



Annual Report 2015



Joint Letter from Chairman & President



Howard Nager
Vice President Marketing
Domex Superfresh Growers
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.

Research-focused. Accomplished. Record-breaking Results. New and Expanded Resources. Relevant. Proven. These are but a few of the words and phrases describing the mission of Produce for Better Health Foundation and the work we accomplished in support of that mission throughout 2015. This annual report outlines the areas PBH focused on throughout 2015, along with notable highlights, inclusive of the continued expansion of the Fruits & Veggies—More Matters® national health campaign, brand, and logo. Perhaps now, more than ever before, the mission of PBH and the messages of our brand are not only relatable, but actionable to consumers committed to continuing to lead a healthy lifestyle or to beginning anew. In either case, PBH is increasing our consumer reach — a very positive and important step as all of us within the fruit and vegetable industry unite to increase consumption.

In 2015, noteworthy results were achieved through our consumer site and social media platforms, print and digital media impressions, new supporters, and research. An average of **350,000** monthly visits to the FruitsAndVeggiesMoreMatters.org consumer website was achieved in 2015, an increase of **18%** from 2014. The significant growth over the last few years for total media impressions, inclusive of social media, continued in 2015: **43.7 billion, representing a 34% increase over 2014.** The social media outlets for Fruits & Veggies—More Matters generated significant impressions in 2015: **33.4 million**, resulting in PBH's continued expansion of the number of consumers reached.

The support from the fruit and vegetable industry and public health community of PBH's mission continues to help serve as the basis for helping to translate consumer awareness of Fruits & Veggies—More Matters into action, and for continuing to understand consumer behavior related to the purchase and consumption and of fruit and vegetables. PBH hosted three events in 2015 for supermarket dietitians. These included the National Grocers Association Annual Conference and Expo, our own Annual Conference: *The Consumer Connection*, and PBH's Supermarket RD program at Fresh Summit. In 2015, PBH continued to provide leadership and principled advocacy for the increase of fruit and vegetable sales and consumption to support a healthier America by writing and distributing several research reports. You can read more about these reports and the other PBH accomplishments throughout this 2015 annual report.

For nearly 25 years, PBH has worked diligently to lead Americans to eat more fruit and vegetables because simply, it matters for better health. Together we can continue to increase the consumption of fruit and vegetables in all forms, thereby resulting in a healthier nation! We sincerely thank you for your ongoing and generous support — We Are PBH!

Howard Nager Elizabeth Pivonka

Reaching Moms & Families Through PBH's Annual Conference

"A 1st class conference!"

"The presentations and educational sessions are at the forefront of the industry."

"Excellent conference! Amazing learning that I am already practicing. This is my favorite conference."

"The PBH team has their stuff together, and this conference is in the top 3 of the industry."

The annual conference for Produce for Better Health Foundation, *The Consumer Connection*, affords attendees the opportunity to **Build** strategic alliances, **Grow** their brand, **Learn** from vibrant speakers, **Partner** with colleagues, and **Connect** with Peers. On March 16-19, over 200 fruit and vegetable marketers and executives, retail buyers and vice presidents, supermarket dietitians, commodity boards, supply companies, foodservice representatives, and university professors and students convened at the Hotel Valley Ho in Scottsdale, Arizona.

Feedback from attendees, during and after the conference, was extremely positive with many saying 'this was the best conference yet' and that 'the PBH conference just keeps getting better.' PBH, with the help of conference sponsors, hosted over 27 supermarket and foodservice dietitians, along with produce buyers, managers, and marketers, many of whom were first-time attendees. Throughout the conference, Business Exchange Appointments afforded conference sponsors the opportunity to meet with any attendee, including all invited retailers and dietitians. PBH also recognized over 75 Fruits & Veggies—More Matters Role Models and Champions within the fruit and vegetable industry, public health community, and school foodservice sector, and 30 PBH Ambassadors, during a special recognition luncheon.

A marketing proposal from Fresno State University was selected as the winning recipient of PBH's Inaugural *Formula 5 Marketing Competition*. Ross Denise, Team Leader, presented their marketing plan, RadiKale, to conference attendees.



Fresno State University, *Formula 5* Competition 1st Place Team

The competition offers marketing majors, at accredited colleges and universities within the United States, the opportunity to influence fruit and vegetable marketing, sales, and consumption within America. For the 2015 competition year, 29 proposals were received, and 6 have been selected for presentation at the 2016 Annual Conference.





