOW ABOUT

LETTUCE

STOOD READY TO DISPEL MYTHS WITH INFLUENCER ACTIVATIONS & MEDIA SUPPORT

Consistently arming PBH’s influencer network with messages to get in front of issues management support is an effective way to get ahead of inaccurate and potentially harmful information in the media. When the Environmental Working Group (EWG) released their annual “Dirty Dozen” list in March, PBH and our influencer partners were standing at the ready to call the validity of this list into question and spread the truth with fact-based messaging.

Within a few days, the media coverage dissipated and social media posts were flooded with important fact-based positive articles about why we need to eat more fruits and veggies.

Partnering with groups like the California Leafy Greens Marketing Agreement (LGMA) allows us to be prepared to act if an outbreak happens. PBH President & CEO, Wendy Reinhardt Kapsak, MS, RDN, is a member of the LGMA advisory board — comprised of registered dietitians, nutrition experts, farmers and advocates for consumer health and safety — who are committed to ensuring LGMA provides accurate, credible information backed by facts. This committee helped inform LGMA’s new website, [lettuceinfo.org](#), which provides information to consumers during an outbreak or recall traced to leafy greens.

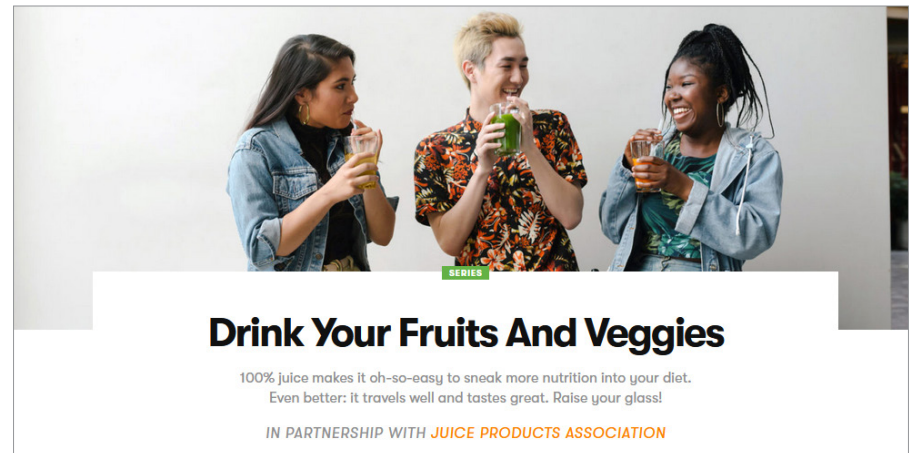
STRATEGIC PARTNERSHIPS SHOWCASED THOUGHT-LEADERSHIP & EXTENDED REACH

Member content continued to be important fuel for the Have A Plant® fire, and in 2020 several member promotions were top performers on PBH's social channels. Also in 2020, PBH began offering members dedicated content series — a curated collection of stories, recipes and information — on fruitsandveggies.org as a way to highlight trending themes and in-season produce.

Stemilt Growers' Sweeten Your Summer Contest earned over 2 million impressions on PBH's social media channels.



Juice Products Association's content series earned over 800,000 impressions across PBH's digital and social channels.



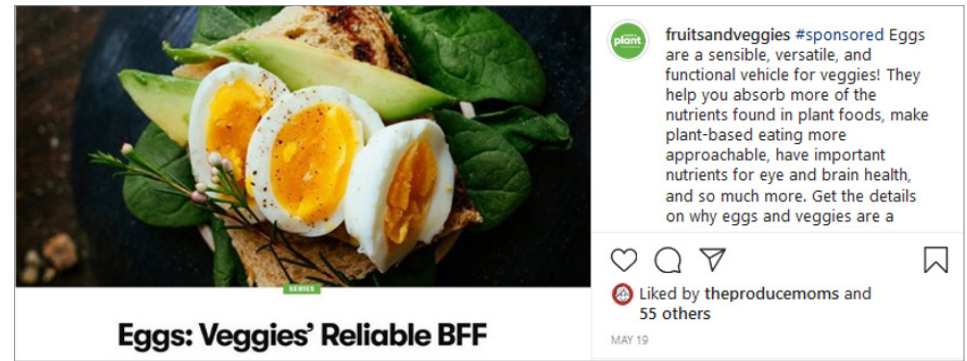
California Cantaloupe's social media post earned nearly 300,000 impressions on PBH channels.

PARTNERING WITH OTHER PARTS OF THE PLATE TO INCREASE FRUIT & VEGGIE CONSUMPTION

In 2020 PBH created successful partnerships with non-produce organizations as a way to increase fruit and veggie consumption by tapping into how people are already eating. These uniquely tailored activations extended the reach of the Have A Plant® Movement, celebrating various parts of the plate and showcasing delicious flavor combos.

The article *The Ultimate Trifecta: Fruits, Vegetables + Beef, United On The Plate* by PBH President & CEO Wendy Reinhardt Kapsak, MS, RDN in partnership with National Cattlemen’s Beef Association, a contractor to the Beef Checkoff was the #1 performing social media post during September, earning over 400,000 impressions.

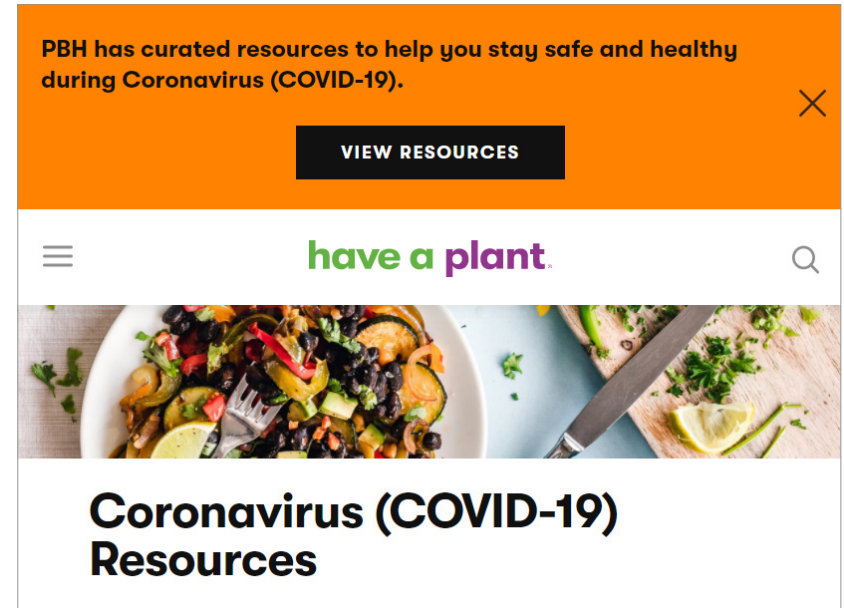
Partnerships included social media campaigns with PBH’s Fruit & Vegetable Ambassadors in Action (FVAA), content on fruitsandveggies.org and more. Organizations included National Cattlemen’s Beef Association, a contractor to the Beef Checkoff, The National Dairy Council, Kellogg’s, Egg Nutrition Center and the FMI Foundation’s National Family Meals Month™ to name a few.



