



PBH[®]

**PRODUCE FOR
BETTER HEALTH**
FOUNDATION

2021 ANNUAL REPORT

ABOUT THE PRODUCE FOR BETTER HEALTH FOUNDATION

The Produce for Better Health Foundation (PBH) is THE ONLY 501(c)(3) non-profit organization dedicated to increasing consumption of all fruits and vegetables for America's health and happiness.

Since 1991, PBH has invested in developing trended insights on attitudes toward all forms of fruit and vegetable consumption, in addition to campaigns and partnerships with government, food industry stakeholders, health professionals and other thought leaders to collaborate, facilitate and advocate for increased intake. Campaigns included first, the 5-A-Day program, and then, the Fruits & Veggies—More Matters public health initiative. While five fruits and vegetables each day is great advice, and more will always matter, PBH's new behavior-based call-to-action is Have A Plant®. Rooted in behavioral science, PBH's transformative and award-winning Have A Plant® Movement is an invitation that will inspire people with compelling reasons to believe in the powerful role fruits and vegetables can play to create happy, healthy and active lives.

PBH is also responsible for the Lead The Change Collaborative Consumption Campaign – 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, and, most importantly, its innovative members and partners, to lead a call-to-action for addressing the global fruit and vegetable consumption crisis. The initiative includes research, thought leadership and communication platforms to ensure stakeholders speak with One Purpose, One Voice and One Call-to-Action for maximum impact. For more information about the Lead The Change campaign visit: www.fruitsandveggies.org/lead-the-change.

PBH®

**PRODUCE FOR
BETTER HEALTH
FOUNDATION**



CLICK TO NAVIGATE

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**In 2021, we worked tirelessly
to Increase Fruit & Vegetable
Consumption in America.**

A ROADMAP FOR INCREASING CONSUMPTION

The work we do to advance fruit and vegetable consumption is not always easy. However, it's extremely important for the health of our businesses, organizations and the collective industry, as well as for public health across our nation. And all of us at the Produce for Better Health Foundation (PBH) are more energized and more focused than ever, leaning into our commitment to improve fruit and vegetable consumption behaviors. Here's a quick snapshot of what we've been doing.

Research & Consumer Insights Drove Behavior Change

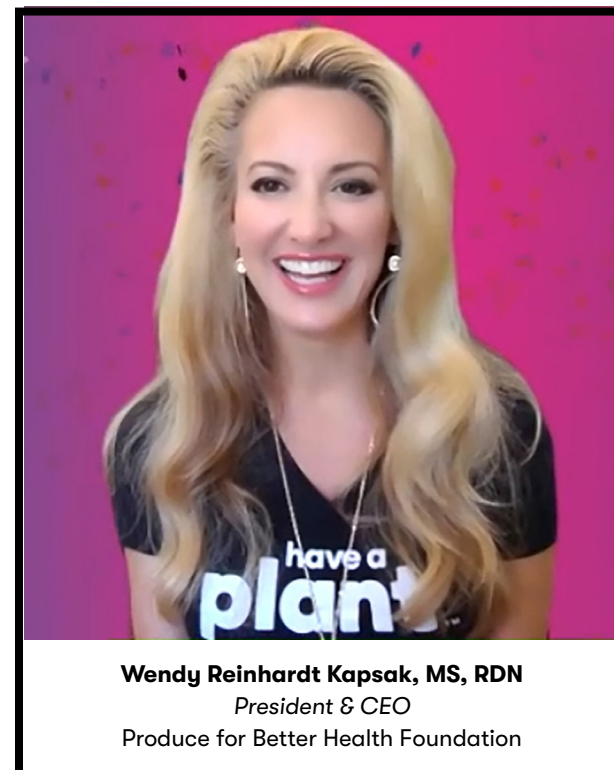
Together, along with partners across the produce value chain, we commissioned and published the *State Of The Plate: America's Fruit & Vegetable Consumption Trends* research study. The research report looks at Americans' meal and snacking patterns and unveils insights we can use to prompt more people to eat more fruits and vegetables more often. In 2022, we'll be sharing a follow-up study examining behaviors that can build better fruit and vegetable habits. We look forward to working with our partners to develop messages informed by this research to help consumers eat more fruits and vegetables every day.

The Have A Plant[®] Movement & Influencer Network Inspired Consumers

The award-winning Have A Plant[®] Movement continues to grow and reach hundreds of thousands of consumers every day with the message that fruits and vegetables are delicious, fun and cool. To ensure continued momentum, we have also engaged hundreds of influencers to serve as Have A Plant[®] Ambassadors. PBH's Have A Plant[®] Influencer Network has helped grow our reach in supermarkets and restaurants as well as on social media, inspiring consumers to enjoy fruits and vegetables for better health and greater happiness.

Bold Thought Leadership Elevated Fruit & Vegetable Consumption As A National Priority

Finally, we've been working with national partners such as the United States Department of Agriculture, Centers for Disease Control and Prevention, National Institutes of Health and many other like-minded organizations to create the National Fruit & Vegetable Consumption Coalition and to elevate fruit and vegetable consumption as a national priority. We'll be working closely with our partners in 2022 on planning the 2023 National Fruit & Vegetable Consumption Summit to showcase ways every



Wendy Reinhardt Kapsak, MS, RDN
President & CEO
Produce for Better Health Foundation

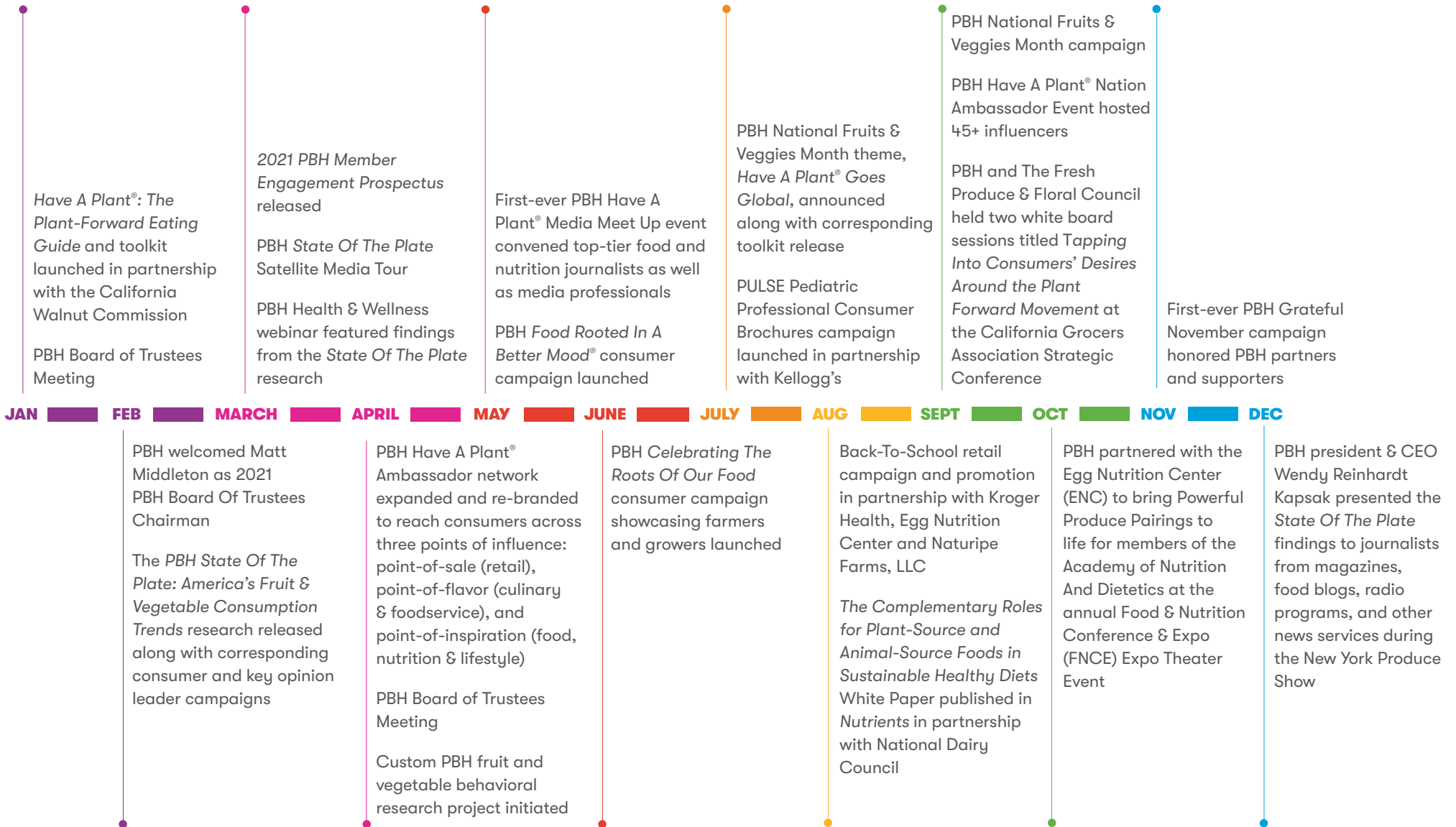
sector can join forces with PBH to increase fruit and vegetable consumption. We look forward to you joining us in this effort! TOGETHER, we are creating happier, healthier lives with fruits and vegetables!

