

**PBH**<sup>®</sup>

**PRODUCE FOR  
BETTER HEALTH  
FOUNDATION**

# **2022 ANNUAL REPORT**





# ABOUT THE PRODUCE FOR BETTER HEALTH FOUNDATION

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The Produce for Better Health Foundation (PBH) is a 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 inspires people with compelling reasons to believe in the powerful role fruits and vegetables can play to create happy, healthy 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](http://www.fruitsandveggies.org/lead-the-change).

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**PBH**<sup>®</sup>

**PRODUCE FOR  
BETTER HEALTH**  
FOUNDATION

In 2022, we **advocated**  
**relentlessly** for fruits and  
vegetables to have a larger  
share of Americans' plates.

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## A LETTER FROM PBH

# PRESIDENT & CEO

I've always appreciated the Dr. Seuss quote, "Don't cry because it's over; smile because it happened." Being your leader and an advocate for fruit and vegetable consumption has truly been the highlight of my career and will forever represent many of my proudest professional moments. In fact, I can't stop smiling as I think of the many memories and milestones we created together.

I am incredibly grateful to all of you, for trusting me and my team as you empowered us to transform PBH as a research-focused, consumer-centric philanthropy dedicated to inspiring new fruit and vegetable consumption habits every single day. I am proud of our accomplishments toward making fruits and vegetables easy, delicious and fun for everyone.

Together, we led ground-breaking consumer behavior research to identify inspiring and actionable consumption habit-forming strategies, leading to the widely-successful, solutions-focused Have A Plant® Movement. We formed innovative partnerships and alliances, doubling membership in the National Fruit & Vegetable Consumption Coalition and creating PBH's first-ever Ambassador and Advisor Networks as well as Scientific Advisory Council. Perhaps most importantly, we joined together to create the Lead The Change Collaborative Consumption Campaign to elevate fruit and vegetable consumption as a national priority.

The 2022 White House Conference on Hunger, Nutrition, and Health further illuminated the need for the fruit- and veggie-loving community to come together and passionately advocate for innovative ways to ensure all Americans can enjoy fruits and vegetables every day.

There has never been a more critical time to elevate consumption as a national priority; champion efforts to improve accessibility of all forms of fruits and vegetables; and encourage new, sustainable fruit and vegetable eating habits. We MUST work together in bringing more fruits and vegetables to Americans wherever and whenever they enjoy meals and snacks – which is why the merger with the International Fresh Produce Association's (IFPA) Foundation for Fresh Produce is the right next step for PBH's future.

With our combined research expertise, stakeholder relationships, and consumer behavior insights, PBH and IFPA's Foundation for Fresh Produce will create the largest global community of advocates for fruits and vegetables. The timing is perfect, as the collective organization is poised to advance fruit and vegetable consumption in America and around the world.

I know PBH's work is far from over, and you will continue to lead monumental initiatives that close the consumption gap. Your PBH team is committed to bringing your vision to life as part of IFPA's Foundation for Fresh Produce.

Thank you for your trust, partnership and friendship. You inspired me every day, and I will forever be the loudest advocate for fruits and vegetables, and all of you. When I look back on my time as PBH President & CEO, I will always have a smile on my face.

With a grateful heart,



Wendy Reinhardt Kapsak, MS, RDN  
PBH President & CEO



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

## 2022 PBH

# MILESTONES & SUCCESSES

### JANUARY

Opened *PBH Gap Analysis* for 30-day public comment period

Held PBH Board of Trustees Meeting

Welcomed CarrieAnn Arias as 2022 PBH Board Of Trustees Chairman

Hosted PBH Expert Series Webinar on Habits with Dr. Jason Riis

### MARCH

Released *2022 PBH Partner Engagement Prospectus*

### MAY

Released the *PBH Gap Analysis: Bridging The Disparity Between Federal Spending & America's Consumption Crisis* in partnership with Nutrition On Demand

Welcomed Emily Holdorf, MS, RD as PBH Social Media Community Manager

### JULY

Announced 2022 National Fruits & Veggies Month theme, *Celebrating The Roots Of Our Food*, along with corresponding toolkit release

Partnered with U.S. Highbush Blueberry Council, American Pecans and Coborn's on a PBH Powerful Produce Pairing Promotion including retail activations as well as digital and social media promotions

Participated in various Listening Sessions of the White House Conference on Hunger, Nutrition & Health, including one with Bayer

### SEPTEMBER

Activated the PBH National Fruits & Veggies Month campaign

Held special session of the PBH Board of Trustees to vote on the merger with IFPA's Foundation For Fresh Produce

Released *PBH Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption* consumer research

Announced merger with IFPA's Foundation for Fresh Produce

### NOVEMBER

Honored PBH Partners through a Grateful November campaign

### FEBRUARY

Unveiled largest-ever PBH Have A Plant® Ambassador Network

### APRIL

Convened the produce industry and key consumer influencers for the PBH Consumer Connection Conference

Held PBH Board of Trustees Meeting

Hosted PBH Expert Series Webinar on Food Rooted In Better Mental Health with Dr. Taylor Wallace, CFS, FACN

### JUNE

Released 2021 PBH Annual Report

Presented PBH Behavioral Science Research at the Utah WIC Conference

### AUGUST

Began an extensive partnership with Egg Nutrition Center on several retail campaigns and promotions with H-E-B, Hy-Vee and Weis

Announced partnership with FOODWORKS to launch GREEN Powered By FOODWORKS

Hosted PBH Expert Series Webinar Grower, Retail & Foodservice Panel On Sustainability in partnership with Pacific Coast Producers

Presented at Pacific Coast Producer's Heart of California Media Event

### OCTOBER

Partnered with National Cattleman's Beef Association for #BetterTogether, an influencer event at The Academy For Nutrition & Dietetics Food & Nutrition Conference & Expo (FNCE)

PBH President & CEO Wendy Reinhardt Kapsak, MS, RDN awarded Produce Marketer of the Year by *The Packer*

Hosted 23 VIPs at the PBH Retail & Foodservice Immersion Event alongside IFPA's Global Produce & Floral Show

Hosted PBH Expert Series Webinar unpacking the Hacks To Habits research for retail, foodservice and communication professionals with Annette Maggi, MS, RDN, LD, FAND and Amy Myrdal Miller, MS, RDN, FAND

### DECEMBER

Hosted all PBH Partner celebratory sendoff and end-of-year meeting

Presented and led a retail panel discussion as well as a media luncheon at the New York Produce Show

Published 2022 PBH Annual Report



# MEDIA HIGHLIGHTS

**THE PACKER**

## 2022 Produce Marketer of the Year

2022 Produce Marketer Award\_10\_29\_22\_0852

**PRODUCE ON THE MENU**  
AMY MYRDAL MILLER

producebusiness

### There's a Growing Impact of Have A Plant in Foodservice

By AMY MYRDAL MILLER NOVEMBER 1, 2022  
Originally printed in the September 2022 issue of Produce Business.

