



CONSUMER & INFLUENCER ENGAGEMENT OPPORTUNITIES

Growing a healthier world
by boosting appeal for fruits
and vegetables



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ABOUT HAVE A PLANT[®] PROGRAMS



Have A Plant[®] programs are a strategic pillar of the International Fresh Produce Association's (IFPA) [Foundation For Fresh Produce](#), a 501 (c)(3) organization committed to growing a healthier world by boosting appeal for fruits and vegetables.

Launched in 2019, the award-winning [Have A Plant[®] Movement](#) continues to inform, inspire and captivate millions of consumers with compelling content and actionable, science-based educational resources that make building new fruit and vegetable consumption habits easy, actionable and achievable.



HAVE A PLANT[®] AUDIENCE & REACH



Since 2019, the Have A Plant[®] Movement has educated and inspired 4 billion consumers, as well as thousands of food, nutrition and health influencers who shape their decisions through our website, fruitsandveggies.org, social media channels, and e-newsletters.



1,020,000
Facebook Followers



23,000
Instagram Followers



60,000
Twitter Followers



420,000
Average Monthly
Website Page Views



23,000
Influencer Newsletter
Subscribers



47,000
Consumer Newsletter
Subscribers

THE HAVE A PLANT® INFLUENCER NETWORK

The Have A Plant® Movement is further elevated and amplified through our diverse Have A Plant® Influencer Network which includes 300+ plant-passionate advocates and 50 top-tier Have A Plant® Ambassador content creators who inspire consumers at four major points of influence:

POINT-OF-SALE

Retail dietitians are trusted, credentialed advisors who inspire health and happiness at retail.

POINT-OF-FLAVOR

Culinary educators, chefs and foodservice leaders set consumption trends at national and regional restaurant chains, contract foodservice operations and campus dining programs.

POINT-OF-INSPIRATION

Expert lifestyle, nutrition, fitness and agriculture communicators create cravings and amplify messaging on a broad spectrum of digital and social media platforms.

POINT-OF-AWARENESS

Trendsetting journalists and food editors determine newsworthy information and disseminate facts through trusted consumer media outlets, such as tv, radio, podcasts and online and print publications.

MEET OUR HAVE A PLANT® AMBASSADORS



2024 QUARTERLY CONTENT CAMPAIGNS

Our centralized editorial themes unify messaging and build momentum for content to shine bright within our digital and social media ecosystem. We integrate new on-trend monthly and weekly content themes to keep consumers engaged and intrigued all year long!

Q1: FOOD ROOTED IN BETTER HEALTH

The New Year is a great time to reset and root yourself in feel-good habits that keep you feeling happy and healthy. Adding one more fruit or veggie to your daily routine can improve health, boost your mood (and your 'tude!).



Q2: FOOD ROOTED IN A BETTER MOOD®

Fruits and veggies are the plants that people aren't eating enough of. There can be immense joy in the sweet-tasting, healthy eating experience of fruits, and smart satisfaction associated with the success of preparing vegetables as a meal or snack. So here's a plan, Have A Plant®.



Q3: 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, and especially during National Fruits & Veggies Month in September, a plant-packed celebration of America's favorite and most flavorful plants!



Q4: FOOD ROOTED IN FEEL-GOOD FLAVOR

Fruits and vegetables are at the center of our plates, our tables and our food-loving hearts. Bring your friends and family together this holiday season with fruit- and veggie-packed flavorful feasts and feel-good eats.



SIGNATURE EVENTS



2023 Retail Dietitian Immersion Event Sponsorships start at \$2,000

Share **WHAT'S NEW** and **WHAT'S NEXT** with 25 strategically-selected retail dietitians who are inspiring consumer cravings and influencing consumption behaviors at the point-of-sale.