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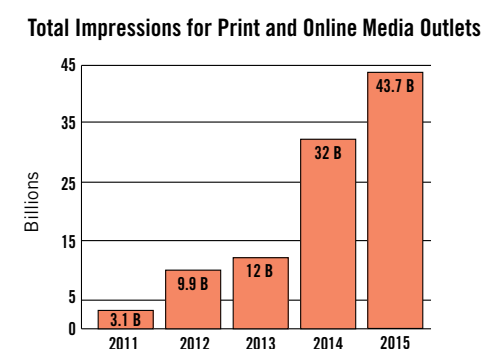
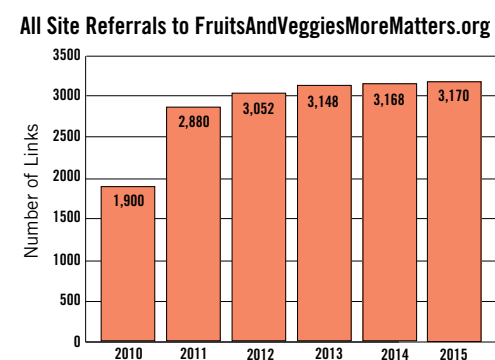
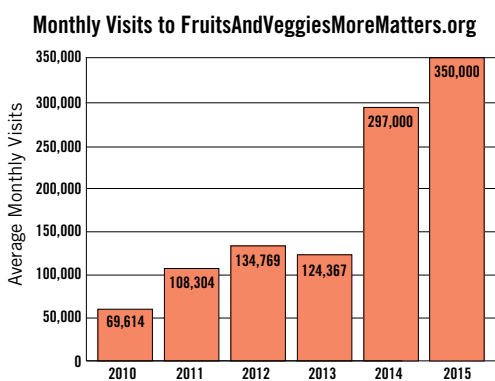
SENECA FOODS CORPORATION

STEMILT GROWERS, INC.

TAYLOR FARMS

THE WONDERFUL COMPANY

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



Liking, tweeting, sharing, posting, blogging and updating — everyday PBH reaches consumers through multiple social media channels, smartphones and websites. Resources including toolkits, recipes and sample social media posts are also provided to the members of the fruit and vegetable industry and public health communities, donors, and supporters to make connecting with consumers as easy as copy, post, share.

FruitsAndVeggiesMoreMatters.org, For consumers

PBHFoundation.org, For public and private sectors, and consumer influencers

Fruitsandveggiesmorematters, Facebook channel

Fruits_Veggies, Twitter channel

Fvmorematters, Pinterest channel

Fruitsandveggiesmorematters, Instagram channel



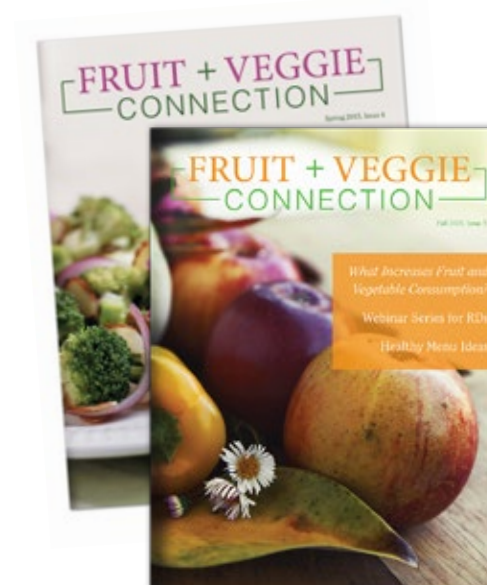
PBH generated **43.7 billion** total media impressions in 2015 as a result of our integrated consumer outreach strategy. This included a focus on sharing information from all areas of FruitsAndVeggiesMoreMatters.org on our social media channels and opt-in e-communications, allowing consumers to receive and review the information when and how most convenient for them. The average monthly visits to the site in 2015 was **350,000**; a record-breaking year! The first half of 2015 resulted in the highest monthly average visits ever (397,000/month) to our consumer site, FruitsAndVeggiesMoreMatters.org, and was 47% higher than the first half of 2014. The site was also reformatted to be responsive to different screen sizes on various mobile devices such as cell phones and tablets. Mobile users can see and access the same information and popular features as Internet site visitors, but in a view applicable for the screen size of their mobile device.

