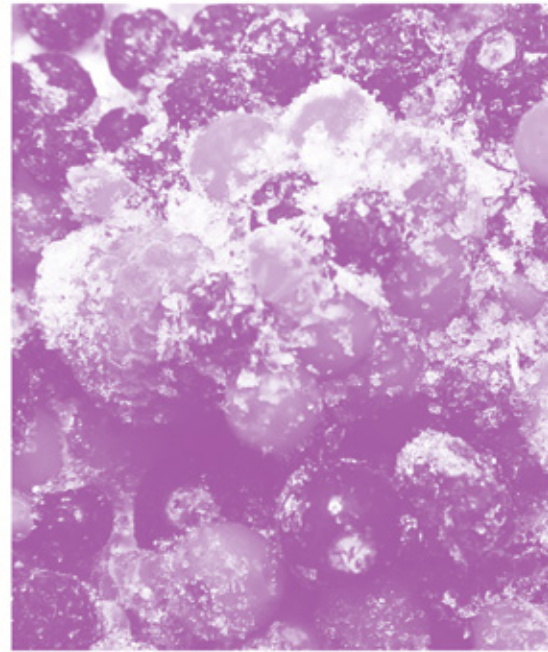




Annual Report 2014



PRODUCE FOR BETTER HEALTH FOUNDATION



Joint Letter from Chairman & President



Terry Murphy
Produce Procurement Manager
Wakefern Food Corporation
Produce for Better Health Foundation
Chairman of the Board



Elizabeth Pivonka, Ph.D., R.D.
President and CEO,
Produce for Better Health Foundation

Produce for Better Health Foundation (PBH) is a non-profit 501(c)(3) consumer education foundation whose purpose is to motivate people to eat more fruits and vegetables to improve public health.

Did you know? For every \$10,000 contribution, Produce for Better Health Foundation (PBH) leverages \$50 million in Fruits & Veggies—More Matters® marketing efforts. This 2014 annual report outlines several ways in which PBH continued to be fiducially responsible with these monetary contributions, while continuing to expand and broaden the reach of the Fruits & Veggies—More Matters national health campaign, brand, and logo. Notable highlights in 2014 include record-breaking consumer website traffic, stellar media and social media impressions, strong industry support and involvement, and expanded outreach efforts with health professionals.

In 2013, PBH invested in a significant upgrade to the FruitsAndVeggiesMoreMatters.org consumer website, and reaped the rewards in 2014 by achieving 297,000 average monthly visits to the site, *more than double* those of 2013. Total media impressions for 2014 equaled 32 billion, *nearly triple all of 2013*. The social media outlets for Fruits & Veggies—More Matters generated significant impressions in 2014, 137 million, as well as expanding total consumer reach.

Members of the fruit and vegetable industry, the public health community, and other organizations within the private sector continued to support the Foundation's mission through broad and varied support. In 2014, PBH hosted more than 40 Supermarket Registered Dietitians at our Annual Conference and the Supermarket RD program at Fresh Summit. PBH and the National Grocers Association (NGA) announced a partnership at the end of 2014, allowing PBH to expand its work with retailers and dietitians within the small chain and independent retail sectors. PBH also broadened its ROI back to the industry through the introduction of two grant programs focused on store tours and fruit and vegetable marketing research grants. You can read more about these highlights and the other accomplishments PBH earned in 2014 throughout this annual report.

We extend our sincerest appreciation to our donors, Ambassadors, and supporters for their individual and collective efforts and support of PBH's work and the Fruits & Veggies—More Matters national health campaign. These efforts matter and are helping to make strides in increasing fruit and vegetable consumption for a healthier America! If you are already a friend of PBH, why not tell a friend, and help our community grow!



Reaching Moms & Families Through PBH's Annual Conference

More than 200 marketing, research, and health professionals convened in Scottsdale, Arizona for PBH's Annual Conference: *The Consumer Connection*. The conference, held March 17-19, delivered notable speakers, business exchange appointments between supermarket and foodservice dietitians and industry members, various networking opportunities, and more.

A field tour to Rousseau Farms, and a delivery of 11 fruit and vegetable nutrition education bundles to the Maricopa County Head Start program opened the conference. The nutrition education bundles were donated as a way to help young children living in the Scottsdale area learn about the importance of eating fruit and vegetables during meals and snacks.

With the help of conference sponsors, PBH was able to bring 40 dietitians to the conference, many of whom were first-time attendees. The keynote speaker, Jonah Berger, engaged the conference attendees during his session focused on *Crafting Contagious Ideas*; a set of specific, actionable techniques for helping information to spread and ideas to catch on. PBH also recognized over 60 Fruits & Veggies—More Matters Role Models and Champions within the fruit and vegetable industry, public health community, and school foodservice sector, as well as 30 PBH Ambassadors during a special recognition luncheon.

"I come every year, and 2014 was by far the best yet! Awesome to see how this conference is growing."

"The Business Exchange Appointments are great for meeting new people in our industry, while learning a lot!"

"The annual conference was so educational and I took away many great ideas! I enjoyed every minute of the conference."

"A GREAT conference!"



MARCH 16-18
2015

Scottsdale, AZ





Executive Committee, President's Club, & Board of Trustees

EXECUTIVE COMMITTEE

TERRY MURPHY

Wakefern Food Corporation,
Chairman

HOWARD NAGER

Domex Superfresh Growers
Vice Chairman

MARK CAMPION

Taylor Farms
Secretary/Treasurer

MARTY ORDMAN,

Marketing Consultant
Formerly Dole Food Company, Inc.
Immediate Past Chairman

SHIRLEY AXE

Ahold USA

GAINES CHAMBERLAIN

Blanc Industries

NASSER DEAN

Bayer CropScience

CYNTHIA GOODY

McDonald's Corporation

BRETT LIBKE

The Oppenheimer Group

SARAH MOBERG

General Mills, Inc.
(Green Giant & Progresso)

SCOTT OWENS

Paramount Citrus

XANDER SHAPIRO

Del Monte Foods

NICHOLE TOWELL

Duda Farm Fresh Foods, Inc.

AHOLD USA

Shirley Axe

AMERICAN FROZEN FOOD INSTITUTE

Kraig Naasz

ARDAGH METAL PACKAGING USA INC.

James Willich

BAYER CROPSCIENCE

Nasser Dean

BLACK GOLD FARMS, INC.

Leah Brakke

BORTON AND SONS

Lindsay Ehlis

CALIFORNIA AVOCADO COMMISSION

Jan DeLyser

CALIFORNIA CLING PEACH BOARD

Ginny Hair

CALIFORNIA STRAWBERRY COMMISSION

Chris Christian

CAMPBELL SOUP COMPANY

Trish Zecca

CAN MANUFACTURERS INSTITUTE

Sherrie Rosenblatt

CANNED FOOD ALLIANCE

Rich Tavoletti

CHELAN FRESH MARKETING

Mac Riggan

CHILEAN FRESH FRUIT ASSOCIATION

Karen Brux

**CHIQUITA BRANDS INTERNATIONAL/
FRESH EXPRESS**

Derek Wong

**COMPASS GROUP NORTH AMERICA/
CHARTWELLS**

Margie Saidel

DEL MONTE FOODS

Xander Shapiro

DEL MONTE FRESH PRODUCE N.A., INC.

Dionysios Christou

DOLE FOOD COMPANY, INC.

Bil Goldfield

DOLE PACKAGED FOODS

Barbara Vass

DOMEX SUPERFRESH GROWERS

Howard Nager

DRISCOLL'S

Doug Ronan

DUDA FARM FRESH FOODS, INC.

Nichole Towell

**FLORIDA FRUIT & VEGETABLE
ASSOCIATION**

Michael Aerts

FOUR SEASONS PRODUCE, INC.