MEETING CONSUMER DEMAND DURING THE COVID-19 PANDEMIC

When COVID-19 struck in early 2020, we realized that the PBH digital ecosystem – website, newsletters, and social media channels – was perfectly positioned to provide the information consumers were craving – and searching. We quickly shifted efforts to address the need for COVID-19 food-related resources. This included a curated, dedicated landing page to address misinformation regarding food safety, safe shopping tips, facts about food production and more. The page includes a downloadable Q&A featuring science-driven, expert advice and helpful links. We also collaborated with influencers and industry to provide helpful tips and facts through videos, blog posts, infographics and more on our social channels, in newsletters and on fruitsandveggies.org.

By the end of 2020, organic traffic from Google searches to fruitsandveggies.org was up 75% since the pandemic started in March.



SELF [Cara Harbstreet's "15 Time-Saving Tips for Eating Healthy When You're Busy" article](#)

WCVB 5 abc [Joan Salge Blake's "Healthy Habits to Keep After Quarantine" article](#)
BOSTON'S NEWS LEADER

Toby Amidor [Toby Amidor's "Is Fresh Produce Safe to Eat?" article](#)
NUTRITION

DIGITAL CAMPAIGNS KEPT CONSUMERS AND INFLUENCERS ENGAGED WITH FRUITS & VEGGIES TOP OF MIND

PBH's network of culinary, health and wellness professionals began providing content to help followers navigate these challenging times. Topics ranged from stocking up on immune-boosting ingredients to how to use an abundance of produce to batch cook. From March 18 to April 16, we received 22 pieces of content from FVAA members alone in addition to content from retail RDs and PBH expert partners.

Promoting Powerful Produce For Immune Support

As the pandemic surged on and immunity was top of mind for many consumers, PBH stepped up to provide the answer they were looking for: fruits and veggies. PBH quickly curated content from its influencer network to promote on fruitsandveggies.org, in e-newsletters and on social media.

Addressing Food Safety Fears

In early April, PBH hosted a Tweet Chat together with Lori Taylor of The Produce Moms® to dispel myths about the safety of fruits and vegetables. Questions from the Tweet Chat were compiled into a consumer facing FAQ document that was made accessible through the PBH dedicated COVID-19 webpage. Lori Taylor continued to amplify beyond the Tweet Chat, publishing a blog post on produce safety during COVID-19, including key industry insights.

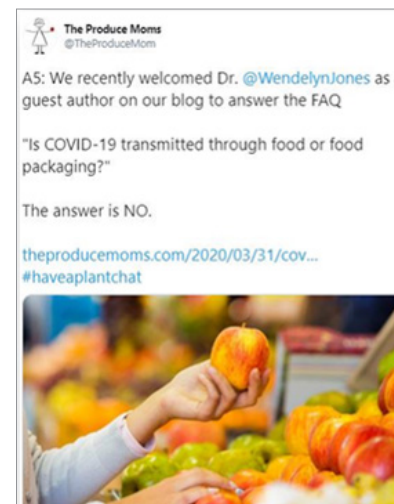


fruitsandveggies Promoting Immune Resilience

PBH's Chief Food And Nutrition Scientist, Taylor Wallace, PHD, CFS, FACN, is here to give us smart nutrition tips to strengthen our immune systems. Hint, hint: opt for more potassium and magnesium from our #fruits + #veggies like potatoes 🥔, oranges 🍊 and bananas 🍌 and consider a vitamin D supplement. Watch his video below for all you need to know about some powerful 🍌 produce. #haveaplant @drtaylorwallace

38w

The April #haveaplantchat Tweet Chat on produce safety during the onset of the COVID-19 pandemic earned over 6 million impressions.





Launching The Food Rooted In A Better Mood® Campaign

As part of the growing need to help consumers lift their spirits during the COVID-19 pandemic, PBH leveraged its tagline: Food Rooted In A Better Mood® to create unique and engaging content throughout the months of April and May. Timed alongside the one-year anniversary of the Have A Plant® Movement, this creative social media campaign raised awareness of the important role fruits and vegetables play in boosting mood during this stressful time.

With the help of the PBH influencer network, the campaign yielded over 100,000 impressions in just four weeks, delivering entertaining, “bite-sized” ways consumers could lighten their mood with fruits and vegetables.

Fruit & Veggie Bingo

How many do you have in your kitchen?

Canned Corn	Apples	Frozen Berries	Avocado	100% Cranberry Juice
Lettuce	Frozen Broccoli	Sweet Potatoes	100% Orange Juice	Canned Chickpeas
Cucumber	Canned Green Beans	have a plant	Dried Mango	Strawberries
100% Pomegranate Juice	Brussels Sprouts	Frozen Spinach	Carrots	Dried Cranberries
Canned Tomatoes	Bananas	FREE SPACE	Dried Apricots	Mushrooms

Food Rooted in a Better Mood™ #haveaplant

Repost with your answers and tag us + a foodie friend!

Pick Your Kitchen

“Lettuce Romaine Calm” Edition

Kitchen #1: So Bluetiful
potatoes, frozen blueberries, cantaloupe, spinach, tomatoes, dried figs, canned pineapple, 100% grape juice

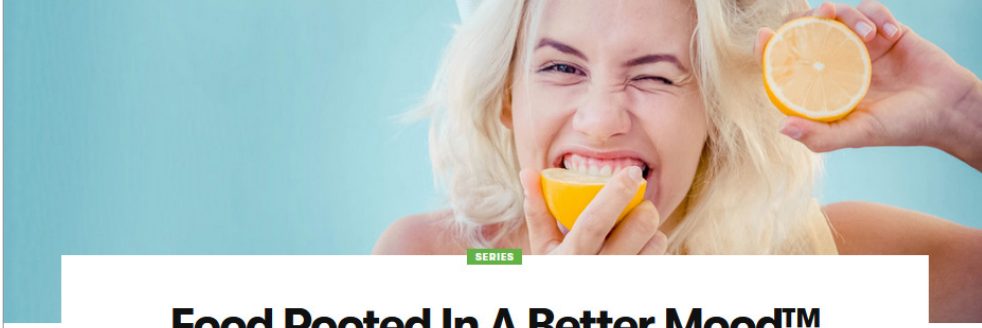
Kitchen #3: Lettuce Carrot On
lettuce, canned mushrooms, 100% pomegranate juice, carrots, dried apricot, frozen peas, apples, onion, zucchini

Kitchen #2: Hail to the Kale
kale, 100% cranberry juice, lemon, canned peaches, frozen broccoli, avocado, cucumber, dried mango

Kitchen #4: Banana Bonanza
arugula, bell peppers, celery, 100% orange juice, dried bananas, Brussels sprouts, canned corn, frozen raspberries

Repost with your fave kitchen and tag us + a foodie friend!