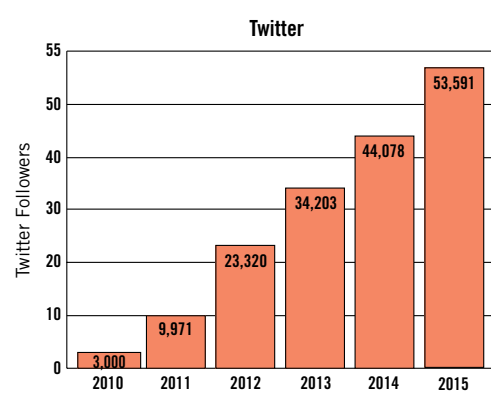
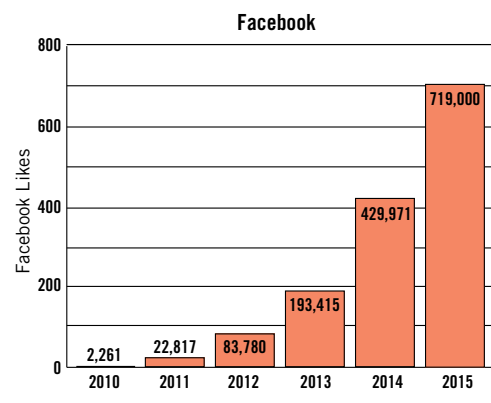


A Chef Column, *The Everyday Chef: Fruit & Veggie Culinary Creations*, complete with blogs, recipes, and tips, was added to the site mid-year. The new column hosted by two chefs, Alex Caspero, RD and Andrew Dole, RDN, offers sound advice and tips to help consumers eat more fruits and vegetables. PBH added the new section based on feedback from site visitors, our annual consumer survey, and input from the annual strategic and business planning process. Alex Caspero is a registered dietitian, yoga instructor and vegetable lover. Andrew Dole is a 15-year culinary veteran, registered dietitian, culinary instructor and nutrition entrepreneur. PBH held a 1-hour Q&A Twitter session with Alex Caspero in August 2015 as a new way to engage consumers. Participants submitted questions related to selecting, preparing or storing fruit and vegetables throughout the hour using #FruitsVeggiesChef and received an immediate response from Alex. She also shared her own tips. Overall the session was successful for PBH and future hosted sessions are likely.

The PBHFoundation.org website functions as an information portal for individuals and organizations working directly with consumers to teach them about the health benefits of eating a variety of fruits and vegetables in daily meals and snacks. Visitors to this information portal can leverage all available resources and tools, including but not limited to the following:

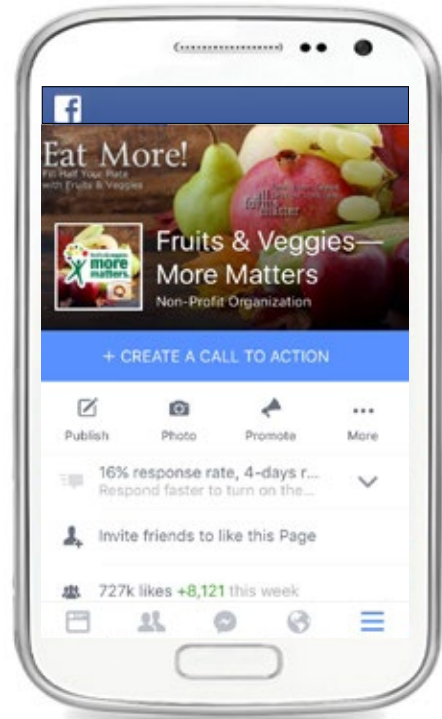
- Fruit and vegetable themed marketing toolkits;
- Consumer behavior research related to the purchase and consumption of fruit and vegetables;
- Donor-specific tools and resources like *PBH Direct!* and *Retail Matters*;
- *Fruit & Veggie Connection*, a bi-annual magazine, and resource guides for dietitians and other members of the public health community;
- Monthly social media posts that can be used as is or customized; and
- Several new recipes and related educational sheets.