Loretta Radanovic

GIORGIO FRESH MUSHROOMS

Brian Threlfall

**GENERAL MILLS, INC.
(GREEN GIANT & PROGRESSO)**

Sarah Moberg



GRIMMWAY FARMS
Lisa McNeece

KELLOGG COMPANY
Melanie Hall

LINDSAY
Kristen Liberman

MASTRONARDI PRODUCE, LTD.
Nancy Pickersgill

MCDONALD'S CORPORATION
Cynthia Goody

MELISSA'S PRODUCE, INC.
Peter Steinbrick

MONSANTO VEGETABLE SEEDS
Andrew Burchett

NATIONAL MANGO BOARD
Megan McKenna

NATURIFE FARMS LLC
Robert Verloop

NESTLE USA
Rhonda Richardson

NICKELODEON
Rex Weiss

OCEAN SPRAY CRANBERRIES, INC.
Christina Khoo

PACIFIC COAST PRODUCERS
Tami Iverson

PARAMOUNT FARMS
Scott Owens

PEAR BUREAU NORTHWEST
Kevin Moffitt

PRODUCE BUSINESS MAGAZINE
Kenneth Whitacre

PRODUCE MARKETING ASSOCIATION
Anthony Barbieri

RAINIER FRUIT COMPANY, INC.
Erin Smith

RED SUN FARMS
Sabrina Pokomandy

ROBINSON FRESH
Drew Schwartzhoff

SENECA FOODS CORPORATION
Paul Palmby

SILGAN CONTAINERS
Carolyn Takata

STEMILT GROWERS, INC.
Roger Pepperl

SUNKIST GROWERS, INC.
Joan Wickham

SUN-MAID GROWERS OF CALIFORNIA
Rich Paumen

SYNGENTA CORPORATION
John Freed

TAYLOR FARMS
Bruce Taylor

THE MORNING STAR COMPANY
Nick Kastle

THE OPPENHEIMER GROUP
Brett Libke

THE WALT DISNEY COMPANY
Heather Rubin

U.S. POTATO BOARD
Meredith Myers

**UNITED FRESH PRODUCE
ASSOCIATION**
Tom Stenzel

VANCE PUBLISHING CORPORATION
Peggy Walker

VENTURA FOODS
Matt Middleton

WAKEFERN FOOD CORPORATION
Terry Murphy

WELCH'S
Casey Lewis

WESTERN GROWERS
Matt McNerney

YOTTAMARK
Elliott Grant

PBH'S PRESIDENT'S CLUB

MONSANTO VEGETABLE SEEDS

PARAMOUNT FARMS

PRODUCE MARKETING ASSOCIATION

SENECA FOODS CORPORATION

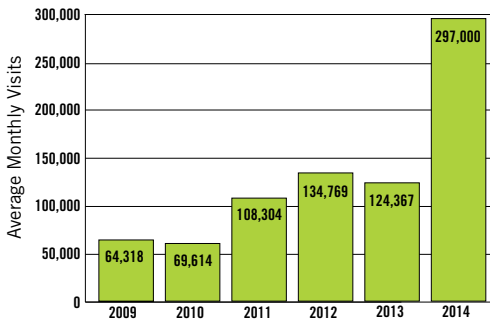
STEMILT GROWERS, INC.

TAYLOR FARMS

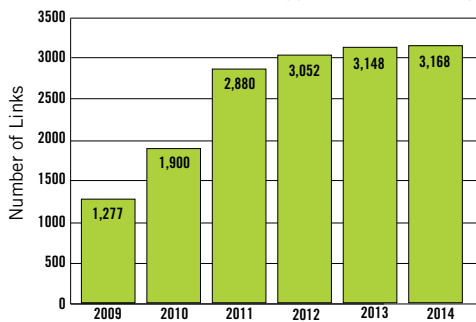


Reaching Moms & Families Through the Internet, Media, and Social Media

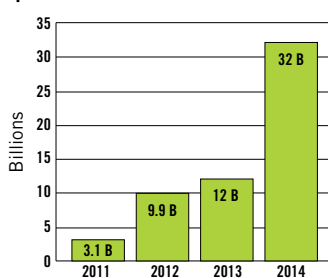
Monthly Visits to FruitsAndVeggiesMoreMatters.org



All Site Referrals to FruitsAndVeggiesMoreMatters.org



Total Impressions for Print and Online Media Outlets



PBH's multi-media marketing and outreach efforts encompass a variety of channels, outlets, and portals to reach consumers, members of the fruit and vegetable industry, public health communities, donors, and supporters.

- FruitsAndVeggiesMoreMatters.org, Website for consumers
- PBHFoundation.org, Website for public and private sectors & consumer influencers
- Fruitsandveggiesmorematters, Facebook Channel
- Fruits_Veggies, Twitter Channel
- Fvmorematters, Pinterest Channel
- Fruitsandveggiesmorematters, Instagram Channel

Completely updated and enhanced in 2013, the FruitsAndVeggiesMoreMatters.org website offers visitors a wide variety of fruit and vegetable information, resources, tools, and recipes to help consumers increase their daily consumption of fresh, frozen, canned, dried and 100% fruit and vegetable juice. The Top 10 Lists, Recipes, *What's In Season?*, *About the Buzz*, *The Stem & Stalk...Let's Talk* blog, and the fruit and vegetable database are the most popular areas of the site. Through PBH's integrated consumer outreach strategy, information from all areas of the site is shared through PBH's Facebook, Twitter, Pinterest, and Instagram channels, as well as through various opt-in e-communications, providing flexibility to consumers on how and when they leverage fruit and vegetable resources and tools. PBH generated 32 billion total media impressions in 2014 as a result of this integrated marketing focus and strategy.





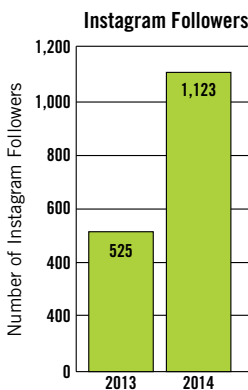
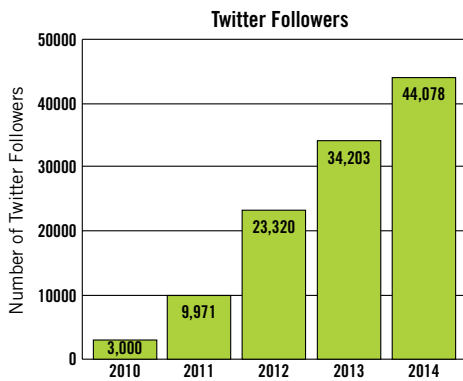
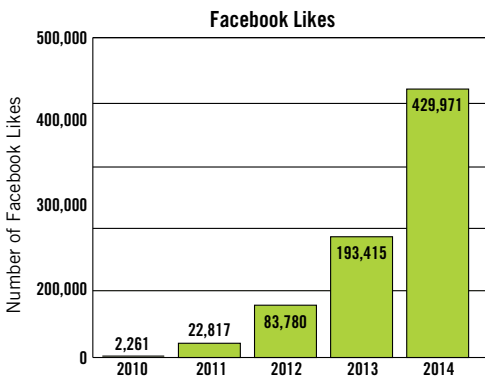
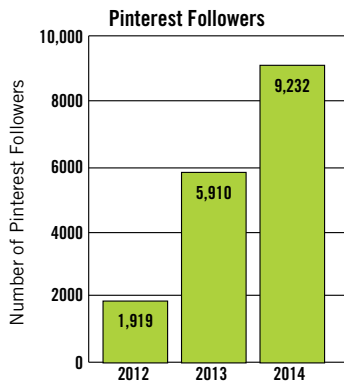
The PBHFoundation.org website functions as an information portal for donors, supporters, and other professionals, as well as for intermediaries who work directly with consumers to inform them on the many health benefits of eating a variety of fruit and vegetables, and help them to increase their total fruit and vegetable consumption. Visitors to this information portal can leverage all available resources and tools, including but not limited to the following:

- Fruit and vegetable themed marketing toolkits;
- Consumer behavior research related to the purchase and consumption of fruit and vegetables;
- Donor-specific tools and resources like *PBH Direct!*, and *Retail Matters*;
- The *Fruit & Veggie Connection* Magazine, and resource guides for dietitians and other members of the public health community;
- And monthly social media posts that can be used as is or customized to fit the tone of any organization sharing information on fruit and vegetables.



The social media outlets for Fruits & Veggies—More Matters generated 137 million consumer impressions in 2014. Facebook likes for the Fruits & Veggies—More Matters page, 429,971, not only surpassed goal for 2014, but more than doubled the total accumulated likes in the prior 4 years. PBH featured a consumer-focused contest, *The Colors of Summer*, on Facebook in July. The contest generated 9,347 likes, 1,598 shares and reached over 815,800 consumers. The contest also helped to increase the total fan base by 13,439.