Food Rooted in a Better Mood™ #haveaplant

Food Rooted In A Better Mood™

Mental health is just as important as physical health. Make enjoying more fruits and veggies deliciously easy—boosting both your health and your mood!

Leading A Virtual Salute To Farmers & Growers

In July, PBH launched the Celebrate The Roots Of Our Food: Farmers & Growers Salute campaign to celebrate the farmers and growers who work tirelessly to bring fruits and vegetables to Americans' tables. With the pandemic still persisting, now more than ever we wanted to salute the industry who became very much at the forefront of many consumer concerns.

The Celebrate The Roots Of Our Food campaign earned 500,000 impressions in just four weeks.

We shared inspirational farmer and grower stories as well as ag-focused content from the PBH influencer network, members and other industry stakeholders, across our social media channels. Select influencers with relevant expertise participated in the campaign by providing informative blog posts and original video content. The PBH influencer network also promoted the campaign via their personal channels.



fruitsandveggies

fruitsandveggies Cherish the Cherries! Cherry Season in Full Swing

#DYK it's #cherry season in Linden, California, which produces over 50% of the nation's fresh cherries? WOW! Fruit and Vegetable Ambassador in Action, Elisabeth Watkins, is giving us the 🍒 scoop, dishing on each stage of the process - like how farmers harvest + select the best cherries for us to enjoy! Watch below to better understand the labor of love put into this delicious #fruit. bit.ly/3fVnhP6 @thefarmgirlchef #haveaplant

20w

338 views

JUNE 24

Add a comment... Post



RECALIBRATED AT RETAIL IN A VIRTUAL WORLD

Proving their flexibility, retailers quickly shifted to virtual health and wellbeing programs in 2020. Fruits and vegetables were front and center in these promotions as consumers stocked their kitchens with canned and frozen options and bought fresh produce as a way to support immune health.

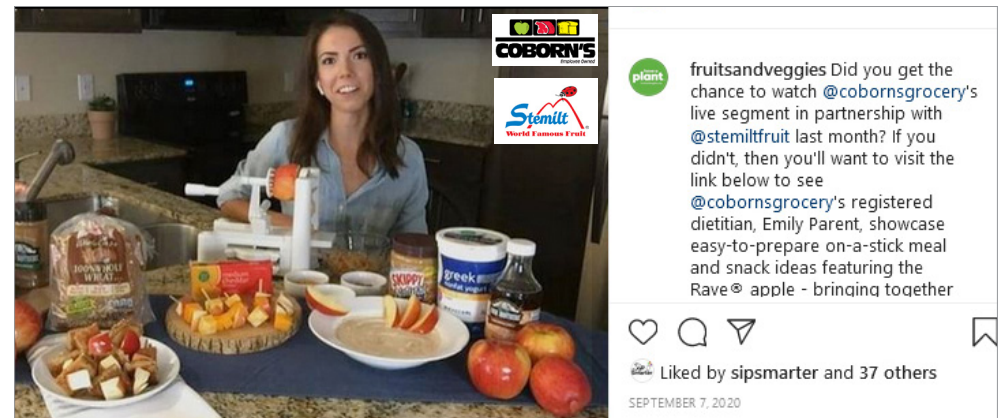


PBH Powerful Produce Pairings promotions at Weis Markets, Coborn's and Schnuck's Markets reached more than 425,000 shoppers and consumers.

PBH partnered with Redner's Markets on an in-store signage campaign to capitalize on fruits' and vegetables' important role in immune health. A Facebook Live with Weis Markets brought the field — actually the grove and the bog — to shoppers with growers sharing the agriculture origins and growing process for the Cranberry Marketing Committee and the California Walnut Board.

A PBH Powerful Produce Pairing campaign at Coborn's showcased how health and wellness is now being integrated into e-commerce, with banner ads for healthier choices like Stemilt Growers' Rave® apples.

Hannaford Supermarkets optimized their in-store communication on fruits and vegetables as a part of a National Fruits & Veggies Month and National Family Meals Month™ campaign through end cap header signs and new Healthy Picks signs, highlighting plant-powered items in 100 stores.



UNITING INDUSTRY, INFLUENCERS & CONSUMERS FOR NATIONAL FRUITS & VEGGIES MONTH



HAVE A PLANT[®]
NATION

September is National Fruits & Veggies Month (NFVM), a month-long celebration of fruits and veggies! The 2020 theme was Have A Plant[®] Nation — celebrating the diverse ways we uniquely enjoy fruits and vegetables across the nation while also inspiring greater connectivity and unity.



**SEPTEMBER IS NATIONAL
FRUITS & VEGGIES
MONTH** #HAVEAPLANTPLEDGE
#HAVEAPLANT #NFVM2020

The month-long Have A Plant[®] Nation celebration generated nearly 75 million impressions via traditional and social media channels.

Have A Plant[®] Nation highlighted how, at a time when people were craving togetherness and unity, fruit- and veggie-filled meals could be the catalyst for: inspiring greater family connections; celebrating the diverse ways we uniquely enjoy foods across the nation; improving public health for all Americans; and elevating how industry (both produce as well as non-produce) and influencers can come together to advocate for more fruits and veggies at every meal and snack occasion, for every person — and much more!

EXTENDED THE HAVE A PLANT® MOVEMENT DURING NATIONAL FRUITS & VEGGIES MONTH

Generating Buzzworthy Media Coverage

Have A Plant® Nation resonated with consumers and media alike. 59 million impressions were generated from a consumer-facing media National Fruits & Veggies Month wire release announcing the campaign launch with pickup in top-tier outlets like *Business Insider* and *MorningStar*. Additionally, buzzworthy National Fruits & Veggies Month coverage was shared by notable trade outlets including *The Packer*, *And Now U Know* and *Produce Blue Book*.