Twitter Party Averages

	2013	2014	2015
People Mentioned	81	176	226
Mentions Received	321	812	1,189
Retweets Received	114	570	919
Total Statuses	435	1,381	2,107
Total Reach	269,332	600,044	794,654
Total Impressions	1,209,116	2,820,618	4,611,541



Facebook

The social media outlets for Fruits & Veggies—More Matters and monthly Twitter parties continued to grow throughout 2015 generating **33 million** consumer impressions. Facebook likes for the Fruits & Veggies—More Matters page, **719,000**, not only surpassed goal for 2015, but reached, and surpassed, a milestone of acquiring 500,000 likes! Several new memes were added to the Facebook page, proving popular with page followers. These included simple and easy-to-make recipes and commonly known fruits and vegetables showing selection and storage information. Overall the memes performed very well with an average of **1,363** likes and **534** shares per meme.



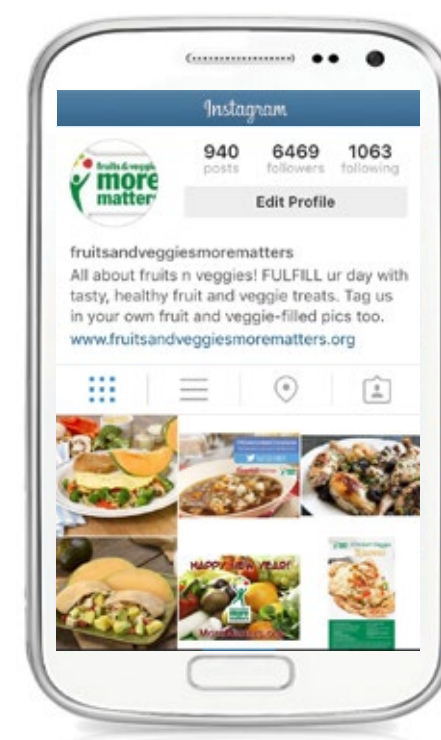
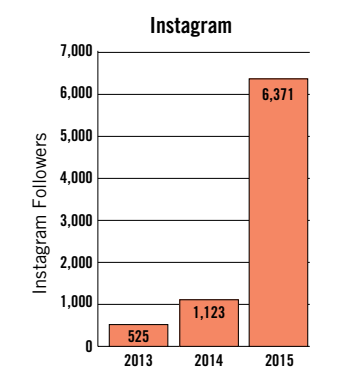
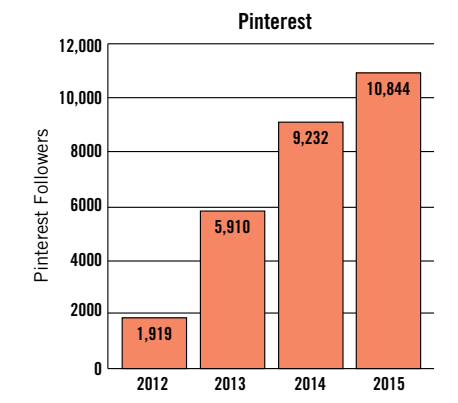
Twitter

The monthly Twitter parties, hosted by PBH on the first Wednesday at 4pm EST, continued to be a main feature of our Twitter account in 2015 to expand the reach and exposure for Fruits & Veggies—More Matters. Additionally, PBH co-hosted secondary parties with donors and sponsors as a way to increase awareness of their fruit or vegetable offerings and to celebrate a special fruit or vegetable month, including 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 **19** parties PBH hosted and co-hosted in 2015, the hashtag for 7 parties trended.