The Produce for Better Health Foundation (PBH) launched the Have A Plant! movement at its annual Consumer Connection conference in April 2021. Since then, Have A Plant messages to eat more fruits and vegetables have been shared with millions of consumers through PBH digital and social media channels. Today, a group of more than 250 Have A Plant ambassadors contribute to the movement by sharing recipes, photos, videos, tips...

**FRUIT GROWERS NEWS**

PBH welcomes Naturipe's CarrieAnn Arias as 2022 Chairman of the Board

The Produce for Better Health Foundation has welcomed its 2022 Executive Committee, including 2022 Chairman of the Board, Carolina Arias, vice president of marketing for Naturipe Farms.

"Arias has served as a trusted advisor to me over the last few years given her tenure as the Executive Chairman, and I am thrilled to work more closely with her as Chairman of the Board," Wendy Reinhardt Kapsak, president and CEO of PBH, said in a news release.

"Her passion is contagious, and it shines through in everything she does. Carolina is committed to growing PBH and the Have A Plant Movement, while also advancing the industry's collective commitment to overall fruit and vegetable consumption."

"I want to thank the PBH Board of Trustees, as well as, extend my sincere appreciation to my..."

**Los Angeles Times**

PAID CONTENT

## Wish you ate more fruits and veggies? These 5 clever hacks will help

BY BRANDPOINT  
SEPTEMBER 18, 2022  
2:32 PM

(BPT) - You know eating fruits and vegetables is good for you, but you don't always eat as many as you...

**Produce for Better Health Consumer Connection Conference 2022**

Produce News

**FOOD MANAGEMENT**

FOOD & BEVERAGE

### FoodWorks allies with local eateries to promote produce consumption

Mike Buzack | Oct 26, 2022

Restaurant incubator FoodWorks, a unit of Compass Group that partners with local restaurants to provide them with operating space in onsite environments like office buildings, healthcare facilities and universities, recently launched an initiative called Green Powered by FoodWorks in...

**PRODUCE FOR BETTER HEALTH**

## Toolkit

Producing The Best Of Our Best

Produce for Better Health Foundation Unveils 2022 National Fruits & Veggies Month Toolkit; Wendy Reinhardt Kapsak and Katie Calligaro Comment

**Progressive GROCER**

02/15/2022

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

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

**Bridget Goldschmidt**  
Managing Editor

The Produce for Better Health Foundation's (PBH) Have A Plant program has unveiled its largest-ever influencer network. PBH Have A Plant Ambassadors are experts who regularly contribute content to PBH's digital ecosystem and encompass three distinct points of influence: point of sale (retail); point of flavor (culinary and foodservice); and point of inspiration (lifestyle, nutrition and agriculture).

After a competitive selection process featuring almost 200 applicants, the 2022-23 class of Have A Plant Ambassadors was chosen based on such factors as credibility, digital and social media reach, media savvy, expert content, and, most important, passion for promoting fruits and vegetables in their professional work. This year's group of nearly 60 Ambassadors is PBH's largest to date, spanning retail

### 2022 Have A Plant Ambassadors: RETAIL

**Progressive GROCER**

INDUSTRY NEWS RESEARCH E-COMMERCE EQUIPMENT & DESIGN CENTER STORE

## PBH to Connect Produce Industry With Retail Dietitians, Foodservice Leaders

Immersion event at IFPA show bridges gaps among groups and consumers

**Bridget Goldschmidt**  
Managing Editor

After a two-year hiatus, the Produce for Better Health Foundation (PBH) will bring 20-plus retail dietitians and foodservice leaders to its 2022 Retail & Foodservice Immersion Event, held during the Washington, D.C.-based International Fresh Produce Association's (IFPA) Global Produce & Floral Show, scheduled for Oct. 26-29 in Orlando, Fla.

This year, for the first time, PBH will include a group of foodservice leaders to further

**125 THE PRODUCE NEWS**  
FOUNDED IN NYC - 1897

**PBH FOUNDATION HACKS TO HABITS**

A BEHAVIORAL RESEARCH STUDY TO BOLSTER FRUIT & VEGETABLE CONSUMPTION  
INSIGHTS REPORT

## Understanding nutrition security and habits to close the consumption gap

By Wendy Reinhardt Kapsak, president and CEO of Produce for Better Health

**pmg A PRODUCT OF THE PACKER** Login / Register

## Produce For Better Health ready to take National Fruits and Veggies Month by storm

from a plant SEPTEMBER IS NATIONAL FRUITS & VEGGIES MONTH #HVA2022 #haveaplant





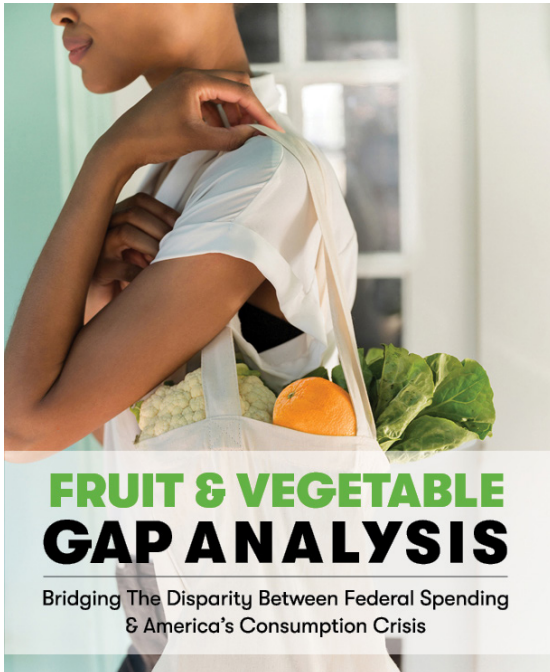
# SHARING PBH RESEARCH INSIGHTS

We released **unique insights** to inform future consumption efforts.

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## ILLUMINATING DISPARITIES IN FEDERAL SPENDING WITH THE PBH

# GAP ANALYSIS



In May 2022, PBH released a comprehensive research assessment of fruit and vegetable consumption-focused spending disparities in federal research, feeding and education programs. The report is titled *Fruit & Vegetable Gap Analysis: Bridging The Disparity Between Federal Spending & America's Consumption Crisis*, and was created in partnership with Nutrition On Demand (NOD), a consulting firm specializing in nutrition science, policy and communications.

Based on an extensive, year-long analysis of federal agency initiatives at the United States Department of Agriculture (USDA), National Institutes of Health (NIH) and Centers for Disease Control (CDC), as well as feedback from an open comment period, this report examines how key government departments and agencies currently fund efforts to assist Americans with increasing their consumption of fruits and vegetables – and,

importantly, identifies gaps and opportunities to enhance these initiatives and elevate fruit and vegetable consumption as a national priority.

For a more comprehensive look at the research, please visit [fruitsandveggies.org/gapanalysis](https://fruitsandveggies.org/gapanalysis).