The PBH | FMI Foundation partnership reached millions of shoppers and consumers during National Fruits & Veggies Month in September.



Staying Strong With Family Meals

For a second year, PBH was awarded a Gold Plate Award as a Community Partner for our work promoting family meals in partnership with the FMI Foundation's National Family Meals Movement. The partnership campaign, *Staying Strong With Family Meals*, consisted of a dedicated content series on fruitsandveggies.org, promotional graphics, and promotion in e-newsletters and on social media. The PBH | FMI Foundation partnership reached millions of shoppers and consumers during National Fruits & Veggies Month in September. Trade media coverage announcing the PBH | FMI Foundation partnership alone reached a potential 73,000 individuals.

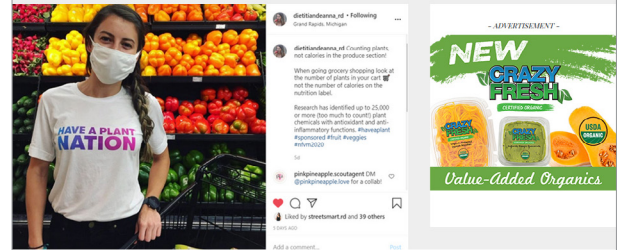
Produce For Better Health Foundation Launches A Plant-Packed Party For National Fruits & Veggies Month With Have A Plant® Nation Campaign
By: Produce For Better Health Foundation via PR Newswire August 31, 2020 at 09:00 AM EDT

BRENTWOOD, Mo., Aug. 31, 2020 /PRNewswire/ -- The Produce for Better Health Foundation (PBH) is celebrating the second annual National Fruits & Veggies Month (NFVM) campaign, a month-long celebration of the flavors and good feelings that come along with them. As our country navigates the challenges of the COVID-19 pandemic, a simple reason to come together: having fun with fruits and veggies for happier, healthier lives. "We encourage everyone to eat enough fruits and vegetables, eating more plant-powered meals needs to be a priority for everyone."



THE PRODUCE NEWS

FOUNDED IN NYC • 1897



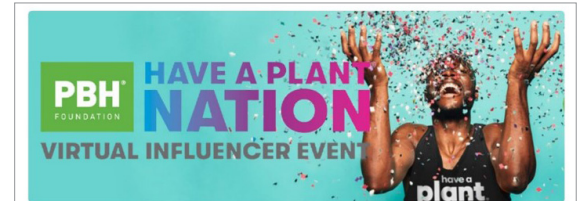
PBH's National Fruits & Veggies Month campaign a success

PBH outlines National Fruits & Veggies Month plans

Aug 26, 2020 by Tom Karst · #Produce (General), #FMI, #Produce Retail

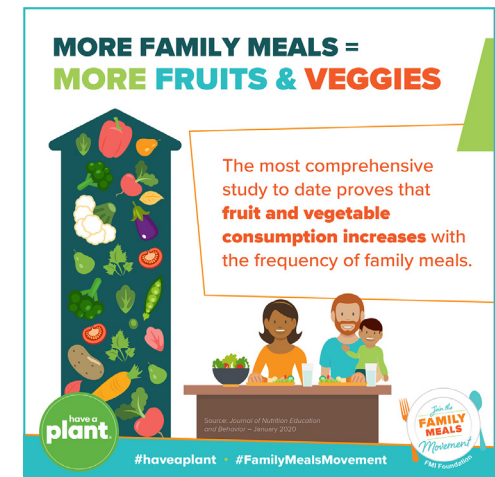


Have A Plant Nation is the theme of September's Produce for Better Health Foundation's second annual National Fruits & Veggies Month campaign.



Produce For Better Health Foundation Announces New Virtual Influencer Event

Stay in the know, subscribe to our weekday newsletter:
email address



DELIVERED ACTIONABLE SOLUTIONS DURING THE HAVE A PLANT[®] NATION VIRTUAL INFLUENCER EVENT



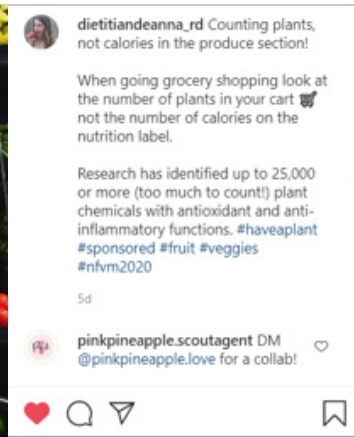
“The PBH Have a Plant[®] Nation Virtual Influencer Event is an incredible opportunity to engage with passionate fruit and vegetable communicators!”

- Jeff Scramlin, President, HZPC Americas Corp

PBH closed out National Fruits & Veggies Month with our first-ever virtual influencer event held September 29-30, 2020. Fifty-plus VIPs spanning retail, foodservice and social media influencers met with select sponsors, satisfying the strong desire for meaningful, memorable connectivity. According to those who attended, this event provided stimulating education and actionable solutions with a keen focus on inspiring consumers’ fruit and vegetable consumption. Interactive sessions and experiential tasting experiences, balanced with crucial conversations on food safety and the state of consumers’ consumption habits provided unique opportunities to learn from one another’s experiences and perspectives – ultimately inspiring action among attendees.

“... one of the Retail Dietitians went back and talked to her Buyer. Her Buyer then called his Chelan Fresh sales person and said “why did she get SugarBee[®] before I did and the stores did?” Great affirmation for us that Retail RD’s do talk to Retail Buyers.”

- Lorinda Oscarson, Marketing Coordinator, Chelan Fresh



Social media posts from 50+ attending influencers’ handles generated nearly 1 Million impressions during the 2-day event.





Panelists in PBH's Have A Plant Nation Virtual Influencer Event closing session included (from top left to right to middle and bottom rows): Karen Caplan, CEO & President, Frieda's, Inc.; Michael Castagnetto, President, Robinson Fresh; Herman Verveld, Chief Commercial Officer, HZPC; Mark Campion, President, Taylor Farms Retail, Inc.; Wendy Reinhardt Kapsak, President & CEO, PBH; Marty Ordman, Marketing & Communications Consultant, Dole Packaged Foods, LLC; Harry Overly, President & CEO, Sun-Maid Growers of California; and Bil Goldfield, Director of Corporate Communications, Dole Food Company & PBH Chairman of the Board

The closing session, titled *Lead The Change from Seed to Plate: Produce Industry Leader Insights and Inspiration*, included industry titans and trailblazers who shared their thoughts on how influencers can make a difference in closing the consumption gap and truly changing behavior. Led by PBH President & CEO, Wendy Reinhardt Kapsak, MS, RDN, the conversation was dynamic, authentic and packed with candor.