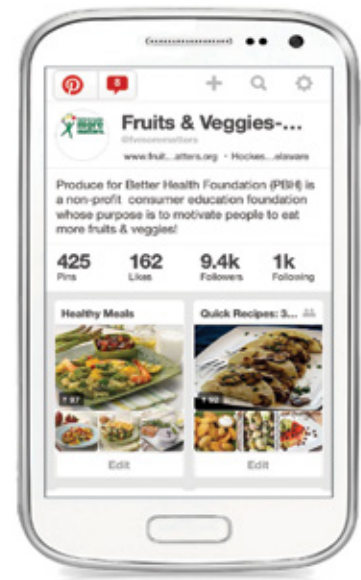
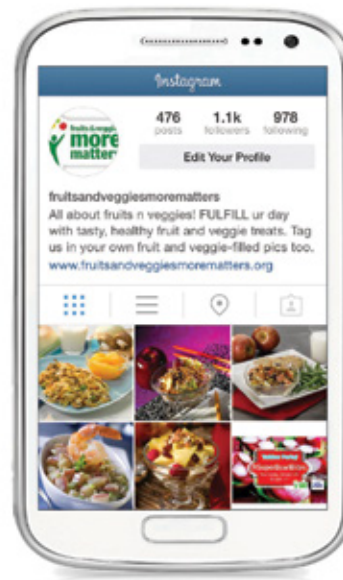


PBH reached new consumers via the Fruits & Veggies—More Matters Pinterest and Instagram channels in 2014 through solid and consistent growth. PBH's presence on Twitter expanded in breadth and depth throughout 2014 through monthly parties. PBH hosted a Twitter party, focused on a different topic, on the first Wednesday of each month. Additionally, PBH co-hosted secondary parties with donors and sponsors as a way to increase awareness of their fruit or vegetable offerings, of a special month celebrating a specific fruit or vegetable, and of September as Fruits & Veggies—More Matters month. The parties were quite successful for PBH and participating companies in terms of increasing and broadening consumer reach through Twitter. Of the 20 parties

PBH hosted in 2014, the hashtag for 14 parties trended. All of the average Twitter party key metrics more than doubled in 2014 compared to 2013:

	2013	2014		2013	2014
People Mentioned	81	176	Total Statuses	435	1,381
Mentions Received	321	812	Total Reach	269,332	600,044
Retweets Received	114	570	Total Impressions	1,209,116	2,820,618

PBH regularly likes, shares, and re-tweets posts of our donors and supporters to help expand their Facebook and Twitter presence.





Reaching Moms & Families Through Supermarket Dietitians

PBH is recognized as one of the premiere organizations working with Supermarket Registered Dietitians, and a noted key resource and subject matter expert for fruit and vegetable information and resources. Increasingly, consumers are leveraging the knowledge and support of Supermarket Dietitians to assist them with food purchases and nutrition information. PBH works with a vast network of supermarket dietitians from independent retailers to large, national, multi-chain retailers through a variety of ways including highlighting regular articles written by the dietitians on FruitsAndVeggiesMoreMatters.org, special projects, and hosting groups of supermarket dietitians at the PBH Annual Conference and PBH Supermarket RD Summit, held during PMA's Fresh Summit. PBH's understanding of consumers, combined with the strong relationship we have with supermarket dietitians, ideally positions PBH to provide programs like the annual conference and summit and to unite members of the fruit and vegetable industry with these professionals.

PBH hosted dietitians from twenty-seven different supermarkets, many of whom were first-time attendees, at the 2014 PBH Annual Conference: *The Consumer Connection* in March. The dietitians participated in local field tours, various educational sessions, and Business Exchange appointments. The appointments enabled the dietitians to meet with various growers, shippers, processors and marketers of fruits and vegetables to learn more about their products and associated key points to share with consumers.

For the third consecutive year, PBH hosted an educational and networking program for over 20 supermarket dietitians, representing 7,600 stores in October during Fresh Summit. The program included various learning opportunities focused on shoppers' attitudes and behaviors about fruits and vegetables, marketing tips and tools to increase consumption, various grocery store tours, and numerous networking opportunities.



PBH is pleased to recognize the following Supermarket Registered Dietitians as the 2014 Supermarket RDs of the Year. Each dietitian demonstrates strong and extensive support for the Fruits & Veggies—More Matters national health campaign, and mission of PBH. The dietitians were honored at

the PBH Annual Conference by Marty Ordman, PBH Chairman of the Board. The honorees, from left to right, Marilyn Mills, Hannaford Supermarket, Allison Stowell, Hannaford Supermarket, Amber Badeau, ShopRite of Olney, Alyson Fendrick, Homeland Stores, and Meredith Mensinger, Redner's Warehouse Markets.

Supermarkets represented by RDs at PBH's 2014 Annual Conference



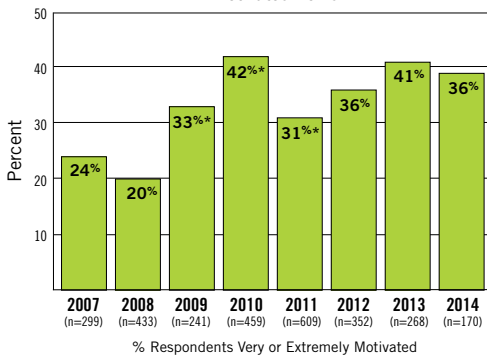
Supermarkets represented by RDs at PBH's 3-day program at PMA's 2014 Fresh Summit





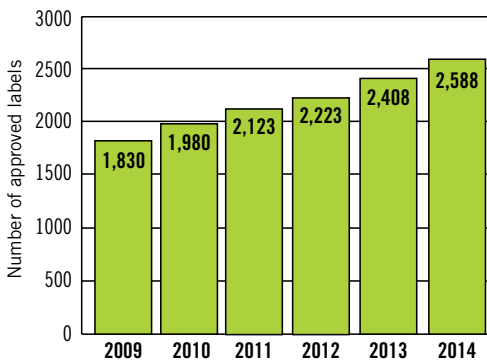
Reaching Moms & Families Through the Support of Suppliers

How Well Fruits & Veggies—More Matters Motivates Moms

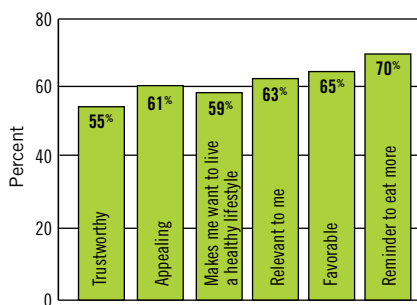


*Represents top 2 box scores in 5-point Likert Scale.
*Represents statistically significant difference between years.

Number of Fruits & Veggies—More Matters Approved Labels



% of Moms Who Find Fruits & Veggies—More Matters ...



The Fruits & Veggies—More Matters logo is making a difference at the point of purchase. When seeing the logo on pack, 53% of surveyed moms self-reported in 2014 that they are likely to purchase that product, up from 40% in 2009 when this question was first asked and higher than the 48% in 2013. Members of the entire fruit and vegetable supply chain continued to showcase the Fruits & Veggies—More Matters logo throughout 2014 helping PBH to reach more consumers, registered dietitians, educators and members of the public health community. In addition to placing the logo on packaging, suppliers also used the logo in unique and different ways — on fact sheets, posters, shelf talkers, flyers, advertorials, and trucks.





Reaching Moms and Families Through the Fruits & Veggies—More Matters Logo

PBH extends our sincerest thanks to all organizations helping to spread the brand message through use of the Fruits & Veggies—More Matters logo. Usage of the logo was approved for the following companies through December 2014.