*“We are experiencing a chronic fruit and vegetable consumption crisis in America that is affecting our health, our society and our economy. The Fruit & Vegetable Gap Analysis illuminates several opportunities to increase the focus on fruits and vegetables within all levels of government research, feeding and nutrition education initiatives to meaningfully address America’s consumption gap and improve public health.”*

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

### Several key findings grew out of the analysis of America’s fruit and vegetable consumption gap.

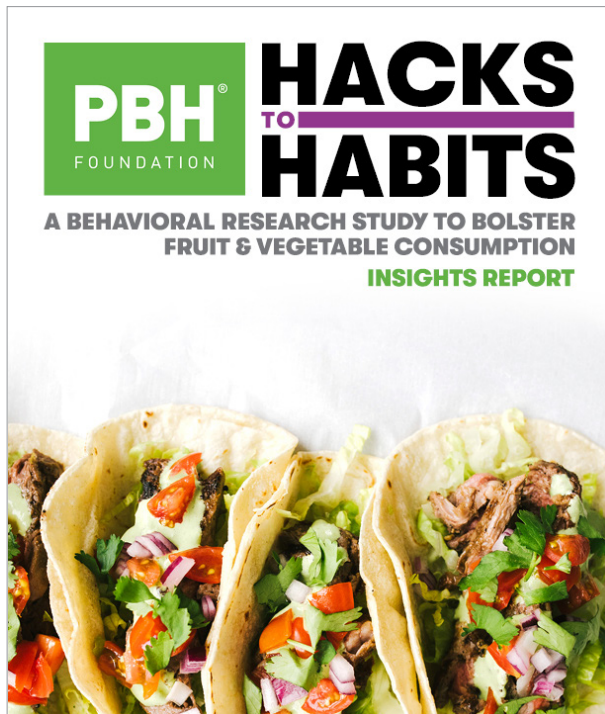
**1.** America is experiencing a pervasive and persistent fruit and vegetable consumption crisis.

**2.** The economic stakes of low fruit and vegetable consumption, even with conservative estimates, are high.

**3.** Fruit and vegetable consumption is inadequately funded across government departments and agencies responsible for supporting evidence-based initiatives to improve public health.

## IDENTIFYING KEY CONSUMER CONSUMPTION BEHAVIORS WITH PBH

# HACKS TO HABITS



In September 2022, PBH released its trailblazing consumer insights report: *Hacks To Habits: A Behavioral Research Study To Bolster Fruit & Vegetable Consumption*.

The research was designed to be laser-focused on the attitudes and behaviors of those consuming varying levels of fruits and vegetables, to better understand which strategies, such as simple hacks, could effectively make it easier for Americans to adopt and sustain fruit and vegetable consumption habits.

Several new insights grew out of the exploration of the inner workings of fruit and vegetable consumption behaviors, including insights into the habits, mindsets and behaviors of those who consume the highest levels of fruits and vegetables and those who consume little to none. The PBH team is using these findings to inform ongoing consumer communications.

*PBH is committed to research across three areas: food, nutrition and behavioral science; policy analyses; and consumer consumption trends.*

The report was released in September, 2022 to further celebrate the month as National Fruits & Veggies Month and to inform the White House Conference on Hunger, Nutrition, and Health on September 28th.

For a more comprehensive look at the research, please visit [fruitsandveggies.org/hackstohabits](https://fruitsandveggies.org/hackstohabits).

Several new insights grew out of the exploration of consumer fruit and vegetable consumption behaviors.

**1.** Habit-creating opportunities for fruits and vegetables are very different.

**2.** Fruit and vegetable habits are context-specific automatic behaviors.

**3.** High-frequency and medium-frequency eaters have more fruit and vegetable habits.

**4.** Low-frequency fruit and vegetable consumers can build habits from hacks.





# LEADING THE CHANGE

We **increased**  
**collaboration** among  
key thought leaders.

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CONVENING, ENGAGING & INSPIRING

# EXPERTS & STAKEHOLDERS

As a founding member of the [National Fruit & Vegetable Consumption Coalition](#) (NFVCC), PBH hosts quarterly meetings of this important group of leading food, nutrition and health stakeholders. The NFVCC provides coordinated leadership to help accelerate increased nationwide access to and demand for fruits and vegetables for improved public health, inspiring multi-sector collaboration and advancing fruit and vegetable consumption as a national priority. Working together, NFVCC members help elevate new fruit and vegetable eating behaviors, central to all U.S. public health initiatives, to help close the current consumption gap.

In 2022, the NFVCC refined its strategic framework and doubled its membership. The Coalition also participated in momentum-driving moments such as attending listening sessions and submitting comments to the White House Conference on Hunger, Nutrition & Health. Fruit and vegetable commodity boards were also invited to become NFVCC members in 2022.

NFVCC members include:



*The National Fruit & Vegetable Consumption Coalition increases collaboration across various sectors and advances consumption as a national priority among industry, public health and food system leaders.*

## PBH SCIENTIFIC ADVISORY COUNCIL

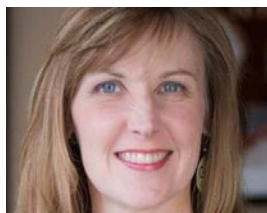
PBH convened its first-ever Scientific Advisory Council, consisting of both nutrition and behavioral scientists to help provide strategic oversight of PBH’s ongoing research efforts. With support from PBH Chief Food & Nutrition Scientist Taylor Wallace, PhD, CFS, FACN and PBH Chief Behavioral Scientist 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 partners with unique, cutting-edge research perspectives.



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

*In 2022, 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.*





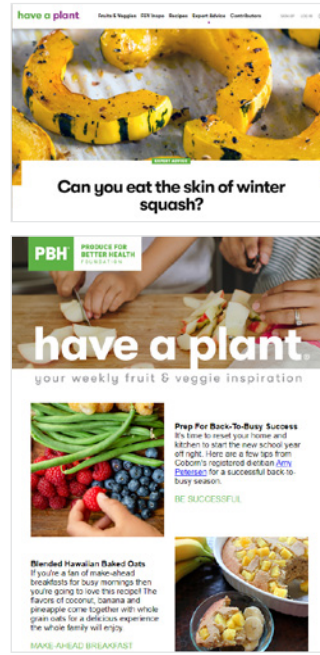
# INSPIRING CONSUMERS

We showcased  
**innovative content**  
to advance the Have  
A Plant<sup>®</sup> Movement.

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## INSPIRING FRUIT & VEGETABLE CONSUMPTION WITH THE PBH

# HAVE A PLANT<sup>®</sup> MOVEMENT



The Have A Plant<sup>®</sup> Movement inspires consumers to enjoy more fruits and vegetables through emotion-based messaging. Informed by the PBH KNOW-FEEL-DO Behavioral Framework, compelling and craveable content is 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 excite Americans with easy ideas that make the DOing simple, so they FEEL empowered by how plants boost health, happiness and deliciousness.

In 2022, 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<sup>®</sup> Movement.