"Imagine a world where everyone is eating more fruits and vegetables. The time is now – this is our moment – where we can truly make a difference and help increase consumption. But we can only do it together."

- Bil Goldfield, Director of Corporate Communications for Dole Food Company and PBH Chairman of the Board



UNITING THE PRODUCE INDUSTRY TO ELEVATE FRUIT & VEGETABLE CONSUMPTION

In June, PBH announced its multi-year, cross-sector Lead The Change Movement. This vision for the future unified produce industry stakeholders and food system thought leaders to close the consumption gap and develop innovative, behavior-based solutions that help people enjoy more fruits and vegetables for happier, healthier lives. We were urged by our members to create a strategic framework that roots the call-to-action in research, and builds upon the values of the fruit and vegetable industry. The Lead The Change Movement is designed to speak with:

One Purpose: PBH initiated the next iteration of its best-in-class fruit and vegetable consumption research, also known as *PBH's 2020 State of the Plate: America's Fruit & Vegetable Consumption Trends* to identify and elevate new fruit and vegetable consumption behaviors as a national priority.

One Voice: PBH began convening a multi-sector coalition of influential stakeholders, thought leaders and academic experts as an innovation forum to identify ideas and inspire solutions to help consumers.

One Call-to-Action: PBH and coalition members will convene multi-sector food system thought leaders at the first-ever national consumption summit, to build sector-based solutions and generate a unified call-to-action for lasting behavior change. The summit will showcase research insights and coalition member efforts.



The following industry agents of change have demonstrated their commitment to fruit and vegetable consumption, as well as America's health and happiness by contributing to this pivotal initiative.

American Frozen Food Institute

American Beverage Association

Bayer

California Avocado Commission

California Walnut Board and Commission

Chelan Fresh

Del Monte Foods, Inc.

Del Monte Fresh Produce N.A., Inc.

Dole Food Company, Inc.

Dole Packaged Foods, LLC

Duda Farm Fresh Foods, Inc.

Florida Fruit and Vegetable Association

HZPC Americas Corp.

Juice Products Association

Kellogg Company

Naturipe Farms, LLC

Potatoes USA

Produce Marketing Association

Red Sun Farms

Robinson Fresh

Seneca Foods Corporation

Stemilt Growers, LLC

Sunkist Growers, Inc.

Sun-Maid Growers of California

The Wonderful Company

United Fresh Produce Association

Ventura Foods/Marie's

Western Growers

KEEPING FRUITS & VEGETABLES **AT** **THE FOREFRONT** OF DIETARY GUIDANCE



PBH President & CEO Wendy Reinhardt Kapsak, MS, RDN

PBH continued to proactively engage in advancing the role that fruits and vegetables play in improving America's health. To this end, Wendy Reinhardt Kapsak, MS, RDN, PBH President & CEO, participated in the process to inform the 2020-2025 Dietary Guidelines for Americans (DGA). On behalf of PBH, Wendy provided both written and oral comments to the U.S. Departments of Agriculture (USDA) and Health and Human Services (HHS), in response to the Dietary Guidelines Advisory Committee (DGAC) scientific report.

PBH focused on three recommendations:

- 1.** The DGA should elevate and emphasize the importance of fruit and vegetable consumption by stressing that all forms of fruits and vegetables — fresh, frozen, canned, dried and 100% juice — count toward achieving daily goals; highlighting the importance of introducing fruits and vegetables early and often to develop lasting consumption habits; and demonstrating and acknowledging that eating more fruits and vegetables is the single most important action Americans can take to improve health.
- 2.** The DGA should advocate for and adopt realistic programs and initiatives to improve diet quality as well as increase fruit and vegetable intake and access by meeting consumers where they are and focusing on the 'why and how' of fruits and vegetables; showcasing how fruits and vegetables can be easily added to popular dishes and/or commonly-consumed foods/food groups; and using social-ecological models to identify places in which fruit and vegetable opportunities exist, including throughout government programs, research, education, etc.
- 3.** The DGA should better highlight the nutrition and well-being benefits of fruits and vegetables as well as identify effective behavior change approaches to increase fruit and vegetable intakes. For example, science identifying bioactive components in fruits and vegetables as well as behavioral science on food selection, purchasing decisions and habit formation should be examined and included. The USDA Agricultural Research Service research on 'carrier foods' and best practices to create new fruit and vegetable habits should also be considered.

DIGGING DEEPER INTO FRUIT & VEGETABLE HABITS

USED BEHAVIORAL SCIENCE TO IDENTIFY EXISTING CONSUMER HABITS & PREDICT FUTURE ONES

Americans generally know and believe that they should be eating more fruits and vegetables. However, people are not doing what they know they should do, a common challenge PBH Chief Behavioral Scientist, Jason Riis, PhD, calls the “intention-action gap”. One of the most effective, and long-lasting ways to close that gap is to make a behavior easy. And one of the easiest ways to do that is to help people create a habit around that desired behavior.

In 2020, Dr. Riis helped PBH dissect the components of a habit so that we could best understand how to help consumers form new fruit and vegetable habits.

In 2020, Dr. Riis collaborated with leading habit researcher, Dr. Wendy Wood, along with several other prominent behavioral as well as food and nutrition scientists to form the PBH Scientific Advisory Council. This council was formed, in part, to help identify ways the COVID-19 pandemic has impacted habit in both the short term and the long term.

The PBH Scientific Advisory Council continues to explore questions such as:

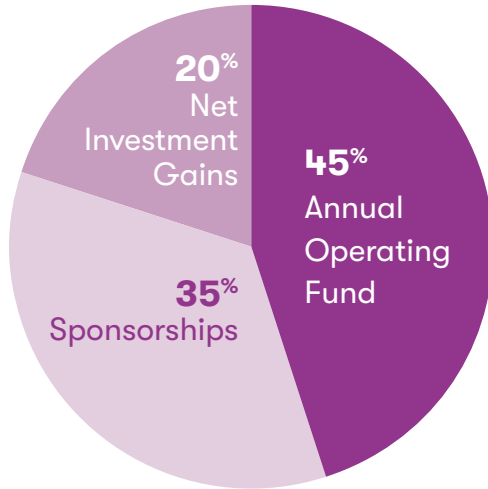
- *How did the disruption of COVID-19 change fruit and vegetable habits among consumers?*
- *Which of these habit changes are temporary and which of them will persist past the pandemic?*
- *How can we take advantage of this disruption in daily life to promote new fruit and vegetable habits?*

Dr. Riis and PBH President & CEO Wendy Reinhardt Kapsak, MS, RDN first presented these concepts as part of a featured session titled *Delivering on Consumer Desires & Demands To Create New Fruit & Vegetable Consumption Habits* during the 2020 United Fresh Convention & Expo.