Agroamerica Fruit Company	Dulcinea Farms	Kingston & Associates Marketing, LLC	Roundy's (TOPCO)
Agroeden Cia Ltd.	Eagle Eye Produce	Knouse Foods, Inc.	Rousseau Farming Co.
AgroFruit	Elite Mushroom Company, Inc.	The Kroger Company	Ruiz Sales, Inc.
Ahold USA	Frankford Foods, Inc.	L & M Companies, Inc.	Safeway, Inc.
AJ Trucco	Frey Farms Produce	LGS Specialty Sales, Ltd.	Sage Fruit
Albert's Organics/UNFI	Fruti Fruit	Lindsay Olives/Bell Carter	Salyer American Fresh Foods, Inc.
Alex Kontos Fruit Co.	Gerber Products Company	Lipman Produce	Sam's Choice/Wal-Mart Stores, Inc.
Applesnapz, Inc.	Giant Eagle	Made In Nature, LLC	Sbrocco International
Aunt Mid's Produce Company	Gills Onions	Mama Vega's Salsa	Scenic Fruit Co.
Banacol Marketing Corporation	Giumarra Companies	Mariani Packing Company, Inc.	Schnuck Markets, Inc.
Barsotti Juice Company, Inc.	Glad Products Company	Market Fresh Produce, L.L.C.	SealdSweet
Bell-Carter Foods, Inc.	Gold Coast	Maverick Brands, LLC	Seneca Foods Corporation
Bi-Lo, Inc.	GPOD of Idaho	McDonald's Corporation	Steinbeck Country Produce, Inc.
Bionatur Invernaderos Biologicos de Mexico, S.A de C.V.	The Great Atlantic & Pacific Tea Company, Inc.	McEntire Produce	Stemilt Growers, Inc.
Birds Eye Foods, Inc.	Great Lakes International Trading, Inc.	Meijer, Inc.	Stop & Shop
Black Gold Farms	Green Gate Fresh	Michigan Celery Cooperative	Sunkist Growers, Inc.
Blue Marble Brands	Green Giant Fresh	Mott's	Sun-Maid Growers of California
Borton & Sons	Green Giant Frozen & Canned	National Raisin Company	Sunsweet Growers, Inc.
Boscovich Farms	The Greenery	Naturipe Farms	SuperValu/W. Newell & Company
Brookside Fruit Company	Greenery Produce USA, Inc.	New York Apple Association	Target
Buddy Fruits	Greenline Foods, Inc.	Ocean Spray Cranberries, Inc.	Tree Top, Inc.
C.H. Robinson Worldwide, Inc.	Grimmway Farms	Old World Enterprise Group, LLC	Topco
Campbell Soup Company / V8	Grupo PM S.A. de C.V.	Oneonta Trading Corporation	Tropical Rica International
Capurro Farms	Harris Teeter Super Markets, Inc.	Orbit Tomato Company, Inc.	Tropicana Products, Inc.
Carribbean Pineapple Exports	Heartland Produce	Pacific Coast Producers	Turbana Corporation
Chelan Fresh Marketing	HMC Farms	Pacific Tomato Growers	Ukrop's Super Markets, Inc.
Chestnut Hill Farms	Hollandia Produce, Inc.	Pennsylvania Apple Marketing Program	United Natural Brands
Chiquita Brands International/ Fresh Express	The HV Food Products Company	Peri & Sons Farms, Inc.	Vacaville Fruit Company
Coastline Produce	Hy-Vee, Inc.	POM Wonderful, L.L.C.	Wakefern
Crispy Green Inc.	Imagination Farms, LLC	Produce Distribution Center, LLC	Weis Markets, Inc.
Crunchies, Inc	International Golden Foods, Inc.	Progressive Produce	Welch's
Del Monte Foods	John B. Martin & Sons Farms, Inc.	Publix Super Markets, Inc.	West Coast Vegetable Company, Inc.
Del Monte Fresh Produce N.A., Inc.	Justus Foods, Inc.	Rainier Fruit Company, Inc.	Western Foods
Domex Superfresh Growers	Kagome, Inc.	Reasor's (AWG)	White Rose Frozen Food, Inc.
Duda Farm Fresh Foods, Inc.		River Ranch Fresh Foods, LLC	Wholly Guacamole
			Wm. Bolthouse Farms, Inc.



Reaching Moms & Families Through Supermarkets



PBH awarded over \$32,000 in grants to support grocery store dietetics. Selected universities will use the funds to deliver grocery store tours by trained nutrition/dietetic students, enabling enhanced collaboration between supermarkets and university nutrition and dietetic programs.

PBH continued its work with retailers and Supermarket Registered Dietitians in 2014 by providing marketing toolkits, social media posts, and fruit and vegetable selection and storage tips. PBH also maintains and updates a dedicated FTP site where supermarkets can go to leverage a variety of fruit and vegetable tools and information to help in their direct outreach to shoppers. Many retailers have the Fruits & Veggies—More Matters logo on private label packaging, in-store displays, weekly store circulars, and bags as a reminder to shoppers to eat more fruit and vegetables. At the end of 2014, PBH announced a joint partnership with the National Grocers Association (NGA) to reach and work with small chains and independent retailers.



Retail Matters, a PBH quarterly print and online publication, supports retailers' marketing and education efforts focused on all forms of fruit and vegetables.





57% of the Top 75 Supermarket Banners and 75% of all stores, outside of the top 75, are licensees and helping to spread the Fruits & Veggies—More Matters message to consumers.

Ahold GIANT FOOD STORE, STOP & SHOP, GIANT OF MARYLAND

Associated Wholesale Grocers ALPS, APPLE MARKET, CASH SAVER, COUNTRY MART, HARPS, HEN HOUSE, HOMELAND, PRICE CHOPPER, SUN FRESH, THRIFTWAY

Kroger BAKER'S, CITY MARKET, DILLONS, FOOD 4 LESS, FOODS CO., FRED MEYER, FRY'S, GERBES, HARRIS TEETER, JAY C FOOD STORES, KING SOOPERS, OWEN'S, PAY LESS, QUALITY FOOD CENTERS, RALPHS, SMITH'S FOOD & DRUG STORES

ROUNDY'S PICK 'N SAVE, COPPS, RAINBOW FOODS, MARIANO'S

SAFEWAY CARRS, DOMINICK'S, GENUARDI'S, RANDALL'S, TOM THUMB, VONS

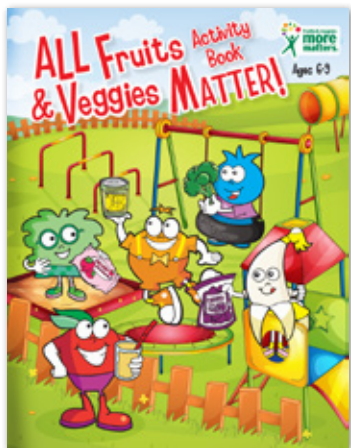




Reaching Moms & Families Through Educators, Health Professionals, and Schools



For educators and public health professionals working with young children, PBH offers a safe place on the Internet to learn, in a fun and interactive way, about why it is important to include a variety of fruit and vegetables in daily meals and snacks. The types of games and activities are geared for children ages 2-5 and include matching, mazes, activity pages, coloring sheets, and kid-friendly recipes.



PBH continued to supply educators and health professionals with updated and new fruit and vegetable resources and tools to help consumers incorporate more fruit and vegetables into daily meals and snacks. Much of this information is housed on PBHFoundation.org, a resource portal for educator, health professionals, and registered dietitians, with the balance being offered through the FruitsAndVeggiesMoreMatters.org website and opt-in e-communications.



PBH continued to offer education webinars on a variety of topics related to fruit and vegetables throughout 2014. Average attendance for each webinar is 190 since they debuted in 2012. PBH offered the following topical webinars in 2014.

- *Food Safety Efforts in Produce Production*
- *Cans Get You Cooking!*
- *Taking a Fresh Look at Frozen*
- *The Power of the Pour*
- *Strawberries as a Functional Food: A Sweet Strategy for Health*
- *The Whole Truth About 100% Fruit Juice*

All archived webinars are available for viewing and certification at PBHFoundation.org/pub_sec/webinars.



PBH published issues 2 and 3 of the *Fruit & Veggie Connection* magazine that summarizes relevant and important information related to fruit and vegetables. The topics covered in the 2014 magazines range from biotechnology, to phytochemicals, to seasonality.

The magazine is available to health professionals in both print and digital formats in May and October each year. Current and archived issues are located at PBHFoundation.org/pub_sec.

Lastly in 2014, a recipe book and an All Forms of Fruits and Vegetables activity book were added to the educators section of PBHFoundation.org. Both resources are available for download and distribution.