Sincerely,

Wendy Reinhardt Kapsak, MS, RDN

Wendy Reinhardt Kapsak, MS, RDN
President & CEO
Produce for Better Health Foundation

2021 PBH KEY MILESTONES & SUCCESSES



Ongoing PBH partner engagement and strategic counsel, PBH influencer engagement, PBH digital ecosystem optimization and media relations

2021 PBH MEDIA HIGHLIGHTS



Produce For Better Health Foundation Delivers Meaningful & Memorable Connectivity to Inspire Consumer Fruit & Vegetable Consumption Behaviors



PBH HAVE A PLANT NATION The Celebratory Finale Of National Fruits & Veggies Month



PBH reveals the key to being happy

By Maggie Hanna, video and social media editor
September 30, 2021



Kroger PRODUCE FOR BETTER HEALTH FOUNDATION **ENC** EGG NUTRITION CENTER

Back-to-School PROMOTION

Kroger Partners With Naturipe Farms, Produce For Better Health, and More for Back-to-School Promotion; Bridget Wojciak and Wendy Reinhardt Kapsak Share

Monday, Aug. 9th, 2021




Wendy Reinhardt Kapsak
Updated: Mar. 10, 2021 at 9:30 AM PST

PAYTON WALKER WENDY REINHARDT KAPSAK

TENNESSEE VALLEY LIVING

BENEFITS OF FRUITS AND VEGETABLES



Blue Book Services
Credit Rating & Marketing Information for the Produce Industry

PBH's The State of the Plate: New Research Reveals America's Fruit & Vegetable Consumption Is Eroding

February 23, 2021 - General News

Print Email Facebook Twitter Plus



PBH releases the 2020 State of the Plate

COVERING THE FRESH PRODUCE SUPPLY CHAIN

MORE VIDEOS today by Wendy Reinhardt Kapsak, president and CEO of PBH. And

0:03 / 7:09


supermarket PERIMETER

Companies Departments Operations Commissaries Advertising Subscribe

Report: Produce consumption falls 3% in past five years



PBH STATE OF THE PLATE
America's Fruit & Vegetable Consumption Trends



Produce For Better Health Foundation Introduces Largest Have A Plant Influencer Network

10/15/2021

Retail leaders include dietitians from Albertsons, Ahold Delhaize USA, Big Y and Weis Markets

The Packer News Markets Weather Opinion Topics Events Video

INDUSTRY

Produce for Better Health Foundation reaches millions with National Fruits and Veggies Month



IMPACT PODCAST CHALLENGE SELECT & STORE

EPISODE 116: WENDY REINHARDT KAPSAK

By Lori Taylor



NATIONAL FRUITS AND VEGGIE MONTH

prepared FOODS


TRENDS PRODUCTS INGREDIENTS FORMULATION BETTER FOR YOU FOOD MASTER MEDIA MORE EHACAZINE

Home - New Research Reveals America's Fruit & Vegetable Consumption is Eroding

Retail Market Trends Ingredients 2021 Food and Beverage Trends Fruit, Vegetable & Plant

New Research Reveals America's Fruit & Vegetable Consumption is Eroding

Produce for Better Health Foundation's ongoing study shows fruit and vegetable consumption has declined nearly 10%



OOPS, I BIT IT AGAIN



Sports Entertainment COVID Economy Politics/Policy Education Health&Fitness Technology

Fruits And Veggies Get An A+ This School Year

By jinesw@opera.com | 8 months ago



have a plant SEPTEMBER IS NATIONAL FRUITS & VEGGIES MONTH

producebusiness
MARKETING • MERCHANDISING • MANAGEMENT • PROCUREMENT

FOOD COVER STORY!

Rally Around Immunity: The Produce Powerhouse

BY CAROL M. BAREUTHER FEBRUARY 1, 2021


IMMUNITY - WHAT YOU CAN SAY AND NOT SAY



Right now, more than ever, we're convinced of the importance of strengthening our immune systems. As only one out of 10 adults in the U.S. says their daily serving of fruit and veggies, the time is ripe to **Have A Plant**.



Industry Viewpoint: Is it possible to love fruits and veggies the same? Diving into differences between fruits and veggies



have a plant

We took the PBH mission and
the **Have A Plant[®] Movement**
to the masses.

INSPIRING FRUIT & VEGETABLE CONSUMPTION WITH THE HAVE A PLANT[®] MOVEMENT

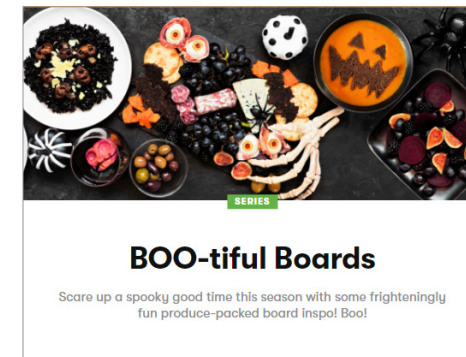
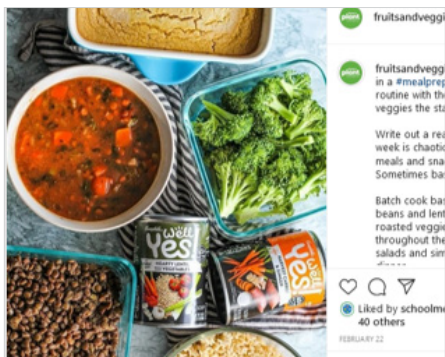


Led by PBH, the Have A Plant[®] Movement inspired consumers to enjoy more fruits and vegetables through emotion-based messaging. Informed by the PBH KNOW-FEEL-DO Behavioral Framework, compelling and craveable content was promoted through an extensive digital ecosystem which includes social media, fruitsandveggies.org and weekly e-newsletters. Most Americans KNOW that eating plant foods promotes health but that doesn't always translate to action. We excited Americans with easy ideas that make the DOing simple, so they FEEL empowered and excited about how plant foods boost health, happiness and deliciousness.

In 2021, expert articles as well as creative and inspiring content from PBH's influencer network and PBH partners reached millions of millennial and Gen Z consumers. This content was infused throughout our digital ecosystem under the credible umbrella of PBH and the Have A Plant[®] Movement.

These collective efforts truly created a unified consumer-facing voice for the produce industry, plant-passionate advocates and key food system stakeholders.

PBH showcased innovative content to position delicious, plant-forward meals and snacks as simple solutions for advancing the Have A Plant[®] Movement and inspiring greater fruit and vegetable consumption.



THE RESULTS: The PBH Have A Plant® Movement continued on a trajectory of extraordinary growth, demonstrating impressive penetration among consumers. Since the April 2019 launch through 2021, the Have A Plant® Movement achieved:

1 billion
social media impressions

2 billion
traditional media impressions

1,600+
traditional media mentions

10 million
website page views

7 million
website sessions

have a plant | Fruits & Veggies | F&V Inspo | Recipes | Expert Advice | Contributors | LOG OUT

Let's Have A Plant Party!