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



Since the April 2019 launch through 2022, the Have A Plant<sup>®</sup> Movement has achieved:

**3.25 Billion**

traditional and social media impressions

**12 Million**

fruitsandveggies.org page views

**2,600**

traditional media mentions



**DRIVING CONSUMER ENGAGEMENT WITH QUARTERLY**

# THEMED CAMPAIGNS

Through PBH's direct-to-consumer digital ecosystem and influencer network, PBH used learnings to develop new quarterly content themes, or campaigns for inspiration and guidance in 2022 and beyond:

1. Food Rooted In Better Health
2. Food Rooted In A Better Mood®
2. Celebrating The Roots Of Our Food
4. Food Rooted In Feel-Good Flavor

These themes unify messaging and build momentum for the Have A Plant® Movement. They are designed to cut through the clutter and provide influencer and produce industry partners with easy-to-implement ideas for generating content, programs or promotions and have everyone "singing from the same song sheet."

*Quarterly themes were further developed into monthly and weekly campaigns that were carried through cohesively on fruitsandveggies.org, in consumer email marketing, and on our social media channels throughout the year.*

**Celebrating The Roots Of Our Food**

Farmers and growers work tirelessly to bring produce to Americans' tables to fuel health + happiness. We salute their extraordinary efforts every day!

**have a plant.**  
your weekly fruit & veggie inspiration

Fruits & Veggies - Have A Plant @Fruits\_Veggies · Jul 7  
The #produce industry is working around the clock to ensure that we can feed #healthy, safe food to our families. Let's hear some of their stories from the field, to the store, to our tables. [bit.ly/3bD2QIX](https://bit.ly/3bD2QIX) #haveaplant

**In 2022, The Have A Plant® Movement continued on a trajectory of extraordinary growth.**

**57 Million**

social media impressions

**3.4 Million**

fruitsandveggies.org page views

**18.6%**

consumer newsletter  
average open rate



# CELEBRATING THE ROOTS OF OUR FOOD FOR NATIONAL FRUITS & VEGGIES MONTH

Every September, PBH commemorates National Fruits & Veggies Month (NFVM) – a month-long celebration of everyone’s favorite and flavorful plants – fruits and veggies! The perfect opportunity for the produce industry to elevate fruit and vegetable consumption to a national priority, the annual celebration has reached more than 250 million impressions collectively since its 2019 inception.

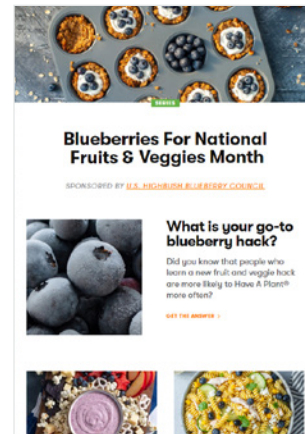
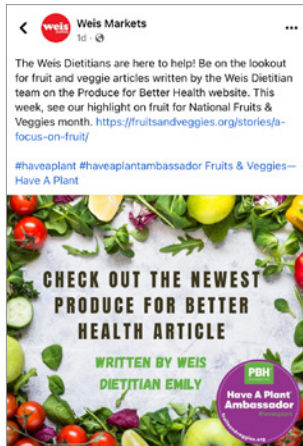
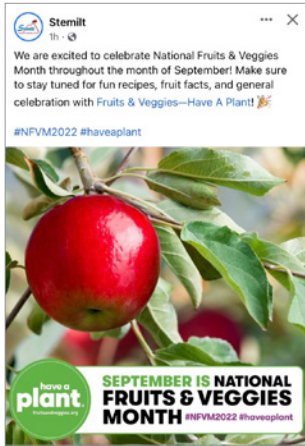
The 2022 NFVM theme, *Celebrating the Roots of Our Food*, was a celebration for all of the goodness that fruits and vegetables bring to our tables, our minds, our souls as well as our health and happiness. It highlighted how fruits and vegetables are at the “root” of our health and well-being and can serve as way to honor the farmers and growers who care for food from the ground up or as a deeply-rooted connection point with loved ones.

The PBH team took insights from the new *PBH Hacks To Habits* research to create consumer-facing promotional content and activation ideas which helped unify messaging and prompted new and creative ways to communicate about fruits and vegetables with consumers.

The 2022 NFVM Toolkit made it easy for every one to join PBH in *Celebrating The Roots Of Our Food*, with turnkey resources, compelling social content, visually appealing creative assets, sample communication tools and more.

National Fruits & Veggies Month in September presents the perfect opportunity for the produce industry to elevate fruit and vegetable consumption to a national priority.





Activations included Have A Plant® Cook Alongs, Facebook LIVE events, media segments, and podcasts hosted by and featuring influencers from PBH's vast influencer network. There were several NFVM-themed retail promotions and retail RD cooking demonstrations with PBH retail partners including H-E-B and Rouse's.

Several custom NFVM-themed campaigns were also created together with PBH partners such as a health and wellness webinar with Egg Nutrition Center and Hass Avocado Board, a field tour including digital and social promotions with Chelan Fresh, as well as a custom digital and social campaign throughout PBH's digital ecosystem with U.S. Highbush Blueberry Council.

2022 National Fruits & Veggies Month total media impressions surpassed 2021 by 38%.

**160 Million**  
impressions based on  
1,012 matte release posts

**6.8 Million**  
impressions from 695  
social media posts using  
#haveaplant or #NFVM2022

**2.3 Million**  
impressions from  
Facebook Live events

**15,000**  
National Fruits & Veggies  
Month Toolkit views



# CONNECTING WITH CONSUMERS THROUGH HAVE A PLANT® COOK ALONGS



Have A Plant® Cook Alongs have continued to be successful in a post-pandemic world as people turn to PBH’s social channels looking for inspiration for everyday and seasonal eating occasions.

In 2022, PBH doubled-down on this success by hosting regular events on our PBH Facebook LIVE platform, providing an opportunity to connect PBH partners and strategically-selected Have A Plant® Ambassadors for a 30-minute cooking demonstration. After the event, the videos are re-posted on our social media channels to provide on-going inspiration to our followers.



PBH Have A Plant® Cook Alongs continue to be valuable to our social media followers.

**471,000**  
Average impressions

**5,200**  
Average video views





# INSPIRING CONSUMERS

We formed  
**powerful partnerships**  
to encourage new  
consumption behaviors.

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TAPPING INTO VARIOUS EATING OCCASIONS WITH

# POWERFUL PARTNERSHIPS



**HAVE A PLANT® BY THE HANDFUL**

Over the summer, PBH celebrated two of America’s native crops, blueberries and pecans, along with the U.S. Highbush Blueberry Council, American Pecans and Coborn’s.

Promotions included an e-commerce landing page, media segments and a PBH Facebook LIVE from a blueberry field and pecan orchard hosted by Coborn’s registered dietitian Emily Krause.

**500K**  
consumers reached  
with promotions of the  
Facebook LIVE event

**7K**  
views of the video  
recording

**VEGGIES + EGGS: A PERFECT PAIRING FOR HEART HEALTHY MEALS**

Did you know that eggs can help you better absorb some nutrients found in vegetables, such as vitamin E and carotenoids? The Egg Nutrition Center did, which helped launch a robust partnership with PBH in 2022.