Reaching Moms & Families Through Research

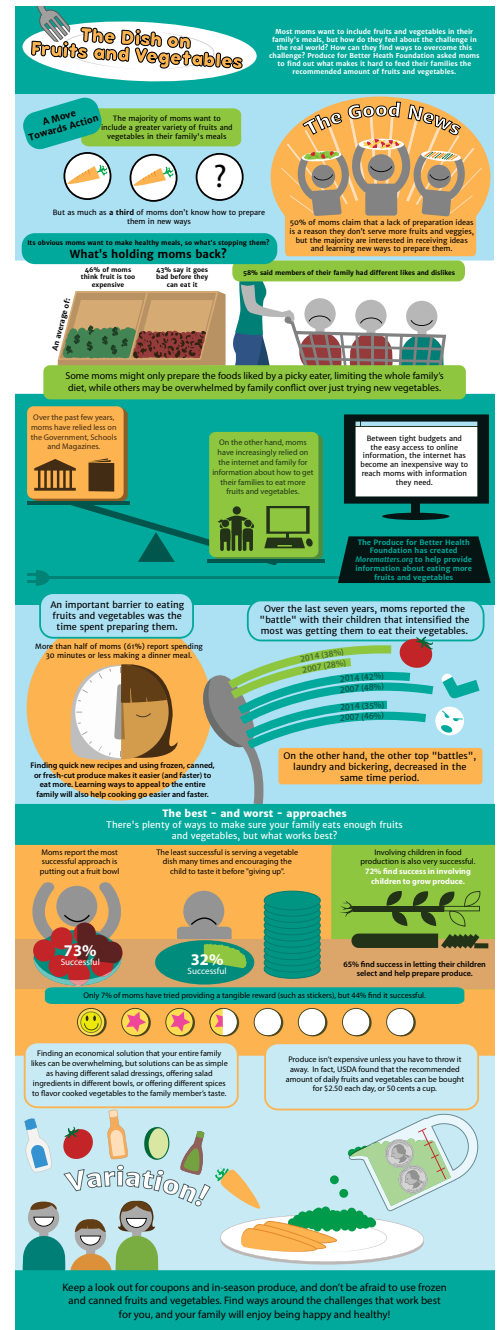
PBH conducts regular consumer surveys to identify psychosocial factors associated with fruit and vegetable consumption in an effort to monitor progress and inform industry, health influencers, and policy makers. PBH also monitors policies related to fruit and vegetables and every five years issues the *State of the Plate*, a study on America's consumption of fruit and vegetables. The next report will be issued in March 2015. All PBH research is located on the PBHFoundation.org website.

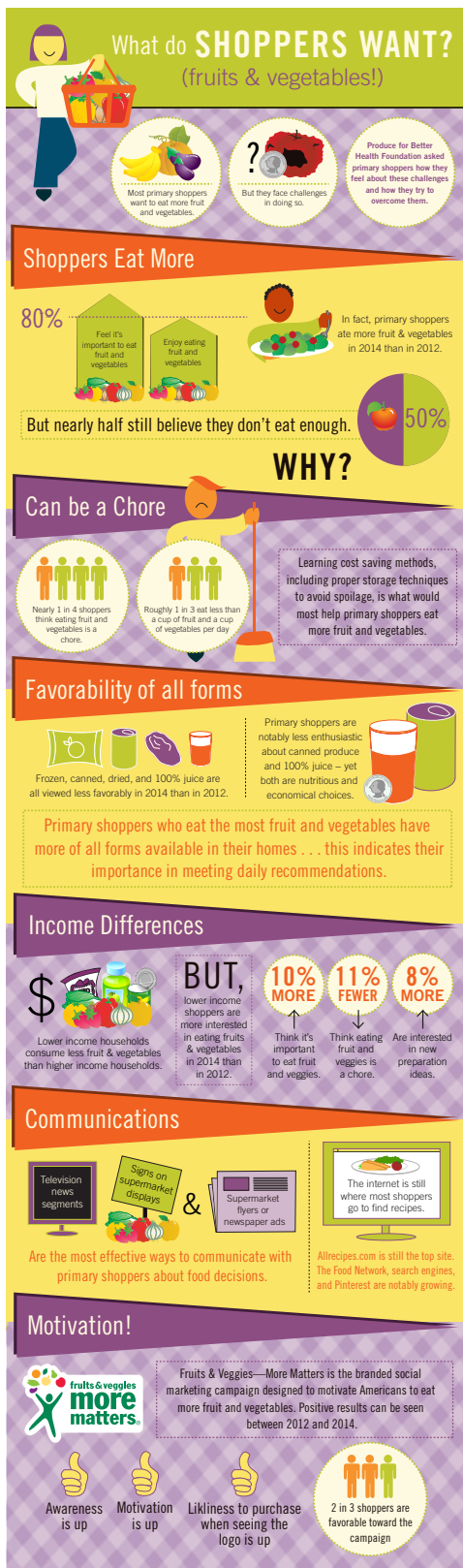


PBH conducts an annual survey of moms with children 10 years of age and under to assess fruit and vegetable consumption, barriers to increased consumption, and awareness of the Fruits & Veggies—More Matters brand. Key findings over time indicate that moms continue to strongly believe in the benefits of fruits and vegetables and continue to be concerned that their families are not consuming enough of them. The 2008-2009 recession had a significant negative impact on moms' attitude and behavior regarding fruits and vegetables. In addition, while the Internet remains the top preferred source

of information regarding fruits and vegetables, family members were becoming more influential, while other sources were becoming less so.

Providing moms with practical information to increase their family's consumption of fruits and vegetables, especially while on a budget, will help them follow through with their intentions. PBH's consumer website, FruitsAndVeggiesMoreMatters.org, developed specifically with moms in mind, continues to be a growing, reliable source of information for this audience. Insight gleaned from the annual surveys, outlined in PBH's *Moms' Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2007-2014* report, assist PBH in our continued effort to reach moms.





Primary shoppers, surveyed in 2012 and again in 2014, are the basis for PBH's report, *Primary Shoppers' Attitudes and Beliefs Related to Fruit & Vegetable Consumption 2012 vs 2014*.



Highlights from the report include:

Shoppers Eat More
Shoppers report eating more fruit and vegetables each day in 2014 than in 2012, though half of them believe they still eat too few.

Consuming Fruit & Vegetables Can Be A Chore
One in four primary shoppers thinks eating fruit and vegetables is a chore and don't know how to prepare them.

Favorability
Despite the fact that shoppers recognize the health benefits of eating fruit and vegetables, virtually all forms of fruit and vegetables (fresh,

frozen, canned, dried, and 100% juice) are viewed less favorably in 2014 than two years prior.

Communications
Primary shoppers report that TV news segments, supermarket flyers or newspaper ads, and signs on supermarket displays are the most effective ways to communicate with them when they are making a food decision.

Income Differences
Lower income households consume fewer fruit and vegetables than higher income households, yet they equally perceive that they consume enough.

Motivated Purchases
Two out of three shoppers are favorable toward the Fruits & Veggies—More Matters® national health campaign and brand and appreciate the message as a reminder to eat more fruit and vegetables.

To make it easy to identify relevant findings, PBH developed two separate infographs visually highlighting some of the key results of the 2014 annual mom survey report, and the 2014 primary shopper report respectively. PBH is pleased to recognize the sponsors of the Mom and Primary Shopper reports: Bayer CropScience, Del Monte Fresh Produce, Monsanto Vegetable Seeds, and Produce Marketing Association.



In support of its mission to increase the consumption of fruit and vegetables, PBH unveiled a marketing research grant program in 2014. The grant program offers up to \$15,000 in grant funding for projects that address increasing fruit and vegetable sales and consumption within the realm of traditional marketing, social marketing, behavioral economics/psychology, or product placement and with a balance of rigor and relevance.

Two proposals were selected for funding. The first, *In-Store Meal Bundles to Increase Grocery Store Purchases of Fruit and Vegetables*, has been awarded to University of Wisconsin-Madison. The research will determine whether the use of meal bundling (fruit or vegetable with other meal ingredients) and offering the bundle for one stated price, will increase sales of fruit and vegetables. Prior research on product bundling has shown that consumers may prefer such options as they desire to reduce search costs and product interrelatedness. Product bundling has been noted in the marketing literature as a strategy with which to increase exposure for a more 'vulnerable' product. The authors will conduct a field experiment of consumers located in a food desert near Chicago, IL.

The other funded grant, *Manipulating the Sensory Variety of Fruit and Vegetables to Increase their Intake*, has been awarded to Harvard. Greater food variety has been shown to increase food consumption within the same meal and across different meals. This 'variety effect' is partially due to psychological mechanisms that reduce sensations of fullness and increase the desire to continue eating due to the activation of reward pathways. Most research on food variety and intake has focused on reducing variety to decrease intake of less healthful foods, but few studies have examined how increasing the variety of fruit and vegetables can promote healthful eating. This project should help inform fruit and vegetable marketing practices by revealing simple, economical techniques that enhance the desirability of fruit and vegetables and increase their consumption.