Cheers to the holiday party season! We've got you covered with all the fruit & veggie inspo you need for celebrating and memory-making.

COOK ALONG Build A Better BOARD WITH FRUITS & VEGGIES

with Robin Plotkin, RDN
LIVE @fruitsandveggies
October 6th @ 4 pm EST

Chillin & Grillin
By Elizabeth Hall

ABOUT THE EXPERT
Elizabeth Hall, PhD, RDN, LDN
READ THEIR FULL BIO >

Have a plan, Have A Plant®

Feeding your immune system with fruits & veggies is always in season.

have a plant.®
fruitsandveggies.org

Wonderful Naturally SEEDLESS LEMONS

COOK ALONG HOLIDAY HAPPY HOUR

FACEBOOK LIVE with Mandy Enright, RDN
December 8th @ 6 pm EST
@fruitsandveggies

Kid-CUTE-RIE
How to Create Irresistible Fruit & Veggie Platters Kids Will Love

Facebook LIVE
Thursday, February 11th @ 3:00 p.m. ET
@fruitsandveggies

Featured Presenters:
Robin Plotkin aka Board Mama
Chef Rebecca Polson Minneapolis Public Schools
Dayle Hayes, MS, RD
Jeanne Reilly, NDTR, SNS
TIPS for School Meals That Rock

PBH Tackles Fruit & Vegetable Consumption

Produce for Better Health Foundation (PBH) supports the produce industry with impactful insights, unique consumer solutions and bold thought leadership to increase fruit and vegetable consumption for the public good.

LOOK INSIDE TO LEARN MORE

PBH is the ONLY national 501(c)(3) nonprofit organization 100% committed to increasing fruit and vegetable consumption for America's health and happiness.

The Packer PMA

have a plant.®
fruitsandveggies.org

We formed **Powerful Partnerships** to encourage new fruit and vegetable consumption behaviors.

ADVANCING THE PLANT-FORWARD DIALOGUE WITH POWERFUL PARTNERSHIPS

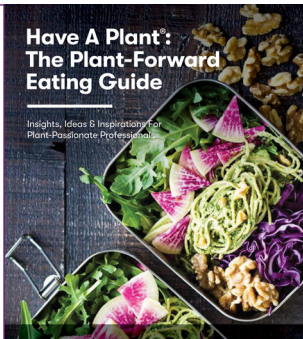
PBH collaborated with unique and strategic partners which allowed us to produce fresh, relevant resources and inspiration for influencers and consumers throughout the year.

HAVE A PLANT[®]: THE PLANT-FORWARD EATING GUIDE

In January 2021, we partnered with The California Walnut Commission to create *Have A Plant[®]: The Plant-Forward Eating Guide*. The *Guide*, and corresponding toolkit provided food and nutrition professionals with new resources to cut through conflicting health messaging and encourage a style of eating that prioritizes plants without excluding other food groups.

THE RESULTS: A digital toolkit along with e-newsletter and social media promotions resulted in widespread access and use of the guide.

5,671
Plant-Forward Eating Guide views in 2021



BEEF UP YOUR BURGER POWERFUL PRODUCE PAIRING PROMOTIONS

During the peak grilling season of July, PBH teamed up with National Cattlemen's Beef Association, on behalf of The Beef Checkoff, for a *Powerful Produce Pairing* promotion. This promotion paired fruits and vegetables with beef — a nutrient-rich food we know American's love to enjoy — making it easy and craveable to add more produce to their favorite meals.

THE RESULTS: Hundreds of thousands of consumers were reached through custom content creation along with digital and social media promotions.

500k+
impressions from a cook along with Have A Plant[®] Ambassador Nicole Rodriguez



HAVE A PLANT[®] FOR BACK-TO-SCHOOL PROMOTIONS

In August, PBH teamed up with Kroger Health, Egg Nutrition Center and Naturipe Farms, LLC to bring together two nutrient-rich foods to support cognitive health: berries and eggs. This promotion empowered caregivers with an easy way to get kids to eat more fruits and vegetables as they head back to school by pairing them with other nutrient-dense foods.

THE RESULTS: The campaign reached hundreds of thousands of consumers through a cook along, nutrition booklet, as well as digital and social media promotions.

60,000
booklets distributed

300k
impressions from cook along with Kroger Health's Ashley Martinez



We seized opportunities for
innovative and **Insightful**
Campaigns.

LEVERAGING THE PBH STATE OF THE PLATE RESEARCH TO CREATE NEW CONSUMER MESSAGING

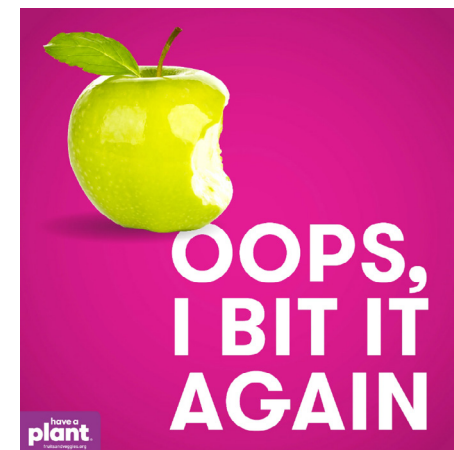


The PBH-commissioned *State Of The Plate: America’s Fruit & Vegetable Consumption Trends* research, which was released in February 2021, showed people are eating fruits and vegetables less frequently, down nearly 10% since 2004. In the past five years alone, consumption has declined by 3%, indicating the trend is worsening every year. While disseminating this type of consumption data to key opinion leaders is essential, we recognized the need to pair these insights with practical solutions for consumers.

To that end, PBH released the *State Of The Plate* research together with a “surround sound” communications campaign in partnership with Curious Plot (formerly FLM Harvest) as the

recipient of their 2020 Seed to Succeed grant program. The campaign created a sense of urgency to close the fruit and vegetable consumption gap – while also highlighting creative resources to help Americans adopt new habits. The campaign generated unprecedented market penetration with activities such as a satellite media tour; TV segments and social media content with top-tier registered dietitians and fitness experts; outreach to hundreds of food and nutrition stakeholders; influencer partnerships with *Scary Mommy* and *The Dad* social media platforms; and a highly visual and creative Have A Plant[®] “Sing It With Me!” digital ad campaign featuring fruit and veggies puns tied to popular song lyrics such as “Oops, I bit it again.”

The PBH State Of The Plate communications campaign reached millions of consumers and key opinion leaders with unique fruit and veggie insights.



THE PBH STATE OF THE PLATE CAMPAIGN RESULTS:

222 million
impressions in top tier media outlets

30 million
impressions from satellite media tour

4.5 million
social media impressions from “Sing It With Me” campaign

6 million
impressions from TV segments featuring PBH influencer network experts

640 million
total media impressions



Scary Mommy with Fruits & Veggies—Have A Plant
Paid Partnership ·

Great family eating habits are like a great wedding reception: gotta pump up those beets.

MORE THAN HALF OF ADULTS WANT TO EAT MORE FRUITS & VEGGIES.
(Roughly the same number of moms subsisting on dry shampoo and adrenaline.)

“We eat fruits and vegetables,” I say, casually adding them into my kids’ food.



Fruits & Veggies—Have A Plant
Sponsored ·

Good times never seemed so good, so good! Sweet clementine, bum bum bum! Life is SO GOOD with fruits and veggies. #haveaplant

SWEET CLEMENTINE, BUM BUM BUM



Kelly Jones, RD
Sports Dietitian

9 out of 10 Americans Do Not Meet Fruit & Vegetable Recommendations*

Overall Fruit & Vegetable Eating Occasions Have Declined By 10%
(since 2004)

16% Vegetables **15% Juice**

Americans Eat Fruits Even Less Often
7.5 Times/Week

This Decline Is Driven By Drops In Vegetable & Juice Eating Occasions

The Dad with Fruits & Veggies—Have A Plant
Paid Partnership ·

If we can put a bunch of robots on the surface of you’d enjoy.

“Fend for yourself” is my favorite way to announce dinner.