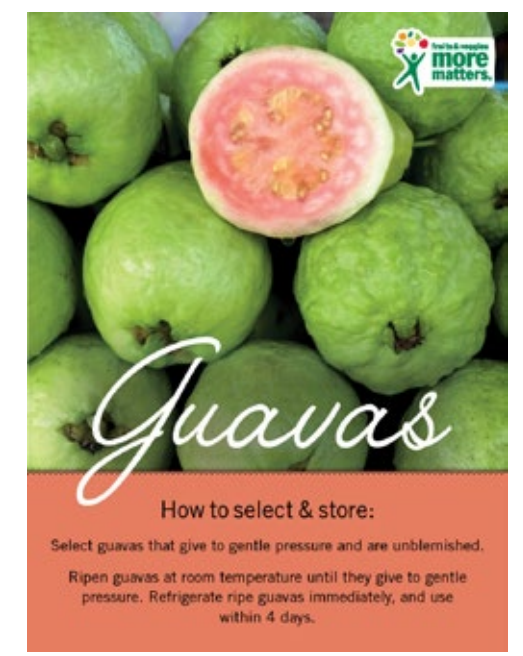
Pinterest and Instagram

Instagram significantly grew in popularity in 2015, particularly with individuals aged 18-35. This age range represents our primary audience of Moms with children under the age of 10 and is likely a significant factor in the strong growth of our account in 2015. Instagram is also a 'quick and easy' social media channel allowing the user to view many photos and images in a very short amount of time. Pinterest is also a channel based on photos and images, but a user has to spend more time looking for image boards matching their interests. In today's fast-paced world, the difference in time delivery between Instagram and Pinterest is a likely factor in the slower growth of our Pinterest account and the faster growth of our Instagram account. It is also an example of how quickly the world of social media changes. While Pinterest was wildly popular 12-18 months ago, the popularity has since slowed, while the popularity of Instagram has grown.



Klout Score

PBH's Klout score at the end of 2015 was **74** (out of a possible 100). An average Klout score is 40. A score over 70 represents the top 5% of all users on social media. PBH's Klout score has fluctuated between 74 and 80 since early 2014 when tracking began.





Reaching Moms & Families Through Supermarket Dietitians

Supermarkets represented by RDs at the 2015 NGA Expo



Supermarkets represented by RDs at the Fresh Summit educational and networking program



More and more, retailers and consumers alike are finding the value in supermarket dietitians. Shoppers often turn to these professionals for suggestions on healthy menu planning, ideas for recipes, and help in managing a disease, such as high blood pressure or diabetes, through good food choices. PBH has worked directly with supermarket dietitians for the last several years by providing materials and resources such as: webinars, *Fruit & Veggie Connection* magazine, an information portal, direct interaction with companies within the fruit and vegetable industry, and ongoing knowledge through three education and networking programs. PBH's understanding of consumers, combined with our strong relationship with supermarket dietitians, ideally positions PBH to unite members of the fruit and vegetable industry with these professionals.

PBH hosted a small group of dietitians at the 2015 National Grocers Association (NGA) Expo in Las Vegas, Nevada. The inaugural program included: complimentary attendance at all NGA sessions and workshops, networking dinners, as well as time spent on the expo floor, which included visiting the booths of PBH donors and supporters. PBH also moderated a session focused on why dietitians are good for supermarkets.

PBH hosted 22 supermarket dietitians, representing over 9,200 stores nationwide, for its 4th annual Supermarket Dietitians at Fresh Summit Program in Atlanta, Georgia. The four-day program featured several education sessions, a culinary demonstration, various networking occasions, and a supermarket store tour. Additionally, the dietitians were given dedicated time on the expo floor allowing them to learn more about specific fruits and vegetables and the challenges and opportunities growers, shippers, and marketers are facing today.



Supermarket RDs Learning About Avocados from Jan DeLyser and Angela Fraser of the CA Avocado Commission, a Gold Sponsor of PBH's Event at the 2015 PMA Fresh Summit

A cornerstone of PBH's annual conference is the attendance of supermarket dietitians. The noteworthy 3-day conference is full of high-energy sessions, 1:1 business meetings, up-to-date research and a variety of interactive events. PBH hosted dietitians from 27 different supermarkets, many of whom were first-time attendees, at the 2015 PBH Annual Conference: *The Consumer Connection* in March. The dietitians participated in local field tours, various educational sessions, and Business Exchange Roundtables. The roundtables enabled the dietitians to meet with various growers, shippers, processors and marketers of fruits and vegetables to learn more about their products to share with consumers.



The 2014 Supermarket Dietitians of the Year honorees were recognized during a special Awards Luncheon at PBH's 2015 Annual Conference. Pictured from left to right, Pat Hunter, Hannaford Brothers, Janine Faber, Meijer, Inc., Allison Kuhn, The Kroger Company, Ashley Cully, Ravitz Family Markets, and Heather Shasa, ShopRite of Little Falls.