SPONSORSHIP OVERVIEW:

The perfect opportunity to maximize your Global Show investment for a minimal incremental cost. Sponsors will have an opportunity to tell their story, share their consumer-centric campaigns, and:

- **Share key messages, educational content and turnkey tools** to support produce-centric promotions with shoppers — in-store and online
- **Create meaningful connections** with trusted, credentialed retail dietitians who inspire new eating behaviors, set trends, and influence purchase decisions for Millennial and Gen Z consumers
- **Gather insights from those engaging consumers** every day to drive marketing decisions, inform new product launches, and consumer-centric campaigns



RETAIL DIETITIAN IMMERSION EVENT

October 18-21, 2023 | Anaheim, CA

Hosted alongside The Global Produce & Floral Show

[CONTACT US TO LEARN MORE](#)

2024 Consumer Connection Conference Sponsorships start at \$2,000

THE PLACE where produce industry marketers and consumer influencers UNITE to elevate fruit and vegetable consumption.

SPONSORSHIP OVERVIEW:

For those seeking thought leadership, influencer engagement, educational and/or product promotion opportunities, this event is a powerful all-in-one marketing tactic. Sponsors will have the opportunity to:

- **Demonstrate thought leadership** through a full audience general session address
- **Gain business-boosting insights** through immersive educational experiences
- **Build and diversify your network** in an intimate environment and conduct your own pre-scheduled 1:1 business meetings
- **Showcase your product or commodity** in captivating plant-FIRST culinary experiences that build upon top food trends
- **Boost your brand visibility** and expand your reach in real-time with an on-site social media activation, led by a handpicked Have A Plant® Ambassador



[CONTACT US TO LEARN MORE](#)

INFLUENCER EDUCATION



Health & Wellness Professional Webinar: \$7,500

Educate consumer-facing health and wellness professionals leveraging our third party credibility by collaborating to develop a 1-hour webinar.

SPONSORSHIP OVERVIEW:

- **Collaborate with us to develop a relevant cutting-edge 1-hour webinar**, promoted to 26,000 food, nutrition and health professionals as well as consumer influencers
- **Highlight diverse topics** — research, trends, product innovations, culinary inspirations and more
- **Ask the audience** one post-event survey question and one live poll question during the webinar
- **Full-scale promotion** with customized promotional graphic for amplification on the Have A Plant® social media channels and influencer e-newsletter
- **Analysis and submission of webinar content for continuing professional education credits** with the Commission on Dietetic Registration (CDR)
- **Post-webinar performance report** with key insights and analytics, including registration and attendee lists
- **On-demand webinar recording added to our virtual education library** on fruitsandveggies.org for continuous access



CLICK HERE TO SEE *MANAGING SCIENTIFIC WHIPLASH: THE EVOLUTION OF DIETARY FAT & CHOLESTEROL RESEARCH* WHICH WAS ATTENDED LIVE BY **OVER 500 HEALTH AND WELLNESS PROFESSIONALS**




Have A Plant® Influencer Toolkit: \$4,000

Influencers look to us for credible, turn-key resources they can use to create their own promotions. Put your brand or commodity top of mind with prominent placement in one of our influencer toolkits based on our compelling quarterly themes.

SPONSORSHIP OVERVIEW:

- One full page recipe + image
- One product or commodity featured as a Seasonal Highlight (includes select, store and serving concepts)
- One full page advertorial or themed infographic
- Prominent brand and logo recognition
- Distribution to full Have A Plant® Influencer Network
- Up to 3 sponsors per toolkit

A LA CARTE ADVERTISING:

 1/4 Page: \$500	 1/2 Page: \$800	 Full Page: \$1,000
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[CLICK HERE TO SEE THE CELEBRATING THE ROOTS OF OUR FOOD TOOLKIT WHICH HAS BEEN VIEWED OVER 10K TIMES](#)

Have A Plant® Ambassador Promotional Mailing: \$3,500

Put your product and swag straight into our Have A Plant® Ambassador's hands to generate buzz and boost brand love on social media and beyond.