INSPIRING CONSUMERS WITH OUR FARMER & GROWER CAMPAIGN

During the early days of the pandemic, we further embraced our newest content pillar focused on the farmers and growers who make it possible to continue to eat delicious and healthy fruits and vegetables. Given the success of that moment in 2020, and how it resonated with our Gen Z and Millennial audiences, we decided to embark on a full court press in 2021, which solidified the month-long the *Celebrating The Roots Of Our Food* campaign in our integrated content strategy.

In 2021, we virtually visited fruit and vegetable farms across the nation and across the globe and took a closer look at the passion and commitment farmers and growers have for fruits and vegetables, highlighting why they are at the root of the food we enjoy every day. Along with PBH and our partners, the PBH Have A Plant[®] Ambassador network spread the farmer and grower love through inspirational video salutes and other creative content that was amplified across PBH’s digital ecosystem.

The June social media campaign broke through media clutter and resonated with consumers by highlighting the commitment of farmers and growers rooted in tradition and passion.



THE RESULTS:

2k
page views on
fruitsandveggies.org

340k
impressions on PBH’s social
media channels

TAKING A TRIP AROUND THE GLOBE FOR NATIONAL FRUITS & VEGGIES MONTH



The third annual PBH National Fruits & Veggies Month (NFVM) was a clear opportunity to honor the United Nation’s General Assembly designating 2021 as the The International Year of Fruits and Vegetables (IYFV). The 2021 NFVM theme, *Have A Plant[®] Goes Global*, provided inspiration throughout the month-long celebration of everyone’s favorite and flavorful plants.

We featured fun and lively content from PBH Have A Plant[®] Ambassadors, all while cooking up loads of excitement across our digital ecosystem. Five unique, globally-inspired content themes

included *Bowls Around The World*; *Fruits & Veggies In Every Culture*; *Root To Leaf: Cooking With The Whole Plant*; *In The Ground, On A Vine, From A Tree*; and *Sing It With Me!*

PBH plant-packed social content was supported by innovative digital and social activities and partnerships with synergistic organizations, like the FMI Foundation, the National Cattlemen’s Beef Association, on behalf of The Beef Checkoff, as well as The National Watermelon Promotion Board.

PBH’s National Fruits & Veggies Month celebrated America’s favorite plants with five unique, globally-inspired themes which were highlighted in digital and social content throughout September, elevating fruit and vegetable consumption to both a national and a global priority.



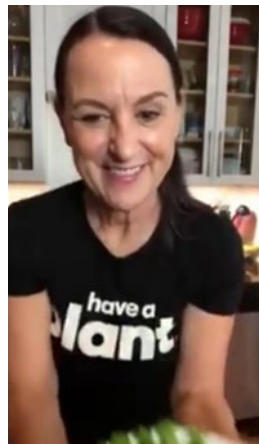
NATIONAL FRUITS & VEGGIES MONTH CAMPAIGN RESULTS:

84 million
impressions across
124 consumer-facing
media outlets

210k
impressions from earned
consumer and industry
trade press media coverage

32 million
impressions from a satellite
media tour featuring
PBH President & CEO
Wendy Reinhardt Kapsak

2.5 million
impressions from
social media posts



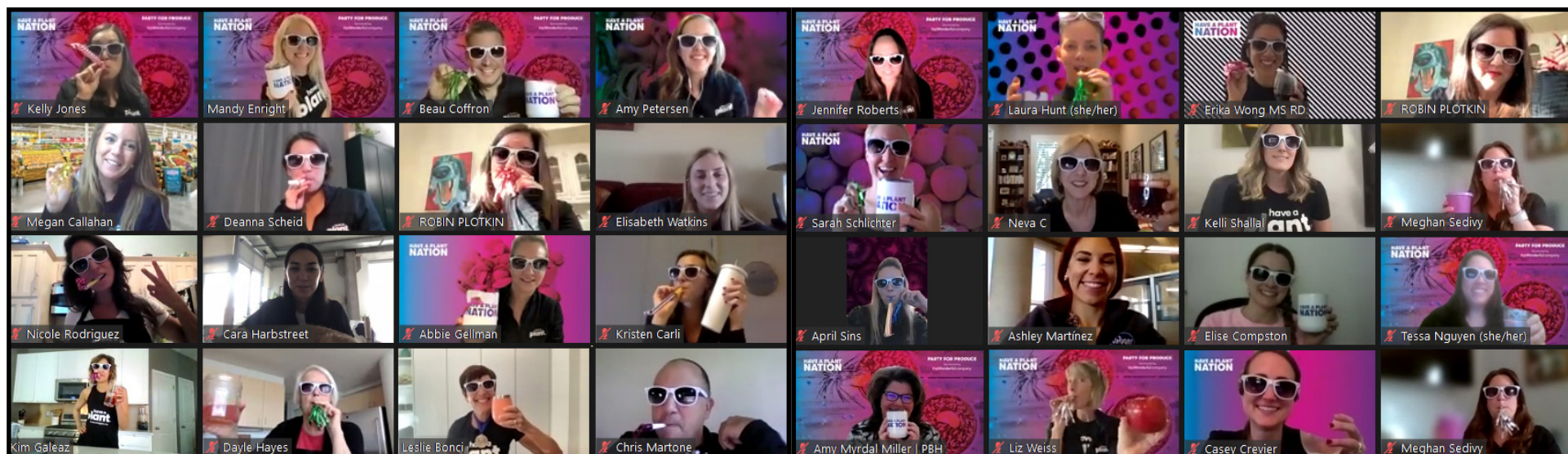
**We Engaged Influencers
who delivered the content
consumers were craving.
#haveaplant**

SPREADING THE FRUIT & VEGGIE LOVE WITH THE PBH EXPANDED INFLUENCER NETWORK

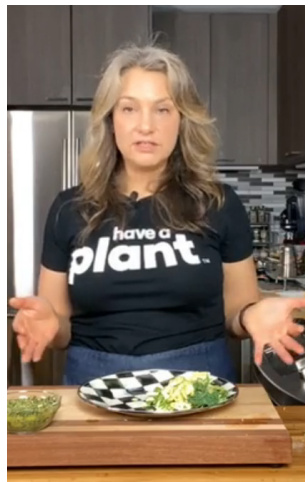
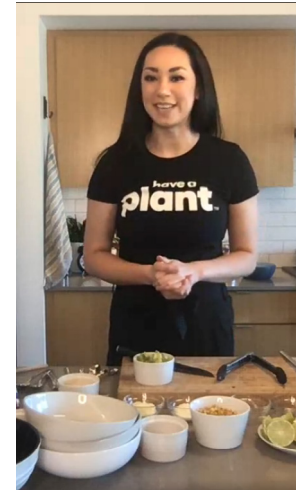
PBH built strong relationships with key influencers to ensure they found mutual value and satisfaction in supporting PBH, The Have A Plant[®] Movement and the produce industry to increase fruit and vegetable consumption. In 2021, we expanded our influencer network to include individuals with distinct areas of expertise and who reach consumers at three unique points of influence: point-of-sale (retail), point-of-flavor (culinary & foodservice), and point-of-inspiration (food, nutrition & lifestyle).

The growth came at a time when consumers were increasingly placing trust in influencers who have an expertise in food, nutrition, health and wellness when making shopping decisions. This was especially true as we continued to navigate a global pandemic, and people were spending more time online looking for credible advice on how to be happier and healthier during turbulent times.

PBH connected the fruit and vegetable industry with the influencers who inspire millennial and Gen Z consumers with engaging digital and social media content, health & wellness webinars, top-tier media placements, as well as retail and foodservice promotions.



THE RESULTS: PBH's Have A Plant[®] Ambassador Network reached hundreds of thousands of millennials and Gen Z consumers each day in 2021. With this unprecedented reach, we delivered valuable influencer partnerships to the fruit and vegetable industry and significantly extended the impact of the Have A Plant[®] Movement.