PBH’s focus on habit formation will continue in full force in 2021 and beyond. The questions Dr. Riis and the PBH Scientific Advisory Council are asking will help PBH and its members identify the consumer trends that will be short-lived and the consumer habits we will be in a position to influence, as we move beyond the pandemic.

2020 FINANCIAL REVIEW

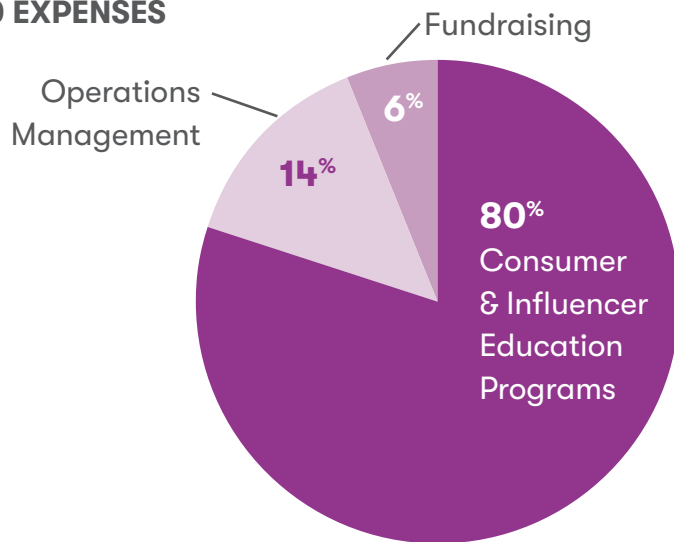
2020 INCOME



Produce for Better Health Foundation ended 2020 in a solid financial position. The Foundation's balance sheet reflects total assets of \$4.9 million and total liabilities of \$1.1 million. Total net assets of \$3.8 million will help ensure the stability of the Foundation for the future.

Total 2020 Budget: \$2.9 million (audited)

2020 EXPENSES



PBH 2020 AWARDS & RECOGNITION

The Produce for Better Health Foundation (PBH) wants to recognize those who demonstrated their commitment to improving fruit and vegetable consumption – one of the industry’s most complex and challenging issues – in 2020, during one of the most unique years in American history. In a year that presented uncertainties for all, industry challenges, consumer fears and confusion as well as a heightened emphasis on health and well-being, PBH’s members, influencers, partners and supporters were able to rise up and deliver hope and inspiration with the world’s most precious plants – fruits and vegetables.

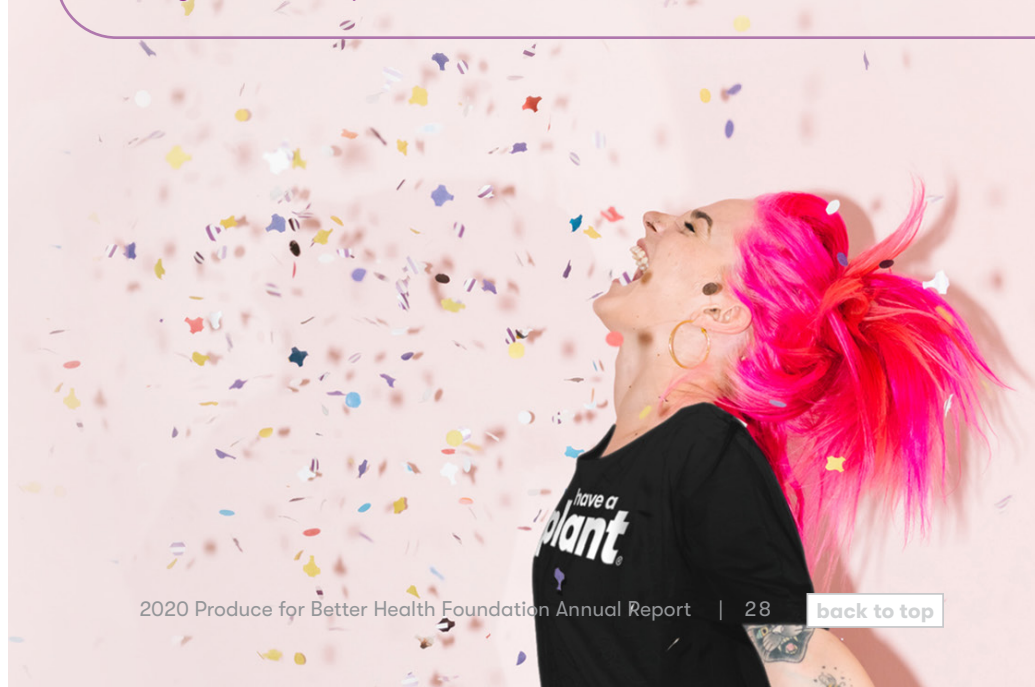
2020 PBH MEMBERS

PBH would like to recognize every single one of its 2020 Members for their contributions, which clearly demonstrate their commitment to advancing fruit and vegetable consumption in America. As a 501(c)3 non-profit organization, every single dollar counts when it comes to funding research necessary to impact consumption behaviors; implementing live and virtual influencer education and training; and reaching millions of consumers with daily fruit and veggie inspiration through our award-winning Have A Plant® Movement.



“We want to recognize the unwavering commitment of the PBH Board of Trustees, executive officers, ambassadors, supporters and partners. Those who supported consumption, whether it was through their direct monetary or in-kind contributions to PBH, or those who volunteered their time to create content that drove positive changes in fruit and vegetable consumption behaviors, all should be recognized.”

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



Specifically, PBH would like to recognize the following individuals and organizations for serving as fruit and vegetable consumption change agents in 2020:

2020 PBH EXECUTIVE OFFICERS



Bil Goldfield
Chairman of the Board
Dole Food Company, Inc.



Matt Middleton
Vice Chairman of the Board
Ventura Foods



CarrieAnn Arias
Secretary & Treasurer
Naturipe Farms, LLC



Roger Pepperl
Serving Past Chairman
Stemilt Growers LLC

“Our Members are truly the magic behind the Have A Plant® Movement, and their commitment to fruit and vegetable consumption during a challenging year will certainly make an everlasting impact.”