SPONSORSHIP OVERVIEW:

- **Send promotional products and fun swag** with inspiring content and recipes to our Have A Plant® Ambassadors to share, post and promote on their social media channels
- **Strategically curate your mailing list** from our Have A Plant® Ambassador network for one time use. Note that some retail Ambassadors may not be able to receive products.
- **At least one post on our social media channels and one post by a Have A Plant® Ambassador**
- **Fully managed communications before, during and after** to verify mailing information, as well as provide a post-mailer report, with feedback and social media highlights



CONSUMER ENGAGEMENT

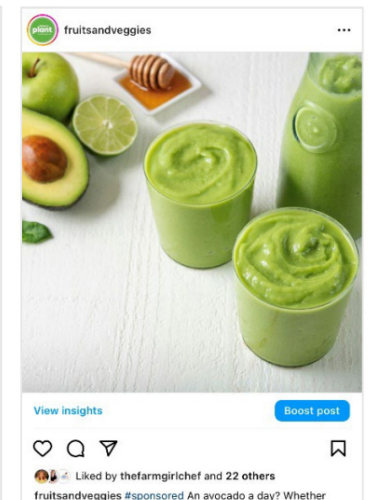
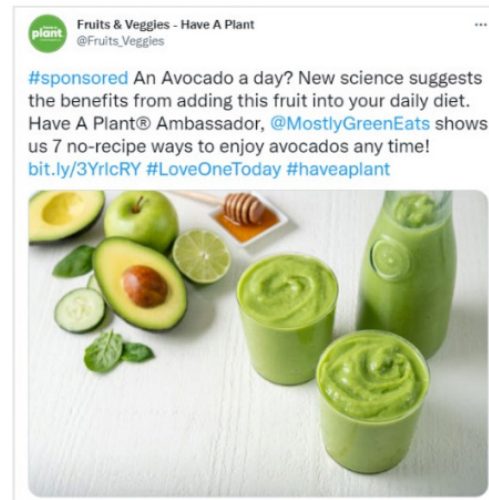


NEW Have A Plant® Ambassador Collaboration + Content Series Combo: \$15,000

Customized omnichannel content campaign designed in collaboration with a strategically-selected Have A Plant® Ambassador to create and amplify your content throughout our digital and social media ecosystem.

SPONSORSHIP OVERVIEW:

- **Exclusive Content Series** featuring a collection of up to 7 recipes, articles, expert advice Q&As, infographics and/or videos. Series content will remain searchable on fruitsandveggies.org indefinitely
- **Up to three pieces of custom content created by a Have A Plant® Ambassador** which could consist of a recipe and/or blog and Instagram Reel
- **Promotion of the content series on our social media channels** with paid support for additional visibility
- **Prominently featured at the top of fruitsandveggies.org homepage** for one week, approximately 2,000 visitors
- **Dedicated email blast** to 47,000 consumer and influencer opt-in subscribers featuring your curated content collection



Have A Plant® Cook Along: \$7,500

Collaborate with us and a strategically-selected Have A Plant® Ambassador to host a 30-minute cooking demonstration or tasting experience while sharing your key messages on the Have A Plant® Facebook live event platform.



SPONSORSHIP OVERVIEW:

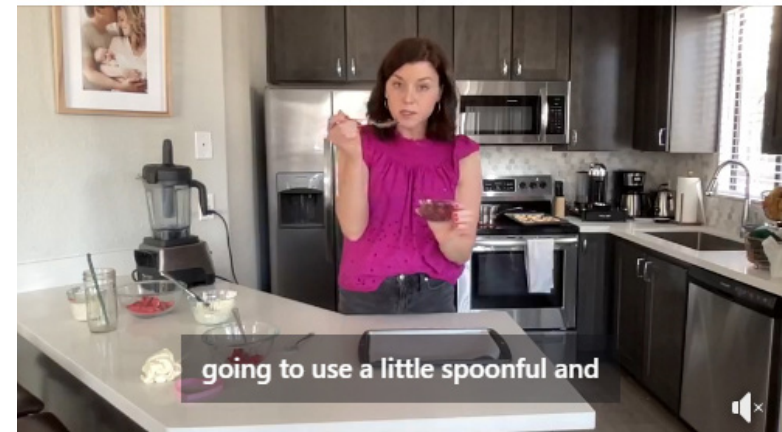
- **Full scale promotion** throughout our digital and social media channels before, during and after the event
- **Your recipe(s) will be added to our high-traffic recipe database** on fruitsandveggies.org
- **Share key messages, recipes, shopping list** and other demo-relevant content on our dedicated Have A Plant® Cook Along page
- **Receive post-demo performance report** with key insights and analytics
- **Dedicated email blast** to 47,000 consumer and influencer opt-in subscribers promoting your Cook Along



Fruits & Veggies—Have A Plant was live.