**We cultivated relationships
with health and wellness
professionals, key stakeholders
and consumer media through
Events & Education.**

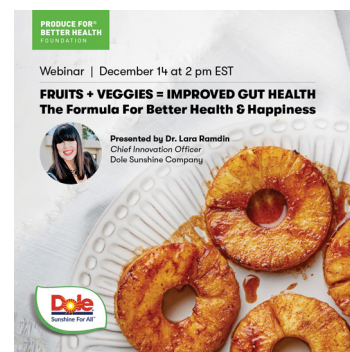
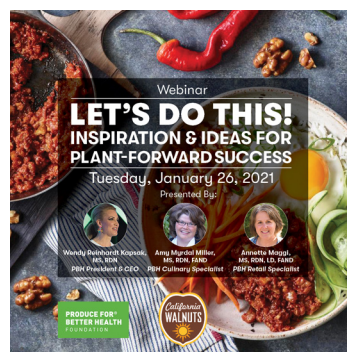
EDUCATING INFLUENCERS THROUGH HEALTH & WELLNESS WEBINARS

In 2021, PBH collaborated with partners as well as food and nutrition experts to develop 11 relevant, cutting-edge 1-hour webinars, promoted to more than 26,000 food, nutrition and health professionals as well as consumer influencers.

Topics ranged from research, trends, product innovations, culinary inspirations and more. We introduced a post-event survey to help us grow, enhance and optimize the platform.

On-demand webinar recordings are added to PBH’s virtual education library on fruitsandveggies.org for continuous access, allowing PBH to remain a go-to, credible resource for this important community of health & wellness professionals. Offering free continuing professional education credits through the Commission on Dietetic Registration, registered dietitians crave this information and relay it back to clients and consumers in their day-to-day jobs, or with their followers on social media.

Webinars offered credible virtual education opportunities for professionals, maintaining PBH’s status as a go-to resource for the public health community.



INFORMING JOURNALISTS THROUGH THE HAVE A PLANT[®] MEDIA MEET UP



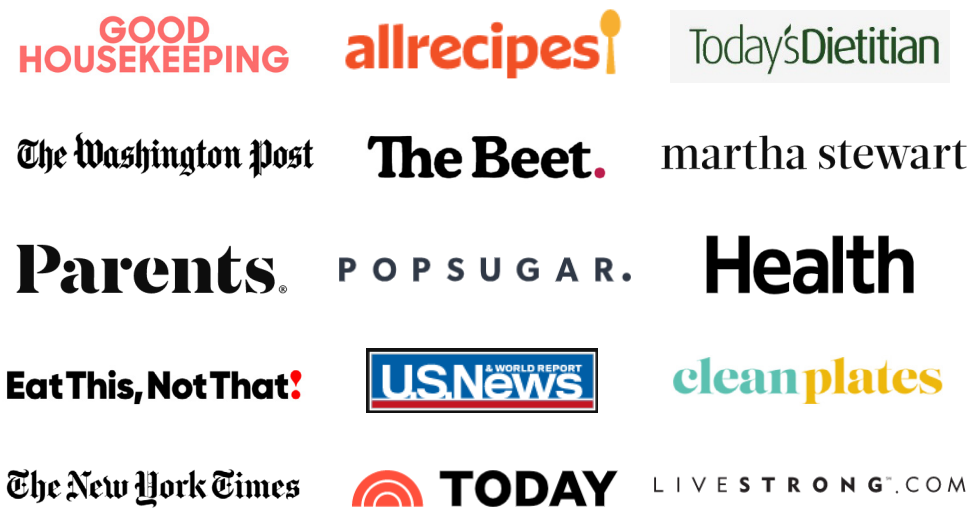
Along with expanding PBH’s retail, culinary and foodservice, as well as food, nutrition and lifestyle influencer network, we also doubled-down on building fruitful relationships with a fourth point-of-influence: consumer media (the point-of-awareness).

In May 2021, we hosted our first-ever PBH Have A Plant[®] Media Meet Up with top-tier journalists and media professionals. This pilot event was part of PBH’s broader strategic efforts to

prioritize consumer media relations. Attendees represented major food and nutrition consumer media outlets, such as *Good Housekeeping*, *Health* and *Parents* among others.

An interactive agenda circulated newsworthy information and key messages to journalists, arming them with inspirational plant-forward content and the latest data-driven trends.

The first-ever PBH Have A Plant[®] Media Meet Up built fruitful relationships with media professionals who influence millennial and Gen Z consumers’ food decisions.



MEDIA MEET UP EVENT RESULTS: The relationships PBH built grew throughout the year and remain strong. The event also generated consumer media coverage for PBH and the Have A Plant® Movement, notably in The Washington Post. Additionally, strong coverage was generated on social media via Instagram stories.

81k

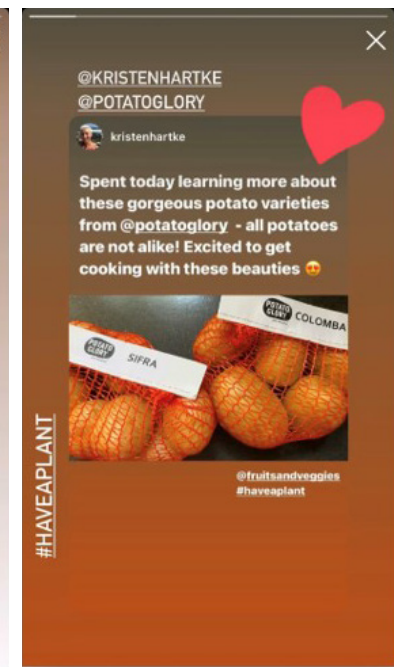
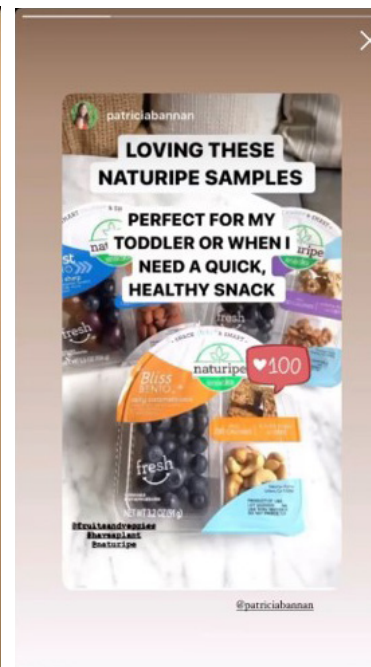
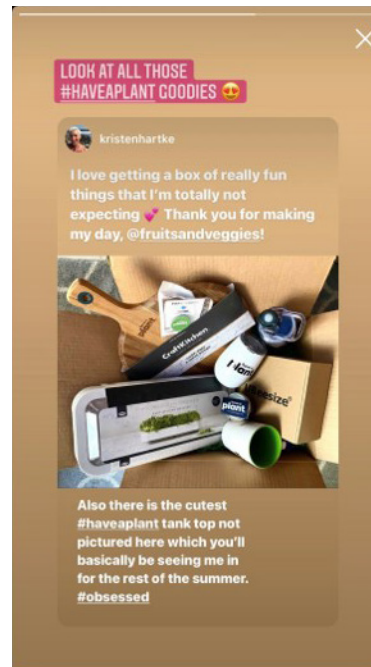
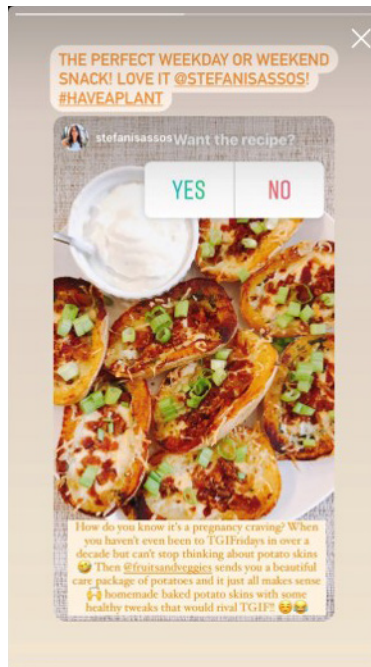
Reach from Media Meet Up attendees posts

9

Stories from PBH channels reposted by Media Meet Up Attendees

9

Stories shared from Media Meet Up attendees featuring member mailers and images from the event



ENGAGING AMBASSADORS AT PBH'S HAVE A PLANT® NATION EVENT



As a celebratory finale to National Fruits & Veggies Month in September, PBH hosted the Have A Plant® Nation Ambassador Event to satisfy the strong desire for meaningful, memorable connection among industry leaders and those who inspire consumers' fruit and vegetable consumption behaviors. The event united important retail and foodservice professionals as well as healthy lifestyle influencers with fruit and vegetable industry

leaders to inspire actionable solutions to positively impact consumers' consumption habits.