The annual PBH Supplement to *Produce Retailer* and *The Packer* provides an overview of PBH's key initiatives and projects. It is produced and distributed, print and digitally, by *The Packer*. PBH extends our sincerest appreciation to *The Packer* for this in-kind support and contribution, and to the companies who placed advertisements in the supplement.



Role Models & Champions

To become a role model or champion, an organization has to consistently demonstrate a wide range of support for Fruits & Veggies—More Matters in a variety of categories such as:

- Placing the logo on packaging, products, in-store materials
- Including Fruits & Veggies—More Matters on promotions or promotional materials, in-store signs
- Using Fruits & Veggies—More Matters in advertising
- Using Fruits & Veggies—More Matters in public relations efforts
- Using Fruits & Veggies—More Matters in speaking engagements
- Placing copy or creating a page about Fruits & Veggies—More Matters on a consumer website
- Including a link on a website to FruitsAndVeggiesMoreMatters.org.

More information on the criteria and how to become a role model or champion can be found on the PBH Foundation website, PBHFoundation.org.

The following activities are criteria that define Public Health Role Models and Champions and their efforts to increase fruit and vegetable consumption within the education and public health community:

- Supports the overall mission of increasing fruit and vegetable consumption among Americans.
- Healthy lifestyle values are deeply rooted in the organization's culture.
- Implements National Action Plan strategy(ies).
- Demonstrates success of program goals.

PBH would like to recognize the following companies and organizations for their overwhelming support of Fruits & Veggies—More Matters and for achieving Role Model or Champion status in 2014.



Retail Role Models

5TH YEAR Recipient



4TH YEAR Recipient



3RD YEAR Recipients



2ND YEAR Recipients



1ST YEAR Recipients



Supplier Role Models

7TH YEAR Recipient



6TH YEAR Recipients



5TH YEAR Recipients





4TH YEAR Recipients



3RD YEAR Recipients



2ND YEAR Recipients



1ST YEAR Recipients



Retail Champions

4TH YEAR Recipient



2ND YEAR Recipients



1ST YEAR Recipients





Supplier Champions

4TH YEAR
Recipient



3RD YEAR
Recipient



2ND YEAR
Recipients



1ST YEAR
Recipients



Public Health Role Models

CHEF IN THE HOOD • OREGON WIC PROGRAM • TENNESSEE DEPARTMENT OF HEALTH •
UNIVERSITY OF NEW MEXICO STUDENT HEALTH & COUNSELING

Public Health Champion

PHOENIX VA HEALTH CARE SYSTEM

School Foodservice Role Models

ARLINGTON PUBLIC SCHOOLS • NEWMAN ELEMENTARY SCHOOL

Supermarket RDs of the Year

ASHLEY CULLY
Ravitz Family Markets, ShopRite

JANINE FABER
Meijer, Inc.

PAT HUNTER
Hannaford Brothers

HEATHER SHASA
ShopRite of Little Falls

ALLISON KUHN
The Kroger Company

Ambassador Excellence Award Honorees

SHIRLEY AXE
Ahold USA

LINDSAY EHLIS
Borton and Sons

BRETT LIBKE
The Oppenheimer Group

RICHARD RUIZ
Ruiz Sales

BRIAN THRELFALL
Giorgio Fresh Mushrooms



PBH Ambassadors



A PBH Ambassador is an individual passionate about the PBH mission and Fruits & Veggies—More Matters message. An Ambassador actively shares his/her passion and personal testimonial about the importance of PBH, financially supports PBH, either personally or through their organization, and encourages and recruits others to provide annual, sponsorship or in-kind support to PBH.

PBH is pleased to recognize the following individuals as Ambassadors of PBH and extends our sincerest appreciation for their support throughout 2014.

TRACEY ALTMAN
Wholly Guacamole

SHIRLEY AXE
Ahold USA

CATHY BARSOTTI
Barsotti Juice Company

LEAH BRAKKE
Black Gold Farms, Inc.

PHILLIP BROOKS
H. Brooks & Company

KAREN BRUX
Chilean Fresh Fruit Association

KATIE CALLIGARO
Canned Food Alliance

MARK CAMPION
Taylor Farms

GAINES CHAMBERLAIN
Blanc Industries

CHRIS CHRISTIAN
California Strawberry Commission

CHARLIE EAGLE
Southern Specialties

KACI KOMSTADIUS
Sage Fruit Company

LINDSAY EHLIS
Borton Fruit

ANGELA FRASER
California Avocado Commission

JOHN FREED
Syngenta Corporation

CHAVANNE HANSON
Nestle USA

KACI KOMSTADIUS
Sage Fruit Co.

BRETT LIBKE
The Oppenheimer Group

ANTONIA MASCARI
Indianapolis Fruit Company

MATT MIDDLETON
Ventura Foods

KRAIG NAASZ
American Frozen food Institute

HOWARD NAGER
Domex Superfresh Growers

PAUL PALMBY
Seneca Foods Corporation

ROGER PEPPERL
Stemilt Growers, Inc.

SABRINA POKOMANDY
Red Sun Farms

MAC RIGGAN
Chelan Fresh Marketing

“From an organizational/professional standpoint, PBH is important to me and the CFA because it’s the one place we can have a seat at the table and really lock arms with other forms to promote the consumption of fruits and vegetables overall. Our mission is to increase consumption of canned foods overall; but we’ve really adopted the “all forms” message as a platform for how we tell our story. Personally, PBH has allowed me to make connections with industry professionals and even in some cases develop personal relationships. I look forward to the annual conference each year — it’s a place for us to learn and share, but also socialize about the latest trends, challenges and successes facing the industry.”

— Katie Calligaro
Canned Food Alliance

“Partnering with PBH/Fruits & Veggies—More Matters® provides an invaluable opportunity to ensure consumers are given the complete picture on how they can easily add more fruits and vegetables to their diets and to their children’s diets.”

— Kraig Naasz
American Frozen Food Institute



“My passion for produce extends from my professional to my personal life. As a member of the produce industry for more than 20 years, I’ve always been a passionate advocate for increased produce consumption. As a mother of two young children, I’m thrilled that my daughter was snacking on raw cauliflower when she was just two years old, and that my son runs to the fruit bowl as soon as he gets home from school to grab a healthy snack. I know that the way they’re eating now will help shape their relationship with food for the rest of their lives. That’s why the work of PBH is so important. If families are given the tools to eat fresh, healthy foods, they’ll be setting positive patterns for years to come, and living healthier, more robust lives. I feel privileged to partner with PBH as we work toward a healthier America, one step at a time.”

— Karen Brux
Chilean Fresh Fruit Association.

“I’m inspired by the industry’s dedication to increase produce consumption, while promoting health and nutrition to adults and especially to children. I’m honored to align myself with an organization such as PBH that shares in this dedication with their mission to lead the way to healthy eating.”

— Antonia Mascari
Indianapolis Fruit Company

PBH Ambassadors, cont.

RICHARD RUIZ
Ruiz Sales

ALLAN SABATIER
Del Monte Fresh Produce

XANDER SHAPIRO
Del Monte Foods

RICH TAVOLETTI
Canned Food Alliance

LORI TAYLOR
The Produce Mom

BRIAN THRELFALL
Giorgio Fresh Mushrooms

NICHOLE TOWELL
Duda Farm Fresh Foods, Inc.

PEGGY WALKER
Vance Publishing Corporation

SUZANNE WOLTER
Rainier Fruit Company, Inc.

PBH PROFESSIONAL AMBASSADORS

REBECCA DRITT
University of Cincinnati

LISA LOMBARDINI
Framingham State University

The following Ambassadors earned an Excellence award in 2014 for their outstanding individual efforts to support Produce for Better Health Foundation and the Fruits & Veggies—More Matters national health campaign.

GAINES CHAMBERLAIN
Blanc Industries

CHAVANNE HANSON
Nestle

BRETT LIBKE
The Oppenheimer Group

NICHOLE TOWELL
Duda Farm Fresh Foods

PEGGY WALKER
Vance Publishing



Brett Libke, Kelly Malley (accepting on behalf of Chavanne Hansen), Gaines Chamberlain, Marty Ordman, PBH Chairman, and Peggy Walker



Our Donors & Sponsors

January 1, 2014 through January 7, 2015.