-Sharese Roper, PBH Member Engagement Director

THE LEAD THE CHANGE MOVEMENT 2020 INDUSTRY AGENTS OF CHANGE

- American Beverage Association
- American Frozen Food Institute
- Bayer
- California Avocado Commission
- California Walnut Board and Commission
- Chelan Fresh
- Del Monte Foods, Inc.
- Del Monte Fresh Produce N.A., Inc.
- Dole Food Company, Inc.
- Dole Packaged Foods, LLC
- Duda Farm Fresh Foods, Inc.
- Florida Fruit and Vegetable Association
- HZPC Americas Corp.
- Juice Products Association
- Kellogg Company
- Naturipe Farms, LLC
- Potatoes USA
- Produce Marketing Association
- Red Sun Farms
- Robinson Fresh
- Seneca Foods Corporation
- Stemilt Growers LLC
- Sunkist Growers, Inc.
- Sun-Maid Growers of California
- The Wonderful Company
- United Fresh Produce Association
- Ventura Foods/Marie’s
- Western Growers

PBH would also like to recognize industry as well as its influencer Ambassadors for their in-kind support of PBH and helping us connect the produce industry directly with consumers and influencers.

2020 INDUSTRY IN-KIND SUPPORTERS

Blue Book Services, Inc.

Google Ads

Joe Produce

The Packer

Produce Business

The Produce News

Southeast Produce Council

United Fresh Produce Association

“PBH remains steadfast in its commitment to being the partner of choice for extending marketing dollars to reach consumers and influencers directly. The fact that the Have A Plant® Movement reached more than 700 Million consumers in 2020 — tripling its reach since its inception in 2019 — demonstrates that the message is resonating, and we couldn’t have done this without the support of our media partners, influencer volunteers and industry colleagues helping us spread the #haveaplant love.”

-Katie Calligaro, PBH Marketing & Communications Director

2020 PBH FRUIT & VEGETABLE AMBASSADORS IN ACTION (FVAA) NETWORK VOLUNTEERS

Dr. Joan Salge Blake, *SpotOn! Podcast*

Leslie Bonci, *Active Eating Advice*

Kristen Carli, *Mostly Green*

Neva Cochran, *Eating Beyond the Headlines*

Beau Coffron, *Lunchbox Dad*

Stephen & Elise Compston, *Straight Outta Compston Kitchen*

Andrew Dole, *Body Fuel*

Mandy Enright, *Mandy Enright The Food & Movement Dietitian*

Abbie Gellman, *Chef Abbie Gellman*

Cara Harbstreet, *Street Smart Nutrition*

Dayle Hayes, *School Meals That Rock*

Kelly Jones, *Kelly Jones Nutrition*

Andrea Mathis, *Beautiful Eats and Things*

Megan McCarthy, *Edible Garden Chef/Founder of Healthy Eating 101*

Nicole Rodriguez, *Enjoy Food Enjoy Life*

Sarah Schlichter, *Bucket List Tummy*

Kelli Shallal, *Hungry Hobby*

Lori Taylor, *The Produce Moms*

Jonathan Valdez, *Genki Nutrition*

Manuel Villacorta, *Manuel Villacorta*

Elisabeth Watkins, *Farm Girl Chef*

Liz Weiss, *Liz’s Healthy Table*

PBH also created unique partnerships in 2020, which advanced the Have A Plant® Movement by bringing consumers real solutions to eating more fruits and vegetables with other powerful nutrient-rich foods. In addition, aligning with like-minded organizations with similar goals also advanced the fruit and vegetable consumption narrative focused on eating more for better health and happiness.

PBH would also like to recognize the following organizations for their partnerships in 2020:

Brighter Bites

Egg Nutrition Center (ENC)

FMI Foundation and the Family Meals Movement

MyPlate – United States Department of Agriculture (USDA)/
Food and Nutrition Services (FNS)/Center for Nutrition Policy and
Promotion (CNPP)

National Cattleman's Beef Association (NCBA)

National Dairy Council (NDC)



PBH EXECUTIVE COMMITTEE AND BOARD OF TRUSTEES

2020 EXECUTIVE COMMITTEE

OFFICERS

Bil Goldfield

Chairman of the Board
Dole Food Company, Inc.

Matt Middleton

Vice Chairman of the Board
Ventura Foods

CarrieAnn Arias

Secretary/Treasurer
Naturipe Farms, LLC

Roger Pepperl

Serving Past Chair
Stemilt Growers LLC

AT-LARGE MEMBERS

Kathy Smith

Bayer Crop Science

Kimberely Challoner

Seneca Foods Corporation

Dionysios Christou/Elana Gold

Del Monte Fresh Produce N.A., Inc.

Brittni Furrow

Ahold USA

Desiree Olivero

Wakefern Food Corporation

Jason Osborn

The Wonderful Company

Garland Perkins

The Oppenheimer Group

Teri Rose

The Kroger Company

Nichole Towell

Duda Farm Fresh Foods, Inc.

2020 BOARD OF TRUSTEES

Brittni Furrow

Ahold USA

Tracey Halliday

American Beverage Association

Adrienne Seiling

American Frozen Food Institute

Nick Hammer

Ardagh Metal Packaging
USA Inc.

Andrew Burchett

Bayer Crop Science

Leah Halverson

Black Gold Farms, Inc.

Angela Fraser

California Avocado
Commission

Scott Horsfall

California Leafy Greens
Marketing Agreement

Chris Christian

California Strawberry
Commission

Michelle Connelly

California Walnut Board

Lindsay Watts

Campbell Soup Company

Mac Riggan

Chelan Fresh Marketing

Jen Reiner

Del Monte Foods, Inc.

Dionysios Christou

Del Monte Fresh Produce
N.A., Inc.

Bil Goldfield

Dole Food Company, Inc.

Hannah Judah

Dole Packaged Foods, LLC

continued on the next page

Board of Trustees continued

Frances Dillard

Driscoll's, Inc.

Nichole Towell

Duda Farm Fresh Foods, Inc.

Tori Rumenik

Florida Fruit & Vegetable Association

Greg Meeker

HZPC Americas Corp.

Diane Welland

Juice Products Association

David Grotto

Kellogg Company

Peter Steinbrick

Melissa's Produce, Inc.

CarrieAnn Arias

Naturipe Farms, LLC

Christina Khoo

Ocean Spray Cranberries, Inc.