The exclusive, two-day experience was filled with interactive sessions ranging from sustainability and family farms to cook alongs and research on consumption habits, as well as a visit from celebrity dietitian Maysa Musk.

This event filled a resounding void felt by PBH partners and our incredibly passionate Have A Plant® Ambassadors by providing meaningful connections, allowing us to advance the Have A Plant® momentum when unable to meet in person.



PBH HAVE A PLANT[®] NATION EVENT RESULTS:

80%

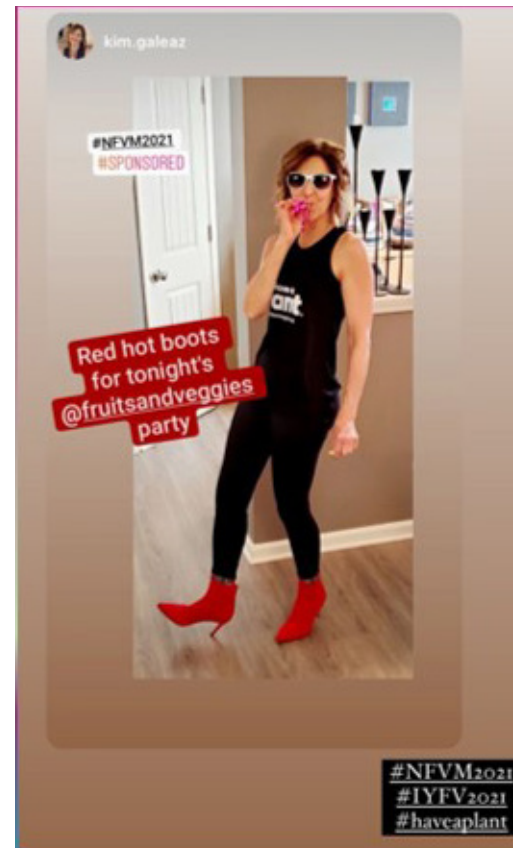
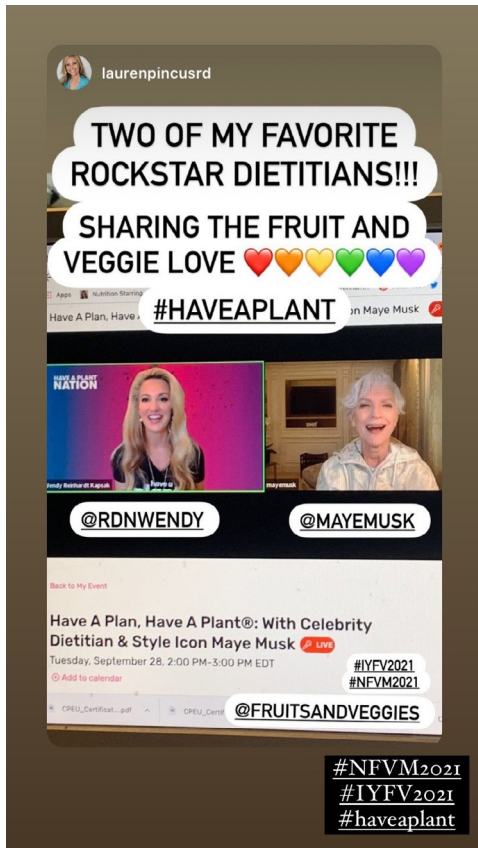
of attendees rank the event above average compared to other virtual events they have attended

100%

of attendees would attend the Have A Plant[®] Nation event again

99%

of attendees found value in sponsor showcases during the event



We led **Compelling Research**
that further solidifies the
PBH mission.

CLOSING THE CONSUMPTION GAP WITH COMPELLING RESEARCH

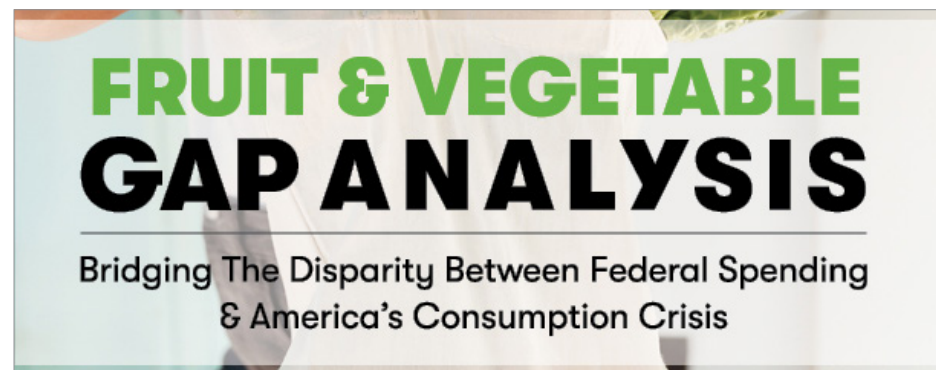
PBH STATE OF THE PLATE: AMERICA'S FRUIT & VEGETABLE CONSUMPTION TRENDS RESEARCH

Released in early 2021, the latest *State Of The Plate* (SOTP) research captured insights into consumers' fruit and vegetable consumption habits, by taking a deeper dive into trends within life stages and special populations to help illuminate new barriers and opportunities for improving consumption. While the SOTP research highlighted the pervasive and persistent gap in fruit and vegetable consumption – it also inspired new ideas for all sectors to work together to improve intake. PBH partners as well as the PBH Scientific Advisory Council, PBH Retail and Foodservice Advisors, and the Have A Plant[®] Ambassadors in addition to the National Fruit & Vegetable Consumption Coalition all received advance research briefings, allowing these key stakeholders to inform the research release communications plan.

FOUNDATIONAL WORK FOR FUTURE RESEARCH PROJECTS

In 2021, PBH, in partnership with Nutrition on Demand, initiated significant foundational work for the *Gap Analysis* report, which will be released in 2022, identifying current disparities and future opportunities to make fruit and vegetable consumption a priority in federal spending, particularly across key agencies such as the United States Department of Agriculture, National Institutes of Health and Centers for Disease Control and Prevention. In addition, PBH recently completed a comprehensive analysis of consumer fruit and vegetable consumption behaviors with The NPD Group, and those findings will be released in 2022.

In 2021, PBH convened, engaged and inspired experts and stakeholders with compelling research that can help the industry close the pervasive and persistent fruit and vegetable consumption gap.



We convened, engaged and inspired **Experts & Stakeholders** who are invested in the PBH mission.

CONVENING, ENGAGING & INSPIRING EXPERTS & STAKEHOLDERS

EXPANDED THE NATIONAL FRUIT & VEGETABLE CONSUMPTION COALITION

As a founding member of the National Fruit & Vegetable Consumption Coalition (NFVCC), PBH continues to assemble leading food, nutrition and health stakeholders on a quarterly basis, to inspire multi-sector collaboration that can help improve fruit and vegetable consumption. In 2021, PBH led efforts to

engage additional sectors that positively contribute to fruit and vegetable consumption, adding 15 new members to the NFVCC such as Feeding America, International Food Information Council and Partnership for A Healthier America. Efforts to expand the Coalition are ongoing.

PBH launched several initiatives to continue to elevate its role as an influential thought leader and consumer behavior research expert, engaging with thousands of stakeholders throughout the year.



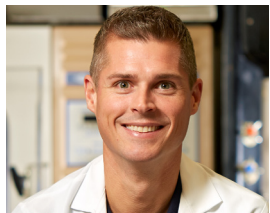
NEW PBH SCIENTIFIC ADVISORY COUNCIL

PBH convened its first Scientific Advisory Council to help provide strategic oversight of PBH’s ongoing fruit and vegetable consumption and behavior research efforts. With support from *PBH Chief Food and Nutrition Scientist* Taylor Wallace, PhD, CFS, FACN and *PBH Chief Behavioral Scientist* Jason Riis, PhD, these eight experts join us from top-tier universities such as the University of Southern California and University of Pennsylvania, as well as the Academy of Nutrition and Dietetics and the Gretchen Swanson Center for Nutrition. The PBH Scientific Advisory Council provides PBH and its members with unique, cutting-edge research perspectives.