Activations ranged from e-commerce promotions with H-E-B, a Have A Plant® Cook Along with Hy-Vee registered dietitian Jen Blaser and a webinar diving into the ever-changing dietary recommendations on fat and cholesterol.

**300K**  
consumers reached  
with promotions of the  
Facebook LIVE event

**6K**  
views of the video  
recording





## THE GREEN PROJECT

In September, Chicago-based FOODWORKS, a restaurant incubator that specializes in unique dining solutions throughout the country, launched GREEN Powered by FOODWORKS in partnership with PBH. Together, FOODWORKS and PBH are bringing the message of plant-forward dining to restaurants, colleges, universities, corporations and healthcare settings across the nation — including major cities such as New York City, Washington DC, Chicago, Houston, Phoenix, San Francisco and Los Angeles — through the Have A Plant® Movement.

*“This is a focus on a balanced and sustainable approach to health through amazing flavor experiences with an emphasis on fruits and vegetables versus a focus on vegan or vegetarian menu offerings.”*

**John Coker**  
FOODWORKS President

## #BETTERTOGETHER

In October, PBH hit the road to engage with thousands of food and nutrition professionals at the Academy of Nutrition and Dietetics (AND) Food and Nutrition Conference and Expo (FNCE) — the world’s largest meeting of its kind. PBH was thrilled for the opportunity to co-host an event with the National Cattleman’s Beef Association (NCBA), promoting the Have A Plant® Movement and #BetterTogether — the joy of pairing produce with beef. Attendees included influential dietitians such as retail and media registered dietitians, top-tier nutrition experts and consumer influencers.

*“We know 70% of Americans are eating beef at least once a week, and we believe fruits and vegetables should absolutely be a part of those meal occasions. Pairing produce with foods people are already eating and enjoying is one way PBH is trying to make fruits and vegetables part of Americans’ everyday lives.”*

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





# ENGAGING INFLUENCERS

We **engaged influencers**  
who delivered the  
content consumers  
were craving.

---

**REACHING CONSUMERS THROUGH**

# HAVE A PLANT<sup>®</sup> AMBASSADORS

In 2022, PBH doubled the Have A Plant<sup>®</sup> Ambassador count to include 60 content contributors who donate their expertise in-kind, significantly extending the Have A Plant<sup>®</sup> Movement's reach.

This year's group of Ambassadors is PBH's largest to-date. After a highly competitive selection process with nearly 200 plant-passionate applicants, the 2022-2023 class of Have A Plant<sup>®</sup> Ambassadors was identified based on a number of factors including their significant credibility, strong digital and social media reach, media-savvy smarts, compelling expert content, and most importantly, their passion for promoting fruits and vegetables.

The Have A Plant<sup>®</sup> Movement is further elevated and amplified through the broad-based PBH Have A Plant<sup>®</sup> Influencer Network. The Network includes 300+ plant-passionate advocates in addition to the Have A Plant<sup>®</sup> Ambassador content creators.



*Have A Plant<sup>®</sup> Ambassadors, along with PBH's digital and social media following, reach more than 2 million consumers daily.*

**Have A Plant<sup>®</sup> Ambassadors inspire consumers at three major points of influence:**

**Point-of-Sale**  
Have A Plant<sup>®</sup> Retail Ambassadors

**Point-of-Flavor**  
Have A Plant<sup>®</sup> Culinary & Foodservice Ambassadors

**Point-of-Inspiration**  
Have A Plant<sup>®</sup> Lifestyle, Nutrition & Agricultural Ambassadors



**GROWING OUR REACH, KNOWLEDGE & CREDIBILITY WITH**

**HAVE A PLANT<sup>®</sup> ADVISORS**



Allison Delaney  
Stop and Shop



Bridget Wojciak  
Kroger



Cathy Powers  
CIAP Healthy Kids  
Collaborative



Chavanne Hanson  
Google Foods



Colleen McClellan  
Datassential



Keith Ayoob  
Albert Einstein  
College of Medicine



Ken Toong  
U Mass



Lisa Fieldman  
Sodexo



Mary Christ-Erwin  
MCE Consulting



Missy Schaaphok  
Taco Bell



Deanne Brandstetter  
Compass Group



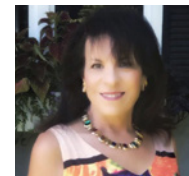
Desiree Olivero  
Wakefern



Elisa Sloss  
Hy-Vee



Gena Gerth  
Bloomin Brands



Joan Salge Blake  
Boston University/  
Spot On! Podcast



Rafi Taherian  
Yale Dining



Sanna Delmonico  
The Culinary Institute



Stacey Bates  
H-E-B



Steven Jennings  
AHOLD



Yvette Waters  
Raleys

In 2022, PBH continued to grow our reach and credibility among a wide variety of expert stakeholders by expanding and formalizing The Have A Plant<sup>®</sup> Advisor Network. The PBH Advisor Network includes thought leaders across retail, foodservice and communication disciplines – representing all points of influence where consumers make fruit and vegetable consumption decisions.

To keep this group close and informed, we met quarterly to share updates on PBH research and initiatives. We also used this time to gather key insights and perspectives that can help guide future PBH programming and provide invaluable intel and expertise to PBH Partners.





# ENGAGING INFLUENCERS

We cultivated  
relationships through  
**PBH signature events.**

---

**UNITING PLANT-PASSIONATE PEOPLE AT THE PBH**

# CONSUMER CONNECTION CONFERENCE

In April 2022, PBH reconvened produce industry stakeholders, food system leaders, and top-tier consumer influencers for the annual Consumer Connection Conference, last held in-person in 2019.

The first industry marketing event of the year, conference attendees gained actionable insights from the stage with a deep exploration of how we can harness consumer behaviors and create an inclusive culture through food.

Keynote speaker Wendy Wood, PhD, Author of *Good Habits, Bad Habits: The Science of Making Positive Changes That Stick* outlined key behavioral science research insights and explored strategies that can lead to lasting fruit and vegetable habits.

Jack Bobo, CEO of Futurity and Author of *Why Smart People Make Bad Food Choices* also keynoted the event. Mr. Bobo discussed ways to promote healthier eating habits when habits are disrupted, and introduced concepts for increasing consumption of fruits and vegetables.



*The PBH Consumer Connection Conference brings together industry stakeholders, food system leaders and top-tier consumer influencers to improve fruit and vegetable consumption.*





Networking events over several days allowed attendees to engage in intimate high-caliber conversation with influencers, retailers, foodservice leaders and marketers. Additionally, attendees found inspiration for engaging consumers with daily plant-forward culinary explorations.

Perhaps most critical to the event's success were 1:1 VIP CONNECT appointments where retailers, foodservice and culinary leaders, as well as lifestyle, nutrition and agriculture influencers met with sponsors to network, learn and collaborate on ways to boost fruit and vegetable sales and ultimately, consumption.