February 8 · 🌐

Join Have A Plant® Ambassador, Kristen Carli, RD for a fun Valentine's Day themed Cook Along event! She'll be sharing a few "'no-recipe'" recipes that will get you feelin' the fruit & veggie love ❤️ You'll see how easy it can be to use what you have on hand to make simple recipe swaps. Get the "no-recipe" recipes here: <http://bit.ly/3YgAVCZ> #haveaplant



CLICK HERE TO VIEW THE "NO-RECIPE VALENTINE'S DAY TREATS COOK ALONG WITH HAVE A PLANT® AMBASSADOR KRISTEN CARLI, MS, RD WHICH REACHED **NEARLY 200K CONSUMERS.**

Exclusive Content Series: \$6,000

Highlight a curated collection of your recipes, stories and resources on fruitsandveggies.org

SPONSORSHIP OVERVIEW:

- **Up to 7 content pieces** within your series, including recipes, articles, expert advice Q&As, infographics, videos, downloadable images, and other turnkey resources. Series content will remain searchable on fruitsandveggies.org indefinitely
- **Prominently featured at the top of fruitsandveggies.org homepage** for one week, approximately 2,000 visitors
- **Dedicated e-newsletter** promoting your series, sent to our 50,000 consumer email subscribers
- **Promotion on our social media channels** with paid support for additional visibility

ENHANCEMENT IDEA: Tap into our Have A Plant® Ambassador Network to create content or amplify your messages (additional fees may apply)

Easy Peasy Holiday Happy Hour

Wonderful® Seedless Lemons make entertaining dreams come true. With this game-changing, naturally seedless fruit, happy hour is easy peasy for guests and you.

SPONSORED BY **WONDERFUL® SEEDLESS LEMONS**

Lemon Maple Sour

Sweet, sour, and a little spice, this cocktail is everything nice. Seedless lemons make juicing for this beverage a breeze.

[SEE THE RECIPE >](#)

Lemon Cranberry Jalapeño Margojito

If a margarita and a mojito had a baby made with lemon instead of lime, you'd get this sweet and spicy cocktail creation. Seedless lemons are perfect for mud...

[SEE THE RECIPE >](#)

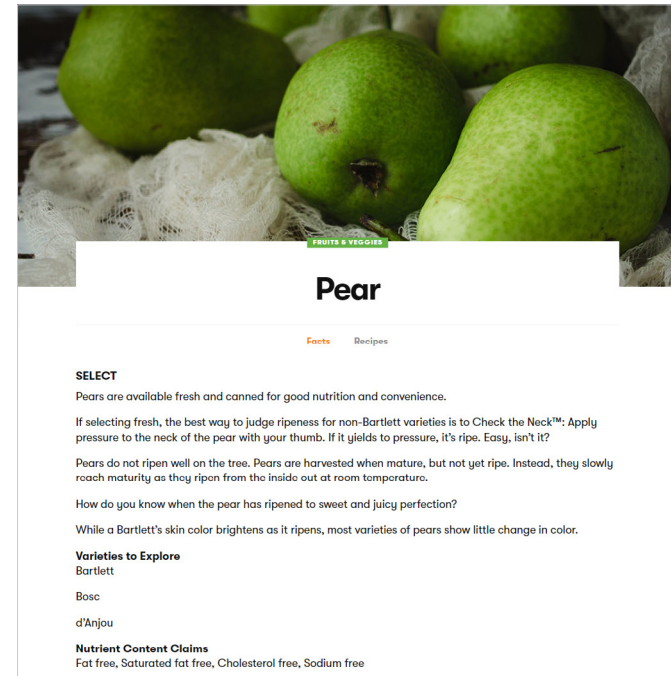
CLICK HERE TO SEE THE CONTENT SERIES SPONSORED BY THE WONDERFUL COMPANY WHICH EARNED **350K IMPRESSIONS** AND **1.5K ENGAGEMENTS IN ONE MONTH**

Commodity Board Promotion Package: \$5,000

Extend the reach and impact of your carefully curated content with this exclusive promotion package, developed for Commodity Boards.