GROWING NETWORK OF PBH ADVISORS

PBH continues to grow its reach and credibility among a wide variety of stakeholder and consumer influencers, by adding new partners and engaging more regularly with its Advisors. The PBH Advisor Network includes experts across retail, foodservice & culinary, and communications disciplines – representing all points of influence where consumers make fruits and vegetable consumption decisions. PBH convenes these influential advisors several times throughout the year, to gather key insights and perspectives that can help guide future PBH programming and provide invaluable intel and expertise to PBH partners.

PBH convened eight scientific experts on a quarterly basis to discuss the latest findings from PBH-supported research initiatives and to discuss new science pathways to help ensure PBH is leading innovative research to help Americans adopt new, lasting fruit and vegetable consumption habits.



Taylor Wallace, PhD, CFS, FACN



Kristi Crowe-White, PhD, RD



Allison Steiber, PhD, RDN



Connie Weaver, PhD



Amy Lazarus Yaroch, PhD



Jason Riis, PhD



Peggy Liu, PhD



Brandon McFadden, PhD



Christina Roberto, PhD

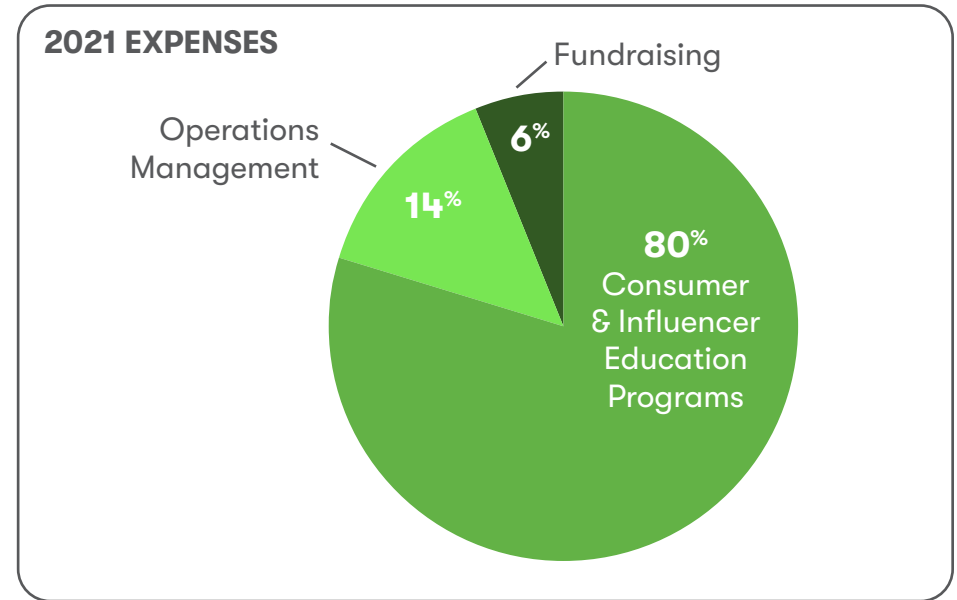
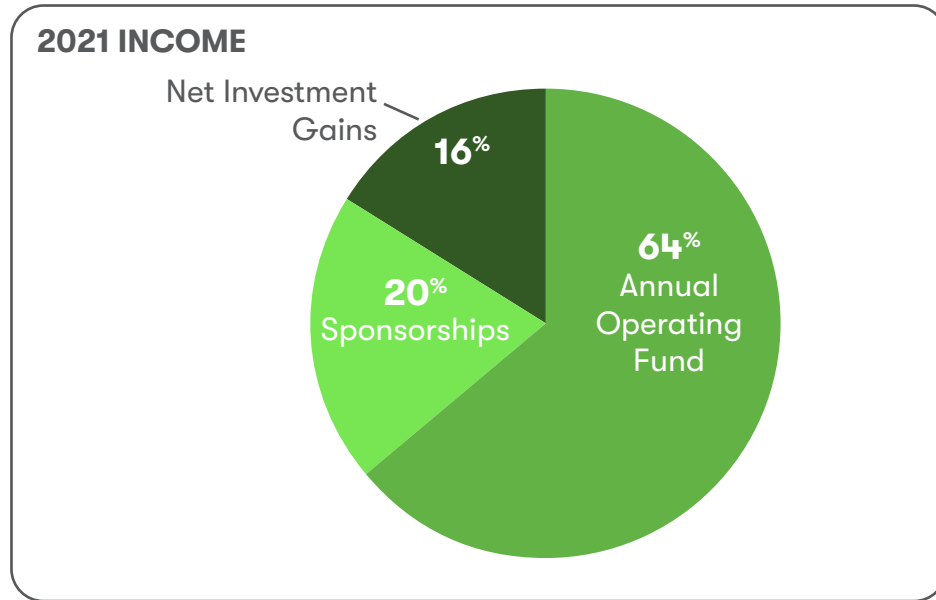


Wendy Wood, PhD

We worked dilligently to
protect **the Foundation**
entrusted to us by our parters.

2021 FINANCIAL REVIEW

The Produce for Better Health Foundation ended 2021 in a solid financial position. The Foundation’s balance sheet reflects total assets of \$4.9 million and total liabilities of \$1.6 million. Total net assets of \$3.3 million will help ensure the stability of the Foundation for the future.



Total 2021 Budget: \$3.3 million

2021 EXECUTIVE COMMITTEE

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Ventura Foods
Chairman of the Board

CarrieAnn Arias
Naturipe Farms, LLC
Vice Chairman of the Board

Desiree Olivero
Wakefern Corporation
Secretary/Treasurer

Bil Goldfield
Dole Food Company, Inc.
Immediate Past Chair

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Bayer Crop Science

Kimberely Challoner
Seneca Foods Corporation

Steven Jennings
Ahold Delhaize

Fernando Herrera
Sun-Maid Growers of California

Leona Neill
Red Sun Farms

Jason Osborn
The Wonderful Company

Jeff Scramlin
HZPC Americas Corp.

Brianna Shales
Stemilt Growers LLC

Nichole Towell
Duda Farm Fresh Foods, Inc.



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Adrienne Seiling

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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

Dave Puglia

Western Growers

2021 PBH PARTNERS

January 1 - December 31, 2021. Includes organizations that support PBH through annual contributions and/or sponsorships. Does not include in-kind gifts.

\$50,000+

Bayer Crop Science
Dole Packaged Foods, LLC
Kellogg Company
National Cattlemen's Beef Association
Naturipe Farms, LLC
Stemilt Growers LLC
Taylor Farms
The Wonderful Company

\$25,000+

Chelan Fresh
Dole Food Company, Inc.
Duda Farm Fresh Foods, Inc.
Egg Nutrition Center
HZPC Americas Corp.
Juice Products Association
National Mango Board
Pacific Coast Producers
Potatoes USA
Red Sun Farms
Seneca Foods Corporation
Sun-Maid Growers of California
U.S. Highbush Blueberry Council
Ventura Foods

\$15,000+

Ahold Delhaize
American Beverage Association
Ardagh Metal Packaging USA Inc.
California Avocado Commission
California Leafy Greens Marketing Agreement
California Strawberry Commission
Campbell Soup Company
Corteva Agriscience
Del Monte Foods, Inc.
Del Monte Fresh Produce N.A., Inc.
Driscoll's, Inc.
Melissa's Produce, Inc.
Mushroom Council
Pacific Northwest Canned Pears
Pear Bureau Northwest
Produce Marketing Association
Robinson Fresh
Sunkist Growers, Inc.