*“This conferences provides me with the opportunity to connect with other retail dietitians, vendors, foodservice experts, chefs, lifestyle nutrition influencers/communicators and of course the PBH staff. The sessions were spot on and provided me with a list of actionable take aways for me to bring back to my retailer. I left the conference inspired and look forward to this conference every year. It’s in the top 2 most valuable conferences for me as a retail dietitian.”*

**Anonymous Consumer Connection Conference VIP Retail Attendee**

**Across the board, Consumer Connection Conference attendees found value at the event.**

**95%**

of attendees say the conference met or exceeded their expectations.

**92%**

of VIP influencer attendees say it’s very or extremely important to attend the Consumer Connection Conference to meet professional goals.

**93%**

of sponsors say Consumer Connection Conference sponsorships are very or extremely valuable to their organization.



**CONNECTING INFLUENCERS & THE PRODUCE INDUSTRY AT THE PBH**

# RETAIL & FOODSERVICE IMMERSION EVENT

After a two-year hiatus, PBH was thrilled to bring 23 influential retail dietitians and foodservice leaders to the 2022 PBH Retail & Foodservice Immersion Event, held alongside the International Fresh Produce Association’s (IFPA) Global Produce & Floral Show, in October 2022.

The four-day event offered an array of educational and experiential programs. Education sessions offered timely topics including new PBH research and consumer insights; Powerful Produce Pairing tasting experiences; a private chef-led vegetable culinary experience and dinner; and focus groups centered around retail and foodservice promotion as well as activation and collaboration ideas for future fruit and vegetable success.

Pre-scheduled booth visits on the IFPA show floor offered an opportunity for produce leaders to share new products, sustainable packaging innovations and other consumer-centric initiatives with these retail and foodservice VIPs. PBH covered the show floor and amplified the experience on social media for consumers to get a taste of what’s new and what’s next in produce.



*“This was a great event and we are happy to have been a host to the groups visiting the show floor. It gave us a great opportunity to learn more about their work and items they are looking for specifically from suppliers.”*

**Auna Lundberg**  
Stemilt Growers Marketing Manager





## RETAIL & FOODSERVICE IMMERSION EVENT

*This signature PBH event provides foodservice leaders and consumer-facing retail dietitians with access to the latest produce innovations, new research and behavioral insights as well as tools to inspire new fruit and vegetable consumption habits online, in-store and in foodservice establishments across America.*



**Both sponsors and VIP attendees found the event to be very valuable.**

**86%**

of VIP attendees say the PBH Retail & Foodservice Immersion Event exceeded expectations.

**90%**

of VIP influencer attendees say PBH Retail & Foodservice Immersion Event is very or extremely important to reach their professional goals.

**86%**

of sponsors say the PBH Retail & Foodservice Immersion Event is very valuable compared to other events.





# ENGAGING INFLUENCERS

We served as a go-to  
resource for health and  
wellness professionals  
with **new tools and  
education opportunities.**

---

# BOLSTERING THOUGHT LEADERSHIP AMONG PROFESSIONALS THROUGH PBH EXPERT WEBINARS

Webinars offer credible education opportunities for professionals, maintaining PBH's status as a go-to resource for the health and wellness professional community.

In 2022, PBH collaborated with industry partners as well as food and nutrition experts to develop 8 highly-relevant, cutting-edge webinars, offering credible virtual education opportunities for health and wellness professionals. Webinar topics ranged from consumption research insights, fruit and vegetable trends, product innovations, culinary inspirations, sustainability and more.

In 2022, we introduced PBH Expert Series Webinars presented by *PBH Chief Behavioral Scientist Dr. Jason Riis*, *PBH Chief Food Scientist Dr. Taylor Wallace*, *PBH Retail Specialist Annette Maggi, MS, RDN, LD, FAND* and *PBH Culinary & Foodservice Specialist Amy Myrdal Miller, MS, RDN, FAND*. These webinars extended PBH's thought leadership within this important community and were some of the best attended webinars of the year.

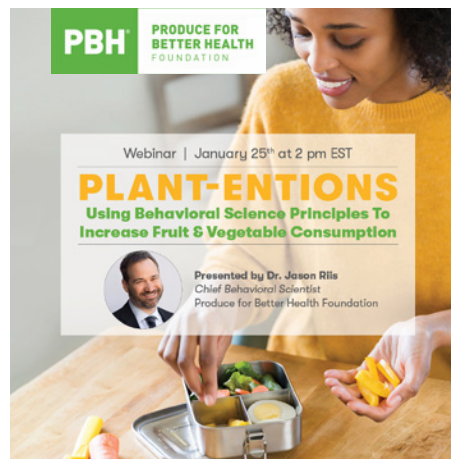
**PBH webinars are consistently well-attended.**

**600**

average PBH Webinar registrants

**325**

average PBH Webinar attendees





## EXTENDING PBH MESSAGING WITH

# INFLUENCER TOOLKITS

A 2021 influencer poll revealed that the top two most desired resources are PBH research and seasonal toolkits with turn-key content. That's why, in 2022, PBH curated its most desirable content within our quarterly themes and made it easy for influencers to leverage it all in one place with quarterly PBH Have A Plant® Influencer Toolkits.

Toolkits strengthen the PBH Have A Plant® Movement and digital ecosystem, amplifying PBH messaging through influencers' and PBH channels. Influencers find science-based facts that support PBH messaging, insights from PBH experts, seasonal fruit and vegetable inspiration, themed infographics, in-store promotions, menu development and sample consumer communications.

The toolkits have been received with great enthusiasm. PBH will continue providing this value to our important influencer network into 2023.

*PBH Have A Plant® Influencer Toolkits provide insights and inspiration to support consumer communications to our plant-passionate health and wellness professional community.*



These toolkits continue to receive more views as they grow in popularity and influencers rely on them.