SPONSORSHIP OVERVIEW:

- **Fruits & Veggies Directory on fruitsandveggies.org:**
Provide updated select, store, serve, and savor information
- **(3) Recipes:** Showcase your recipe and professional image within our high-traffic recipe database
- **(2) Content Pieces:** Integrate your articles, infographics and/or videos
- **(1) Expert Advice Question:** Driving the most organic traffic from search engine to site, our Expert Advice section is the ultimate opportunity to deliver fact-based information and/or provide context to consumers
- **Your commodity and Fruits & Veggies Directory featured as a Seasonal Spotlight** in one of our weekly consumer e-newsletters, as well as within the What's In Season section of one of our quarterly influencer toolkits
- **All content cross-linked to your Commodity Board Profile** on fruitsandveggies.org with logo and links to your website and social media channels



CLICK HERE TO SEE THE *FRUITS & VEGGIES* DIRECTORY ON FRUITSANDVEGGIES.ORG WHICH RECIEVES AN AVERAGE OF **20K VISITS PER MONTH**

Have A Plant® Instagram Story Takeover: \$4,000

Showcase your content during a live 1-hour takeover of our IG Stories with full-scale promotions taking place before and after to drive engagement!

SPONSORSHIP OVERVIEW:

- **A one-hour Instagram Story takeover** featuring photos, Q&A, infographics, videos, #DYK, and/or recipes
- **Gain new followers** and fans through promotional efforts and exposure that includes your @account and #hashtag
- **Full-scale promotion** with customized promotional graphics through our e-newsletters and social media platforms
- **Enhance your sponsorship with branded giveaways** for participants to boost engagement (sponsor responsibility)
- **Post-takeover performance report** with key insights

ENHANCEMENT IDEA: Tap into our Have A Plant® Ambassador Network to create content or amplify your messages (additional fees may apply)



[CLICK HERE TO SEE THE RED SUN FARMS INSTAGRAM STORY TAKEOVER WHICH EARNED OVER 750K IMPRESSIONS](#)

Social Media Prize Drop: \$2,000

Gain new followers and excite consumers about your product!

SPONSORSHIP OVERVIEW:

- **Increase product awareness** by incentivizing trial and engagement
- **We will amplify your contest** and/or help you develop and coordinate a creative and concise contest that excites consumers about your brand or product with incentives and/or prizes
- **Post topic can be trivia or challenge focused**, and will include #haveaplant as well as your @account and #hashtag
- Sponsor is responsible for selecting winners and distributing prizes



THIS SOCIAL MEDIA PRIZE DROP SPONSORED BY THE CALIFORNIA LEAFY GREEN MARKETING AGREEMENT RESULTED IN **2.5K ENGAGEMENTS**

Branded Advertising

Prominently highlight your brand or product during your peak season to boost consumer, influencer and industry awareness!