\$10,000+

American Frozen Food Institute
California Walnut Commission
CannedBeans.org
Florida Fruit & Vegetable Association
McCormick Science Institute
National Pasta Association
Okanagan Specialty Fruits
Sabra
United Fresh Produce Association
Western Growers

\$5,000+

Ajinomoto North America, Inc.
Black Gold Farms, Inc.
California Cantaloupe Advisory Board
California Pear Advisory Board
Coastline Family Farms
Gold Coast Packing, Inc.
Hannaford Supermarkets
Mastronardi Produce, Ltd.
Monterey Mushrooms, Inc.
National Peanut Board
Oneonta Starr Ranch Growers
Ruiz Sales, Inc.
Sakata Seed America, Inc.
Sysco / FreshPoint
The Oppenheimer Group

\$2,000+

Affiliated Foods, Inc., Texas
Alsum Farms & Produce, Inc.
Andrews Brothers, Inc.
Associated Wholesale Grocers, Inc.
Big Y Foods, Inc.
Bozzuto's, Inc.
Calavo Growers, Inc.
California Date Administrative Committee
California Fresh Carrot Advisory Board
California Prune Board
California Table Grape Commission
Chestnut Hill Farms LLC
Coast to Coast Produce, L.L.C.

\$2,000+ CONTINUED

Coborn’s, Inc.
 Crispy Green
 Crunch Pak, L.L.C.
 D’Arrigo Brothers Company of New York, Inc.
 Donelan’s Supermarkets
 F.C. Bloxom Company
 Faribault Foods, Inc.
 Fresh Origins
 Gem-Pack Berries, LLC
 GreenGate Fresh, LLLP
 Harps Food Stores, Inc.
 Heartland Produce
 Hilex Poly Company LLC
 Houweling’s Tomatoes
 Hungenberg Produce, Inc.
 Hy-Vee, Inc.
 Idaho Potato Commission
 Indianapolis Fruit Company, Inc.
 John B. Martin & Sons Farms, Inc.
 John Vena, Inc.
 Key Food Stores Cooperative, Inc.
 K-VA-T Food Stores, Inc.
 Little Farm Frozen Foods, Inc.
 Manfredi Cold Storage
 Martinez & Sons Produce, Inc.
 Martori Farms
 Michigan Apple Committee
 Mucci International Marketing Inc.
 National Watermelon Promotion Board
 New York Apple Association, Inc.
 New York Apple Sales, Inc.
 Phillips Mushroom Farms
 Publix Super Markets, Inc.
 Pure Fresh, LLC

Red Gold, Inc.
 Redner’s Markets, Inc.
 Rigby Produce, Inc.
 Rijk Zwaan
 Rocky Produce, Inc.
 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.
 Steinbeck Country Produce, Inc.
 Sunsweet Growers, Inc.
 Sunview Marketing International
 The Kroger Company
 Times Super Markets
 Tops Markets, L.L.C.
 Wakefern Food Corporation
 Washington State Potato Commission
 Wawona Frozen Foods, Inc.
 Wegmans Food Markets
 Weis Markets, Inc.
 Western Precooling Systems
 Wholly Guacamole
 Zespri Kiwifruit

UP TO \$1,999

Amvac Chemical Corporation
 B & B Produce, Inc.
 Babé Farms, Inc.
 Blue Book Services, Inc.
 Bushwick Commission Company, Inc.

California Fresh Fruit Association
 Crook Brothers
 Crown Poly, Inc.
 D.L.J. Produce
 David J. Elliot & Sons
 Deardorff Family Farms
 Fowler Bros. Inc.
 Fruit Growers Marketing Association
 George Perry & Sons, Inc.
 Georgia Fruit & Vegetable Growers Association
 International Golden Foods, Inc.
 Jasmine Vineyards, Inc.
 John E. Ferebee Farming, Inc.
 King Fresh Produce, L.L.C.
 Kingdom Fresh Produce, Inc.
 Leitz Farms, L.L.C.
 Maine Farmers Exchange
 Michigan Celery Promotion Cooperative, Inc.
 National Produce Consultants, Inc.
 North Bay Produce, Inc.
 Pasquinelli Produce Co.
 Peter Condakes Company, Inc.
 Produce Packaging, Inc.
 Progressive Produce Corporation
 Rice Fruit Company
 Sun Belle, Inc.
 Talley Farms, Inc.
 The United Family
 The United States Sweet Potato Council, Inc.
 W.J.L. Distributors, Inc.
 Walter P. Rawl & Sons, Inc.
 Wish Farms

PBH INFLUENCER VOLUNTEERS

PBH would also like to recognize its Have A Plant[®] Ambassadors who inspire consumers to enjoy more fruits and vegetables every day.

RETAIL AMBASSADORS

This group includes registered dietitians and leaders from the following retailers:

Ahold Delhaize
 Albertsons Companies, Inc.
 Aldi
 Big Y Foods, Inc.
 Coborn's, Inc.
 Fresh Thyme Market
 Gelson's Markets
 Giant Food
 Hannaford Supermarkets
 H-E-B Grocery Company, LP
 Hy-Vee, Inc.
 The Kroger Company
 Food City (K-VA-T)
 Kwik Trip, Inc.
 Loblaws Inc.
 Natural Grocers
 Niemann Foods, Inc.
 Price Chopper Supermarkets
 Publix Super Markets, Inc.
 Raley's Supermarkets
 Redner's Markets, Inc.
 Rouses Markets
 ShopRite
 Skogen's Festival Foods
 SpartanNash
 Trader Joes Company
 Wakefern Food Corporation
 Wegmans Food Markets
 Weis Markets, Inc.

CULINARY & FOODSERVICE AMBASSADORS

This group includes leaders spanning a variety of high-profile establishments including:

American River College Culinary Arts Program
 Brinker International
 Bloomin' Brands
 Sysco / Fresh Point
 Compass Group North America
 Datassential
 Google Food
 Johnson & Wales University
 Michigan State University Dining
 Menu Matters
 Panda Restaurant Group
 Shaping America's Plate
 Sodexo
 Subway
 Taco Bell
 The Culinary Institute of America
 University of Massachusetts Dining
 Yale Hospitality

FOOD, NUTRITION & LIFESTYLE AMBASSADORS

This group includes the following content contributors:

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, *Compston's Kitchen*
 Andrew Dole, *Body Fuel*
 Mandy Enright, *Food + Movement*
 Abbie Gellman, *Chef Abbie Gellman*
 Cara Harbstreet, *Street Smart Nutrition*
 Dayle Hayes, *School Meals that Rock*
 Kelly Jones, *Kelly Jones Nutrition*
 Megan McCarthy, *Healthy Eating 101*
 Tessa Nguyen, *Tessa Nguyen*
 Sharon Palmer, *Sharon Palmer*
 Robin Plotkin, *Board Mama*
 Natalie Rizzo, *Greenletes*
 Nicole Rodriguez, *Enjoy Food Enjoy Life*
 Rosanne Rust, *Chew the Facts[®]*
 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*

GIFTS IN-KIND

PBH would like to recognize the following organizations for their in-kind support.

\$300,000+

Google Ads

\$80,000+

The Packer

Produce Business

The Produce News

UP TO \$15,000

Produce Marketing Association

Blue Book Services, Inc./The Produce Reporter

Stemilt Growers LLC



THE PBH TEAM



Wendy Reinhardt Kapsak, MS, RDN
President & CEO



Katie Calligaro
Marketing & Communications Director



Nicole Farris
*Industry & Partner Engagement
Manager*



Candice Gordon
*Marketing & Communications
Manager*



Emily Holdorf
Social Media Community Manager



Allison Kissel
*Industry & Partner Engagement
Coordinator*



Sharese Roper
*Industry & Partner Engagement
Senior Director*



Annette Maggi, MS, RDN, LD, FAND
Retail Specialist



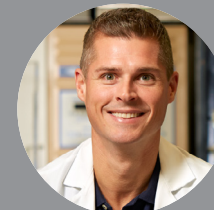
Shelly Maniscalco, MPH, RD
*Food & Nutrition Communications
Specialist*



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



Jason Riis, PhD
Chief Behavioral Scientist



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

PBH[®]

**PRODUCE FOR
BETTER HEALTH**
FOUNDATION

JOIN THE MOVEMENT

fruitsandveggies.org

We are 100% dedicated to increasing fruit and vegetable consumption for America's health and happiness. #haveaplant



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[Produce for Better Health Foundation](https://www.linkedin.com/company/Produce-for-Better-Health-Foundation)