Includes organizations that make annual contributions and also provide support with sponsorships and dinner/auction reservations.

Does not include gifts to A Campaign for Children's Health or gifts in-kind.

PRESIDENT'S CLUB (\$50,000+)

Monsanto Vegetable Seeds
 Paramount Farms
 Produce Marketing Association
 Seneca Foods Corporation
 Stemilt Growers, Inc.
 Taylor Farms

\$30,000 - \$49,999

Campbell Soup Company
 Del Monte Fresh Produce N.A., Inc.
 Dole Food Company, Inc.
 Nestle USA
 Sun-Maid Growers of California
 Syngenta Corporation
 The Walt Disney Company

\$20,000 - \$29,999

Ahold USA
 Bayer CropScience
 California Strawberry Commission
 Can Manufacturers Institute
 Chelan Fresh Marketing
 Giorgio Fresh Mushrooms
 Grimmway Farms
 Mastronardi Produce, Ltd.
 National Mango Board
 Naturipe Farms LLC
 Sunkist Growers, Inc.

\$10,000 - \$19,999

American Frozen Food Institute
 Ardagh Metal Packaging USA Inc.
 Black Gold Farms, Inc.
 Borton and Sons, Inc.
 California Avocado Commission
 California Cling Peach Board
 Canned Food Alliance
 Chilean Fresh Fruit Association
 Chiquita Brands International/Fresh Express
 Compass Group North America/Chartwells
 Del Monte Foods
 Dole Packaged Foods

Domex Superfresh Growers
 Driscoll's
 Duda Farm Fresh Foods, Inc.
 Florida Fruit & Vegetable Association
 Four Seasons Produce, Inc.
 General Mills, Inc. (Green Giant & Progresso)
 Kellogg Company
 Lindsay
 McDonald's Corporation
 Melissa's Produce, Inc.
 Nickelodeon
 Ocean Spray Cranberries, Inc.
 Pacific Coast Producers
 Pear Bureau Northwest
 Produce Business Magazine
 Rainier Fruit Company, Inc.
 Red Sun Farms
 Robinson Fresh
 Silgan Containers
 The Morning Star Company
 The Oppenheimer Group
 U.S. Potato Board
 United Fresh Produce Association
 Vance Publishing Corporation
 Ventura Foods
 Welch's
 Western Growers
 YottaMark

\$5,000 - \$9,999

Amvac Chemical Corporation
 Avocados from Mexico
 Ball Corporation
 Castellini Company
 CoBank ACB
 Family Tree Farms Marketing, LLC
 Florida Department of Citrus
 Juice Products Association
 Mariani Nut Company
 Mission Produce, Inc.
 National Watermelon Promotion Board
 Okanagan Specialty Fruits
 Pace International, LLC

Sysco Corporation
 Vision Produce Company
 Wholly Guacamole

\$2,500 - \$4,999

Affiliated Foods, Inc., Texas
 Blanc Industries
 Bushwick Commission Company, Inc.
 California Fresh Carrot Advisory Board
 California Table Grape Commission
 Colorado Potato Administrative Committee
 Egg Nutrition Center
 Enza Zaden North America, Inc.
 Fresh Produce & Floral Council
 Giant Eagle, Inc.
 Hannaford Bros. Co., LLC
 Heartland Produce
 Hy-Vee, Inc.
 Idaho Potato Commission
 IFCO Systems NA, Inc.
 Manfredi Cold Storage
 Nonpareil Corporation
 Norpac Foods, Inc.
 Potandon Produce, L.L.C.
 Publix Super Markets, Inc.
 Red Gold, Inc.
 Roundy's Supermarkets, Inc.
 Ruiz Sales, Inc.
 Sage Fruit Co LLC
 Save Mart Supermarkets
 Subway Franchise World Headquarters
 Sunview Marketing International
 The United States Sweet Potato Council, Inc.
 Torrey Farms, Inc.
 U.S. Apple Association
 U.S. Highbush Blueberry Council
 Valley Fig Growers
 Vidalia Onion Committee
 Wakefern Food Corporation
 Walter P. Rawl & Sons, Inc.
 Wild Blueberry Association of North America
 Yakima Fresh L.L.C.



Our Donors, cont.

\$1,500 - \$2,499

AJ Trucco, Inc.
 Abbott & Cobb
 Agroamerica Fruit Company
 Agrow Fresh Produce Company, Inc.
 Albert's Organics/UNFI
 Alsum Farms & Produce, Inc.
 AmeriFresh, Inc.
 Amigo Farms, Inc.
 Andrews Brothers, Inc.
 Apache Produce Imports LLC
 Apio, Inc.
 Associated Wholesale Grocers, Inc.
 B & B Produce, Inc.
 B & C Fresh Sales, Inc.
 B & W Quality Growers
 Banacol Marketing Corporation
 Bard Valley Medjool Date Growers
 Association
 Bare Snacks
 Barsotti Family Juice Company, Inc.
 Bejo Seeds, Inc.
 BelleHarvest Sales, Inc.
 Ben Litowich & Son, Inc.
 Big Chuy Distributors & Sons
 Big Y Foods, Inc.
 Bi-Lo, Inc.
 Bioplanet Corp.
 Blue Marble Brands
 Boggiatto Produce, Inc.
 Boskovich Farms, Inc.
 Bozzuto's, Inc.
 Brennan's Market
 Bush Brothers & Company
 Caito Foods Service, Inc.
 Calavo Growers, Inc.
 California Canning Peach Association
 California Date Administrative Committee
 California Dried Plum Board
 California Leafy Greens Marketing
 Agreement
 Cal-Ore Produce, Inc.
 Capital City Fruit Company, Inc.
 CHEP USA
 Chestnut Hill Farms

Coast Produce Company
 Coast To Coast Produce, L.L.C.
 Columbia Marketing International
 Country Fresh Mushrooms
 Crispy Green
 Crosset Company
 Crunch Pak, L.L.C.
 Crunchies Food Company
 D'Arrigo Brothers Company of California
 Dave's Specialty Imports, Inc.
 Deardorff Family Farms
 Delicious Foods
 DiMare Fresh, Inc.
 Eagle Eye Produce
 F.C. Bloxom Company
 Festival Foods
 Fresh Produce Association of the Americas
 General Produce Company, Ltd.
 General Produce, Inc.
 Georgia Fruit & Vegetable Growers
 Association
 Gills Onions, LLC
 Gold Coast Packing, Inc.
 Golden Sun Marketing
 Grant J. Hunt Company
 Great Lakes International Trading, Inc.
 Greene River Marketing, Inc.
 GreenGate Fresh, LLLP
 Grupo Vegetables el Rey L.L.C.
 H. Brooks & Company
 HMC Farms
 Houweling's Tomatoes
 HPC Foods, Ltd.
 Hungenberg Produce, Inc.
 Hunts Point Terminal Produce Co-op
 Association, Inc.
 Idaho-Eastern Oregon Onion Committee
 Indianapolis Fruit Company, Inc.
 International Golden Foods, Inc.
 J & J Distributing Company
 Jasmine Vineyards, Inc.
 John B. Martin & Sons Farms, Inc.
 John Vena, Inc.
 Keyes Fibre Corporation
 Kingdom Fresh Produce, Inc.

Kingston Fresh
 Knouse Foods, Inc.
 K-VA-T Food Stores, Inc.
 L & M Companies, Inc.
 Lakeshore Foods Corporation
 LGS Specialty Sales, Ltd.
 Liberty Fruit Company
 Little Farm Frozen Foods, Inc.
 Live Oak Farms
 M. Caratan, Inc. DBA Columbine Vineyards
 Mariani Packing Company, Inc.
 Market Fresh Produce, L.L.C.
 Mars Super Markets, Inc.
 Marsh Supermarkets, L.L.C.
 Martori Farms
 Matthews Ridgeview Farms
 McEntire Produce, Inc.
 Meijer, Inc.
 Michigan Celery Promotion Cooperative, Inc.
 Miner's Inc.
 Monterey Mushrooms, Inc.
 Morita Produce Company & Nuthouse
 Mucci International Marketing Inc.
 Mushroom Council
 National Produce Consultants, Inc.
 National Raisin Company
 NatureSeal, Inc.
 NatureSweet, Ltd.
 New England Produce Council
 New York Apple Association, Inc.
 New York Apple Sales, Inc.
 NewStar Fresh Foods | organicgirl
 North Bay Produce, Inc.
 Oneonta Starr Ranch Growers
 Orbit Tomato Company, Inc.
 Pennsylvania Apple Marketing Program
 Peter Condakes Company, Inc.
 Phillips Mushroom Farms
 Porpiglia Farms, Inc.
 Price Chopper Supermarkets
 Produce Packaging, Inc.
 Progressive Produce Corporation
 Pro-Health - Simply Smarter
 Pure Fresh, LLC
 Ready Pac Foods, Inc.