E-NEWSLETTER DISPLAY AD: \$800

- Drive users to your channel by including your url with selected graphic

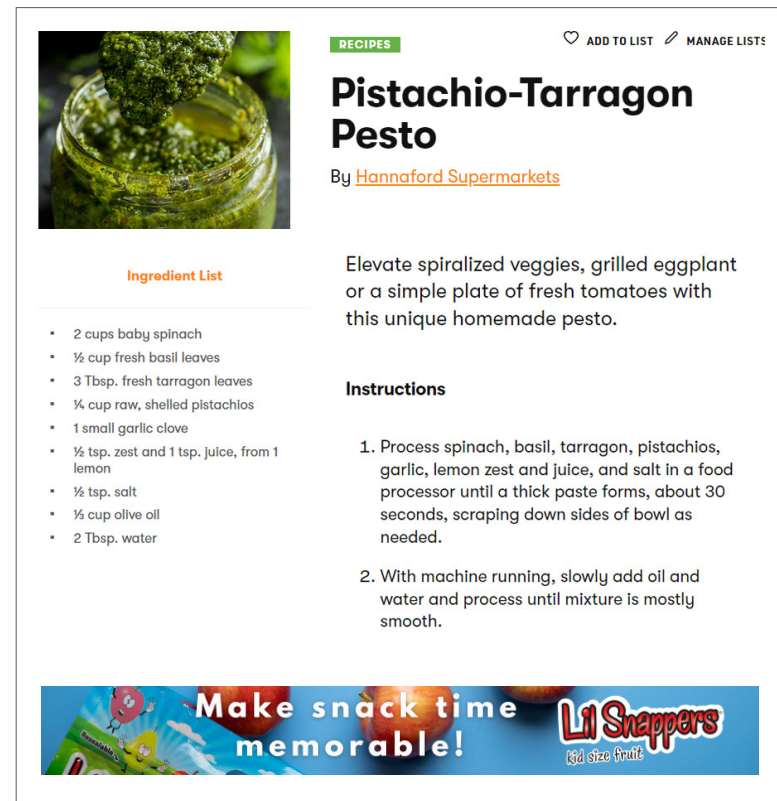
BANNER AD ON FRUITSANDVEGGIES.ORG: \$1,500

- Drive users to your channel by including your url with selected graphic
- Ads run for a one-month period

47K CONSUMER NEWSLETTER SUBSCRIBERS AND **21% OPEN RATE**

24K INFLUENCER NEWSLETTER SUBSCRIBERS AND **22% OPEN RATE**

420K AVERAGE MONTHLY WEBSITE VISITORS



The image shows a recipe card for Pistachio-Tarragon Pesto. At the top left is a photo of a glass jar filled with green pesto, with a small amount of pesto being scooped out. To the right of the photo are the words 'RECIPES' in a green box, and 'ADD TO LIST' and 'MANAGE LISTS' with icons. The title 'Pistachio-Tarragon Pesto' is in large, bold black font. Below the title is the author 'By [Hannaford Supermarkets](#)'. The 'Ingredient List' section contains a bulleted list of ingredients: 2 cups baby spinach, 1/2 cup fresh basil leaves, 3 Tbsp. fresh tarragon leaves, 1/4 cup raw, shelled pistachios, 1 small garlic clove, 1/2 tsp. zest and 1 tsp. juice, from 1 lemon, 1/2 tsp. salt, 1/2 cup olive oil, and 2 Tbsp. water. The 'Instructions' section has two numbered steps: 1. Process spinach, basil, tarragon, pistachios, garlic, lemon zest and juice, and salt in a food processor until a thick paste forms, about 30 seconds, scraping down sides of bowl as needed. 2. With machine running, slowly add oil and water and process until mixture is mostly smooth. At the bottom of the card is a banner for 'Li Snappers kid size fruit' with the text 'Make snack time memorable!' and an image of a fruit basket.

CUSTOM ACTIVATIONS

Though most of our offerings can be tailored to your needs, we can create an exclusive activation just for you. We are in the unique position, given our credibility, network of experts and influencers, as well as our digital and social assets, to seamlessly integrate and align with your strategic goals.

Experience signature service, expertise and a network of notable, vetted experts through sponsorship in any of the following areas:

Influencer Focus Groups

Collaborate with us to gain business-informing insights, test consumer messaging and better understand perceptions and misconceptions around your product through the eyes of up to 10 handpicked Have A Plant® Influencers, comprised of retail dietitians, foodservice leaders, and/or lifestyle, nutrition, and agriculture communicators.

Customized Retail Promotions

We partner with 200+ Retail Dietitians engaging millions of shoppers at more than 10,000 stores nationwide and online. Collaborate with us to develop a retail promotion with proven shopper marketing tactics and retail dietitian activations to increase visibility and boost sales of your product.

JOIN US, as we grow a healthier world by boosting appeal for fruits and vegetables!



have a
plant®



**THE
FOUNDATION**
FOR FRESH PRODUCE