**2,200**  
views of the Q1 toolkit:  
*Food Rooted In Better Health*

**2,300**  
views of the Q2 toolkit:  
*Food Rooted In A Better Mood*

**5,800**  
views of the Q3 toolkit:  
*Celebrating The Roots Of Our Food*

**13,000**  
views of the Q4 toolkit:  
*Food Rooted In Feel-Good Flavor*

# THE FOUNDATION

We were grateful for the  
unwavering support of  
**our many partners.**

---



**2022 PBH**

# EXECUTIVE COMMITTEE

## OFFICERS

**CarrieAnn Arias**  
Naturipe Farms, LLC.  
*Chairman of the Board*

**Desiree Olivero**  
Wakefern Corporation  
*Vice Chairman of the Board*

**Jason Osborn**  
The Wonderful Company  
*Secretary/Treasurer*

**Matt Middleton**  
*Serving Past Chair*

## AT-LARGE MEMBERS

**Andrew Burchett**  
Bayer Crop Science

**Kimberely Challoner**  
Seneca Foods Corporation

**Bil Goldfield**  
Dole Food Company, Inc.

**Fernando Herrera**  
Sun-Maid Growers of California

**Leona Neill**  
Red Sun Farms

**Jeff Scramlin**  
HZPC Americas Corp.

**Brianna Shales**  
Stemilt Growers LLC

**Nichole Towell**  
Duda Farm Fresh Foods, Inc.



**2022 PBH**

# BOARD OF TRUSTEES

**Tracey Halliday**  
American Beverage Association

**Bil Goldfield**  
Dole Food Company, Inc.

**Lauren Highfill Williams**  
National Peanut Board

**Fernando Herrera**  
Sun-Maid Growers of California

**Mary Emma Young**  
American Frozen Food Institute

**Nichole Towell**  
Duda Farm Fresh Foods, Inc.

**CarrieAnn Arias**  
Naturipe Farms, LLC.

**Bruce Taylor**  
Taylor Farms

**Andrew Burchett**  
Bayer Crop Science

**Tori Rumenik**  
Florida Fruit & Vegetable Association

**Tami Iverson**  
Pacific Coast Producers

**Jason Osborn**  
The Wonderful Company

**Angela Fraser**  
California Avocado Commission

**Jeff Scramlin**  
HZPC Americas Corp.

**Kevin Moffitt**  
Pear Bureau Northwest

**Curtis Granger**  
U.S. Highbush Blueberry Council

**Chris Christian**  
California Strawberry Commission

**Max Teplitski**  
International Fresh Produce Association

**Jill Rittenberg**  
Potatoes USA

**Desiree Olivero**  
Wakefern Food Corporation

**Jennifer Olmstead**  
California Walnut Commission

**Diane Welland**  
Juice Products Association

**Leona Neill**  
Red Sun Farms

**Dave Puglia**  
Western Growers

**Lindsay Watts**  
Campbell Soup Company

**David Grotto**  
Kellogg Company

**Kimberely Challoner**  
Seneca Foods Corporation

**Mac Riggan**  
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**Nick Quintero**  
Melissa's Produce, Inc.

**Brianna Shales**  
Stemilt Growers LLC

**Jen Reiner**  
Del Monte Foods, Inc.

**Bart Minor**  
Mushroom Council

**Christina Ward**  
Sunkist Growers, Inc.



**2022 PBH**

# PARTNERS

January 1 - December 31, 2022. Includes organizations that support PBH through annual contributions and/or sponsorships as well as philanthropic donations. Does not include in-kind gifts.

**\$50,000+**

- Bayer Crop Science
- Egg Nutrition Center
- Mushroom Council
- Stemilt Growers LLC
- Sun-Maid Growers of California
- Taylor Farms
- The Wonderful Company
- U.S. Highbush Blueberry Council

**\$25,000+**

- California Strawberry Commission
- California Walnut Commission
- Chelan Fresh
- Del Monte Foods, Inc.
- Dole Food Company, Inc.
- Duda Farm Fresh Foods, Inc.
- HZPC Americas Corp.
- Juice Products Association
- Naturipe Farms LLC.
- Pacific Coast Producers
- Pear Bureau Northwest
- Red Sun Farms
- Seneca Foods Corporation
- T&G Global/Envy Apples

**\$15,000+**

- American Beverage Association
- American Pecan Council
- California Avocado Commission
- California Prune Board
- Campbell Soup Company
- International Fresh Produce Association
- Kellogg Company
- Melissa's Produce, Inc.
- National Peanut Board
- Okanagan Specialty Fruits
- Potatoes USA
- Sunkist Growers, Inc.

**\$10,000+**

- American Frozen Food Institute
- Avocados from Mexico
- California Cantaloupe Advisory Board
- California Cling Peach Board
- California Leafy Greens Marketing Agreement
- California Pear Advisory Board
- Florida Fruit & Vegetable Association
- Michigan Apple Committee
- National Cattlemen's Beef Association
- Pacific Northwest Canned Pears
- Sabra
- Western Growers

**\$5,000+**

- Bay Baby Produce
- Black Gold Farms, Inc.
- California Giant Berry Farms
- California Table Grape Commission
- Coastline Family Farms
- FOODWORKS
- General Mills, Inc. - Bell Institute of Health & Nutrition
- Gold Coast Packing, Inc.
- Hannaford Supermarkets
- Jasper Wyman & Son
- Mastronardi Produce, Ltd.
- Monterey Mushrooms, Inc.
- National Pasta Association
- Oneonta Starr Ranch Growers
- Sakata Seed America, Inc.
- Sysco / FreshPoint
- The Oppenheimer Group
- Trinity Fruit Sales

**\$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  
 Chestnut Hill Farms  
 Coast to Coast Produce, L.L.C.  
 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.  
 Gem-Pack Berries, LLC  
 GreenGate Fresh, LLLP  
 Harps Food Stores, Inc.  
 Heartland Produce  
 Hilex Poly Company LLC  
 Hungenberg Produce, Inc.  
 Hy-Vee, Inc.  
 Idaho Potato Commission  
 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  
 Mucci International Marketing Inc.  
 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.  
 Ruiz Sales, 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  
 The Packer  
 The United States Sweet Potato Council, Inc.  
 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**

CarrieAnn Arias  
 B & B Produce, Inc.  
 Babé Farms, Inc.  
 Bard Valley Medjool Date Growers Association

Blue Book Services, Inc.  
 Bushwick Commission Company, Inc.  
 Malinda Cecil  
 Crook Brothers  
 Crown Poly, Inc.  
 D.L.J. Produce  
 David J. Elliot & Sons  
 Deardorff Family Farms  
 Christina Eilers  
 Debra Fisher  
 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.  
 LGS Specialty Sales, Ltd.  
 Maine Farmers Exchange  
 Michigan Celery Promotion Cooperative, Inc.  
 National Produce FB LLC  
 Anonymous donation in honor of Leoniza Nazareno  
 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  
 Derek Veen  
 W.J.L. Distributors, Inc.  
 Walter P. Rawl & Sons, Inc.  
 Wish Farms



## 2022 PBH

# INFLUENCER VOLUNTEERS

PBH would also like to recognize its Have A Plant® Advisors and Ambassadors who provide their expertise in-kind and inspire consumers to enjoy more fruits and vegetables every day.