Red Blossom Sales, Inc.
 RemBrandt
 Rice Fruit Company
 Richard Bagdasarian, Inc.
 Rigby Produce, Inc.
 Riggio Distribution Co.
 Robbie
 Rocky Produce, Inc.
 Rohrer Brothers, Inc.
 Rousseau Farming Company
 Sakata Seed America, Inc.
 San Joaquin Tomato Growers, Inc.
 Sbrocco International, Inc.
 Seald Sweet International
 Sinclair Systems International, L.L.C.
 Southeast Produce Council
 Southern Specialties
 Spokane Produce, Inc.
 Steinbeck Country Produce, Inc.
 Sterilox Food Safety
 Sun Belle, Inc.
 Sun World International, LLC
 Sunsweet Growers, Inc.
 Superior Sales, Inc.
 Tanimura & Antle
 The Chas. C. Hart Seed Co.
 The Greenery
 The Horton Fruit Company, Inc.
 The Kroger Company
 The Los Angeles Salad Company, Inc.
 Times Super Markets
 To-Jo Mushrooms, Inc.
 Tops Markets, L.L.C.
 Tree Top, Inc.
 Trinity Fruit Sales
 Turbana Corporation
 Unifrutti of America, Inc.
 Vacaville Fruit Company, Inc.
 Village Farms
 Wal-Mart Stores, Inc.
 Washington State Potato Commission
 Wawona Frozen Foods, Inc.
 Wayne E. Bailey Produce Company
 Western Precooling Systems
 Wholesale Produce Supply Company, Inc.

WinCo Foods, Inc.
 World Pak
 Yucatan Foods

\$1,000 and below
 Affiliated Foods Midwest Cooperative
 American Mushroom Institute
 Babé Farms, Inc.
 Better Bags, Inc.
 Blue Book Services, Inc.
 Blue Star Growers, Inc.
 Brookshire Brothers, Inc.
 C & D Fruit & Vegetable Company, Inc.
 California Fig Advisory Board
 California Fresh Fruit Association
 California League of Food Processors
 Ciruli Brothers
 Coborn's, Inc.
 Corey Brothers, Inc.
 Crown Poly, Inc.
 D.L.J. Produce
 David J. Elliot & Sons
 Del Campo Supreme, Inc.
 DNE World Fruit Sales
 Donelan's Supermarkets
 Fowler Bros. Inc.
 Fruit Growers Marketing Association
 George Perry & Sons, Inc.
 Green Valley Food Corp.
 Harps Food Stores, Inc.
 Harris Teeter Super Markets, Inc.
 Homeland Stores
 John E. Ferebee Farming, Inc.
 Key Food Stores Cooperative, Inc.
 Keystone Fruit Marketing, Inc.
 King Fresh Produce, L.L.C.
 King Kullen Grocery Co., Inc.
 Leitz Farms, L.L.C.
 Maine Farmers Exchange
 Mandolini Company, Inc.
 Martinez & Sons Produce, Inc.
 Michigan Apple Committee
 Mike Benben, Inc.
 Niemann Foods, Inc.
 Package Containers, Inc.

Pasquinelli Produce Co.
 Raley's Supermarkets
 Redner's Markets, Inc.
 Rijk Zwaan
 RLB Food Distributors, L.P.
 Sarabian Farms
 Schnuck Markets, Inc.
 Scott Farms, Inc.
 SpartanNash
 Stater Brothers Markets
 Talley Farms, Inc.
 The United Family
 Unistar Plastics, LLC
 W.J.L. Distributors, Inc.
 Waverly Plastics Company, Inc.
 Wegmans Food Markets
 Weis Markets, Inc.



Gifts In-Kind

January 1, 2014 through January 7, 2015

(Includes organizations that provide gifts in-kind)

\$275,000 and above

The Packer

\$40,000 and above

Blue Book Services, Inc.

Produce Business Magazine

Produce Marketing Association

\$10,000 - \$39,999

Microsoft®

\$5,000 - \$9,999

Welch's

WiseGuys InterACTIVE

\$1,000 - \$4,999

American Seed Trade Association

Canadian Produce Marketing Association

Fresh Produce & Floral Council

Southeast Produce Council

United Fresh Produce Association

Western Growers

Up to \$999

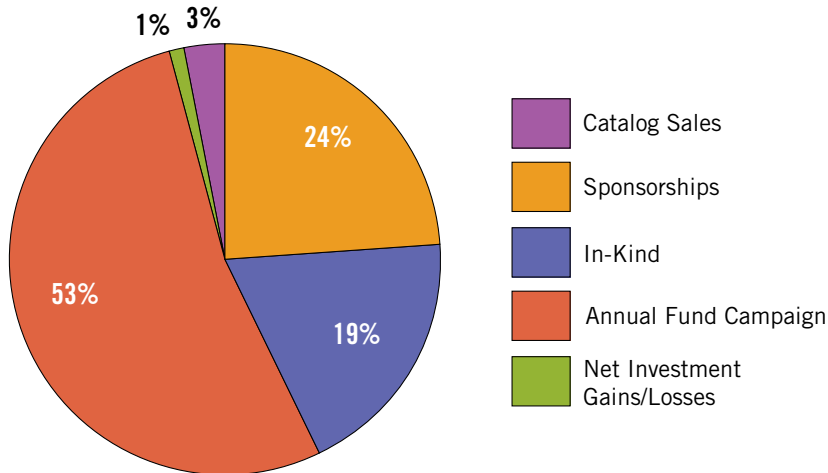
Georgia Fruit & Vegetable Growers Association

New England Produce Council

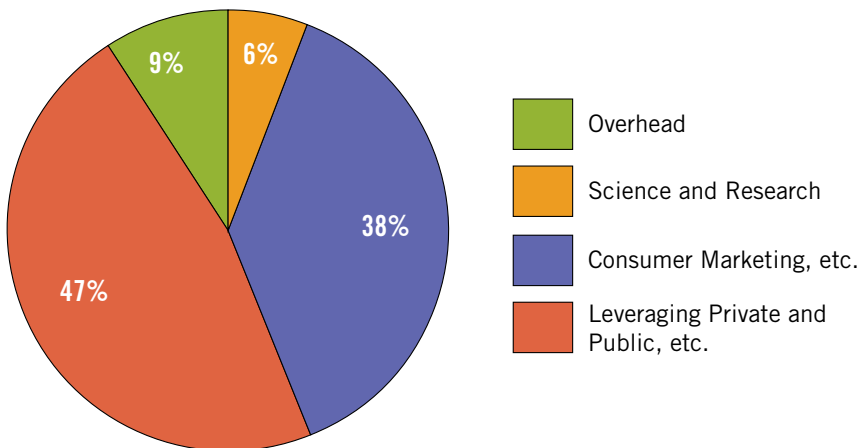


Financial Report

2014 Income



2014 Expenses



Total 2014 Budget: \$2.7 million

Produce for Better Health Foundation ended 2014 in a strong financial position. In 2014, catalog sales of educational materials were discontinued due to continued budget decreases for our customers at the federal and state levels. Closing of the catalog resulted in \$225,000 less income, but continued strength in sponsorships, membership revenue, and investment earnings, coupled with a reduction in expenses, resulted in a modest operating deficit of \$26,000 for the year. As a result, the Foundation's balance sheet remains strong with total assets in excess of \$5.1 million and total liabilities of less than \$400,000. The remaining Unrestricted Net Asset reserves of over \$4.7 million will help ensure the stability of the Foundation for the future.



THIS REPORT WAS MADE POSSIBLE THROUGH
THE GENEROUS SUPPORT OF:



Produce for Better Health Foundation
7465 Lancaster Pike, Suite J, 2nd Floor / Hockessin, DE 19707
Phone: 302.235.2329 / Fax: 302.235.5555
PBHFoundation.org / FruitsAndVeggiesMoreMatters.org