Jodi Green

Okanagan Specialty Fruits

Julia Smith

Oregon Fruit Products Company

Tami Iverson

Pacific Coast Producers

Kathy Stephenson

Pear Bureau Northwest

Jill Rittenberg

Potatoes USA

Richard Owen

Produce Marketing Association

Leona Neill

Red Sun Farms

Chad Johnson

Robinson Fresh

Kimberely Challoner

Seneca Foods Corporation

Roper Pepperl

Stemilt Growers LLC

Christina Ward

Sunkist Growers, Inc.

Jackie Grazier

Sun-Maid Growers of California

Bruce Taylor

Taylor Farms

Bridget Wojciak

The Kroger Company

Alissa Dillon

The Morning Star Company

Garland Perkins

The Oppenheimer Group

Jason Osborn

The Wonderful Company

Kasey Cronquist

U.S. Highbush Blueberry Council

Tom Stenzel

United Fresh Produce Association

Matt Middleton

Ventura Foods

Desiree Olivero

Wakefern Food Corporation

Ari Ben-Canaan

Welch's

Dave Puglia

Western Growers



2020 PBH MEMBERS

January 1, 2020 through December 31, 2020.

Includes organizations that make annual contributions and provide support with sponsorships.
Does not include gifts in-kind.

\$50,000+

Bayer Crop Science
California Walnut Board
Del Monte Fresh Produce N.A., Inc.
Dole Packaged Foods, LLC
Produce Marketing Association
Stemilt Growers LLC
Taylor Farms
The Wonderful Company

\$25,000+

California Avocado Commission
California Leafy Greens Marketing Agreement
California Strawberry Commission
Chelan Fresh Marketing
Del Monte Foods, Inc.
Dole Food Company, Inc.
Duda Farm Fresh Foods, Inc.
Florida Fruit & Vegetable Association
HZPC Americas Corp.
Juice Products Association
Kellogg Company
Naturipe Farms, LLC
Pacific Coast Producers
Seneca Foods Corporation
Sunkist Growers, Inc.
Sun-Maid Growers of California
Ventura Foods

\$15,000+

Ahold USA
Ajinomoto North America, Inc.
American Beverage Association
Ardagh Metal Packaging USA Inc.
Campbell Soup Company
Corteva Agriscience
Driscoll's, Inc.
Egg Nutrition Center
Melissa's Produce, Inc.
National Cattlemen's Beef Association
Ocean Spray Cranberries, Inc.
Potatoes USA
Red Sun Farms
Robinson Fresh
The Morning Star Company
U.S. Highbush Blueberry Council
United Fresh Produce Association
Western Growers

\$5,000+

Alsum Farms & Produce, Inc.
American Frozen Food Institute
Black Gold Farms, Inc.
California Cantaloupe Advisory Board
California Prune Board
Chilean Fresh Fruit Association
Coastline Family Farms
Colorado Potato Administrative Committee
Cranberry Marketing Committee
Gold Coast Packing, Inc.
McCormick Science Institute
Michigan Apple Committee
Monterey Mushrooms, Inc.
Okanagan Specialty Fruits
Oneonta Starr Ranch Growers
Oregon Fruit Products Company
Pacific Northwest Canned Pears
Pear Bureau Northwest
PepsiCo
Ruiz Sales, Inc.
Sakata Seed America, Inc.
Subway
Sysco / FreshPoint
T&G
The Oppenheimer Group
Welch's

UP TO \$5,000

Affiliated Foods, Inc., Texas
American Mushroom Institute
Amigo Farms, Inc.
Ammac 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.
BelleHarvest Sales, Inc.
Big Chuy Distributors & Sons
Big Y Foods, Inc.
Blue Book Services, Inc.
Bozzuto's, Inc.
Braga Fresh Family Farms
Bushwick Commission Company, Inc.
Calavo Growers, Inc.
California Date Administrative Committee
California Fresh Carrot Advisory Board
California Fresh Fruit Association
California Table Grape Commission
Chestnut Hill Farms
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
D'Arrigo Brothers Company of New York, Inc.
David J. Elliot & Sons
Deardorff Family Farms
Donelan's Supermarkets
Eagle Eye Produce
F.C. Bloxom Company
Faribault Foods, Inc.
Farmer's Daughter Consulting
Fowler Bros. Inc.
Fresh Origins
Fruit Growers Marketing Association
George Perry & Sons, Inc.
Georgia Fruit & Vegetable Growers Association
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.

UP TO \$5,000 CONTINUED

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.
Key Food Stores Cooperative, Inc.
King Fresh Produce, L.L.C.
Kingdom Fresh Produce, Inc.
K-VA-T Food Stores, Inc.
Leitz Farms, L.L.C.
LGS Specialty Sales, Ltd.
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.
Mucci International Marketing Inc.
Mushroom Council
National Produce Consultants, Inc.
New York Apple Association, Inc.

New York Apple Sales, Inc.
North Bay Produce, Inc.
Peri & Sons Farms, Inc.
Peter Condakes Company, Inc.
Phillips Mushroom Farms
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
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.
Sun Belle, Inc.
Sunsweet Growers, Inc.
Sunview Marketing International
Talley Farms, Inc.
Tastyfrutti International, Inc.
The Kroger Company
The Packer
The United Family
The United States Sweet Potato Council, Inc.
Times Super Markets
Tomato Products Wellness Council
Tops Markets, L.L.C.
Trigs Supermarkets
Vacaville Fruit Company, Inc.
W.J.L. Distributors, Inc.
Wakefern Food Corporation
Walter P. Rawl & Sons, Inc.
Washington State Potato Commission
Wawona Frozen Foods, Inc.
Wegmans Food Markets
Weis Markets, Inc.
Western Precooling Systems
Wholesale Produce Supply Company, Inc.
Wholly Guacamole
Wish Farms
Zespri Kiwifruit

GIFTS IN-KIND

Includes organizations that provided gifts in-kind January 1 - December 31, 2020

\$200,000+

Google Ads

\$50,000+

Blue Book Services, Inc.

The Packer

Produce Business

The Produce News

UP TO \$10,000

Joe Produce

Southeast Produce Council

United Fresh Produce Association



THE PBH TEAM



Wendy Reinhardt Kapsak, MS, RDN
President & CEO



Carrie Casey
Finance & Operations Senior Director



Katie Calligaro
Marketing & Communications Director



Candice Gordon
Digital Marketing & Communications
Manager



Allison Kissel
Operations Coordinator



Sharese Roper
Member Engagement Director



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



Shelly Maniscalco, MPH, RD
Food & Nutrition Communications
Specialist



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



Jason Riis, PhD
Chief Behavioral Scientist



Taylor Wallace, PhD, CFS, FACN
Chief Food & 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 HAVE A PLANT® AMBASSADOR

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