## HAVE A PLANT® AMBASSADORS

### RETAIL

Emily Bumgarner, *Weis Markets*  
 April Byron, *Hannaford*  
 Thu Huynh, *Giant Food Company*  
 Sarah Kiel, *formerly of Harmons Grocery*  
 Kara Kilmartin, *Hannaford*  
 Melissa Logan, *Weis Markets*  
 Andrea Luttrell, *Big Y*  
 Elaine Magee, *Albertson's*  
 Emily Krause, *Coborn's*  
 Amy Petersen, *Coborn's*  
 Joni Rampolla, *The GIANT Company*  
 Mary Robinson, *The GIANT Company*  
 Charlotte Scheid, *The GIANT Company*  
 Jena Wood, *The GIANT Company*  
 Shanna Schultz, *The GIANT Company*  
 Meghan Sedivy, *Fresh Thyme*  
 April Sins, *Rouses Markets*  
 Allison J Stowell, *Hannaford*  
 Carrie Taylor, *Big Y*  
 Lyndi Wieand, *Weis Markets*

### CULINARY & FOODSERVICE

Micheline D. Cormier, *Sodexo*  
 Jessica Foust, *Creative Food Solutions*  
 Abbie Gellman, *Chef Abbie Gellman*  
 Dayle Hayes, *Nutrition for the Future*  
 Megan McCarthy, *Healthy Eating 101*  
 Marie Molde, *Datassential*  
 Tessa Nguyen, *Taste Nutrition Consulting*  
 Robin Plotkin, *Board Mama*  
 Jennifer Roberts, *Compass Group*  
 Cyndie Story, *Culinary Solution Centers, LLC*  
 Erika Wong, *Kaya Health*

### LIFESTYLE, NUTRITION & AGRICULTURE COMMUNICATORS

Julie Andrews, *The Healthy Epicurean*  
 Deanna Belleny Lewis, *Diversify Dietetics*  
 Leslie Bonci, *Active Eating Advice*  
 Kristen Carli, *Mostly Green*  
 Beau Coffron, *Lunchbox Dad*  
 Stephen & Elise Compston, *Compston's Kitchen*

Megan Crivelli, *The Produce Nerd*  
 Jodi Danen, *Create Kids Club*  
 Andrew Dole, *Body Fuel*  
 Mandy Enright, *Food + Movement*  
 Jillian Griffith, *The Culture of Wellness*  
 Cara Harbstreet, *Street Smart Nutrition*  
 Kelly Jones, *Kelly Jones Nutrition*  
 Matthew Landry, *Stanford University*  
 Lauren Manaker, *NN10*  
 Alexandra Rae Molumby, *Harvest Joy*  
 Nicole Rodriguez, *Enjoy Food Enjoy Life*  
 Rosanne Rust, *Chew the Facts®*  
 Sarah Schlichter, *Bucket List Tummy*  
 Kelli Shallal, *Hungry Hobby*  
 Vandana Sheth, *Vandana Sheth, LLC*  
 Lori Taylor, *The Produce Moms®*  
 Jonathan Valdez, *Genki Nutrition*  
 Manuel Villacorta, *Manuel Villacorta*  
 Elisabeth Watkins, *Farm Girl Chef*  
 Liz Weiss, *Liz's Healthy Table*  
 Christy Wilson, *Christy Wilson Nutrition, LLC*

## HAVE A PLANT<sup>®</sup> ADVISORS

### RETAIL

Stacy Bates, *H-E-B*

Allison Delaney, *Stop and Shop*

Steven Jennings, *AHOLD*

Desiree Olivero, *Wakefern*

Elisa Sloss, *Hy-Vee*

Yvette Waters, *Raleys*

Bridget Wojciak, *Kroger*

### CULINARY & FOODSERVICE

Deanne Brandstetter, *Compass Group*

Sanna Delmonico, *The Culinary Institute of America*

Lisa Feldman, *Sodexo*

Gena Gerth, *Bloomin Brands*

Chavanne Hanson, *Google Foods*

Cathy Powers, *CIA Healthy Kids Collaborative*

Missy Schaaphok, *Taco Bell*

Rafi Taherian, *Yale Dining*

Ken Toong, *University of Massachusetts Dining*

### COMMUNICATIONS, PR & MARKETING

Keith Ayoob, *Albert Einstein College of Medicine*

Joan Salge Blake, *Nutrition Professor at Boston University, Speaker, Journalist and Author of Podcast Spot On!*

Mary Christ-Erwin, *MCE Consulting*

Colleen McClellan, *Datassential*

## PBH SCIENTIFIC ADVISORY COUNCIL

Kristi Crowe-White, PhD, RD  
Associate Professor & Department Chair  
The University of Alabama

Peggy Liu, PhD  
Ben L. Fryrear Chair in Marketing  
& Associate Professor of Business Administration  
University of Pittsburgh

Brandon McFadden, PhD  
Assistant Professor  
University of Arkansas

Jason Riis, PhD  
PBH Chief Behavioral Scientist

Christina Roberto, PhD  
Mitchell J. Blutt & Margo Krody Blutt Presidential  
Associate Professor of Health Policy  
University of Pennsylvania

Allison Steiber, PhD, RDN  
Chief Science Officer  
Academy of Nutrition and Dietetics

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

Connie Weaver, PhD  
Distinguished Professor of Research  
San Diego State University

Wendy Wood, PhD  
Provost Professor of Psychology & Business  
University of Southern California

Amy Lazarus Yaroch, PhD  
Executive Director

Gretchen Swanson Center for Nutrition



**2022 PBH**

# GIFTS IN-KIND

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

## **\$400,000+**

Google Ads

## **\$80,000+**

Farm Journal (The Packer)

Produce Business

## **\$40,000+**

Blue Book Services, Inc.

International Fresh Produce Association

## **UP TO \$15,000**

Eastern Produce Council

Naturipe Farms LLC.

New England Produce Council

Southeast Produce Council

The Produce News



## LOOKING AHEAD TO 2023

# JOINING FORCES WITH IFPA'S FOUNDATION FOR FRESH PRODUCE

We at PBH are thrilled to advance our passion for fruits and vegetables and further unify the produce industry by joining forces with the International Fresh Produce Association (IFPA) and its Foundation for Fresh Produce to create the largest global community of advocates for fruit and vegetable consumption.

Beginning January 2023, this merger will immediately deliver even greater impact and value to the collective fruit and vegetable industry by providing a research-based, consumer-focused platform that can ignite consumption behavior change as well as elevate fruit and vegetable consumption as a national and global health priority, improving public health and accelerating industry growth.

For more than 30 years, PBH has been the trusted non-profit philanthropy dedicated to improving fruit and vegetable consumption in America. Rooted in research, PBH initiatives have created a monumental movement and inspired consumers to eat and enjoy fruits and vegetables for happier, healthier lives every single day.

We are incredibly grateful to our network of passionate partners who have enabled us to make a considerable impact in leading the change to close the pervasive fruit and vegetable consumption gap in America.

Now is the time to build upon the momentum achieved thus far – working together with one, unified voice – and advance fruit and vegetable consumption for America's health and happiness – for this generation and the next.

Sincerely,



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

*“Bringing these two 501(c)(3)s together not only allows us to further scale proven initiatives to pursue our shared mission, but it also allows us to achieve a unified and powerful voice. Today, when public health is at the center of some of our greatest challenges, the advocacy needed to improve nutrition security requires resources and strategic partnerships. Bringing these organizations together is the ultimate collaboration and will position our industry to take on a significant role in increasing consumption of fruits and vegetables.”*

**CarrieAnn Arias**

Naturipe Farms, LLC. Vice President of Marketing and 2022 PBH Board of Trustees Chairman

For more information about the merger, please read the [press release](#) and review the [FAQs](#).



# THE PBH TEAM



**Wendy Reinhardt Kapsak, MS, RDN**  
*President & CEO*



**Katie Calligaro**  
*Marketing & Communications  
Senior 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*

# JOIN THE MOVEMENT

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



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