To continue our longstanding history of identifying and honoring the hard work of industry members, apart from their company, who have gone 'above and beyond' in their support of the foundation's mission, PBH was pleased to announce the 2014 Supermarket Dietitians of the Year. The award recognizes the top supermarket registered dietitians and/or health and wellness staff for their support of Fruits & Veggies—More Matters and of the collective goal of the increasing the sale and consumption of fruit and vegetables.

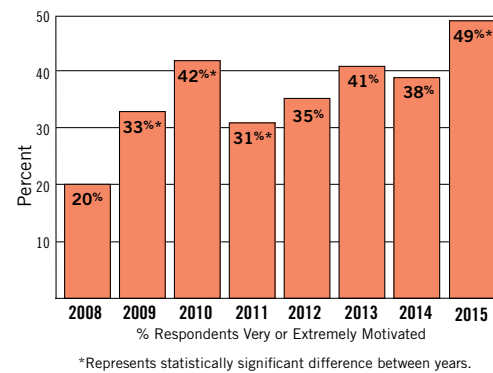
Supermarkets represented by RDs at PBH's 2015 Annual Conference
The Consumer Connection



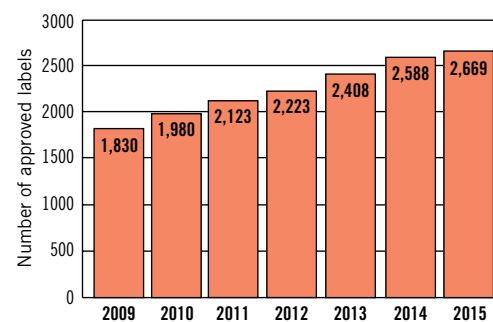


Reaching Moms & Families Through the Support of Suppliers

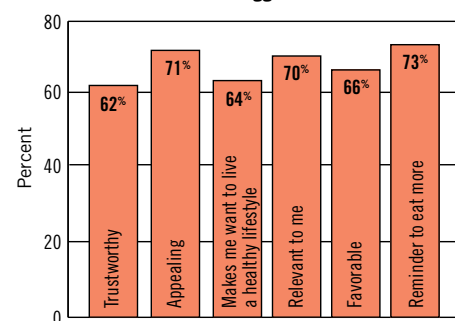
How Well Fruits & Veggies—More Matters Motivates Moms



Fruits & Veggies—More Matters Approved Labels



Moms Find Fruits & Veggies—More Matters . . .



Moms know the Fruits & Veggies—More Matters logo! Total definite awareness of the campaign grew from 11% in 2007 to 27% in 2015. Most have become familiar and aware of the logo through supermarkets and food packages. When seeing the logo on packaging, 49% of surveyed moms self-reported in 2015 that they are likely to purchase that product, up from 39% in 2009 when this question was first asked. The logo was placed on packaging, flyers, fact sheets, and even trucks by licensed organizations within the fruit and vegetable supply chain throughout 2015.



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. Use of the logo was approved for the following companies through December 2015.

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



Reaching Moms & Families Through Supermarkets



PBH has awarded over \$82,500 in grants to support grocery store dietetics since the inception of the program in spring, 2014. Selected universities work with supermarkets within their local area and 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 to be a go-to-resource for supermarkets throughout 2015 by offering a variety of resources for use in their consumer outreach and education initiatives. Customizable marketing toolkits, sample social media posts, informational one-sheets featuring real food plates (where half is fruit and vegetables), and an information portal featuring information on a variety of fruit and vegetable topics are all examples. Supermarkets continued to be one of the top ways in which shoppers become familiar with the Fruits & Veggies—More Matters logo; many retailers featured the logo on approved private label packaging, bags, and even on trucks!



Grocery store tours hosted by University dietetics programs and funded through PBH grants. Clockwise from the upper left: Illinois State University, Oakwood University, University of Central Arkansas, Texas State University

PBH 2015 Store Tour Grant Recipients

SPRING 2015

- Appalachian State University
- Benedictine University
- Indiana University of Pennsylvania
- Illinois State University
- Oakwood University
- Texas State University
- University of Central Arkansas
- University of Texas

FALL 2015

- Drexel University
- Lenoir-Rhyne University
- Morrison/Chartwells
- North Dakota State University
- University of Central Oklahoma
- University of Cincinnati
- University of Illinois at Chicago
- University of North Florida
- University of Pittsburgh
- University of Southern Mississippi

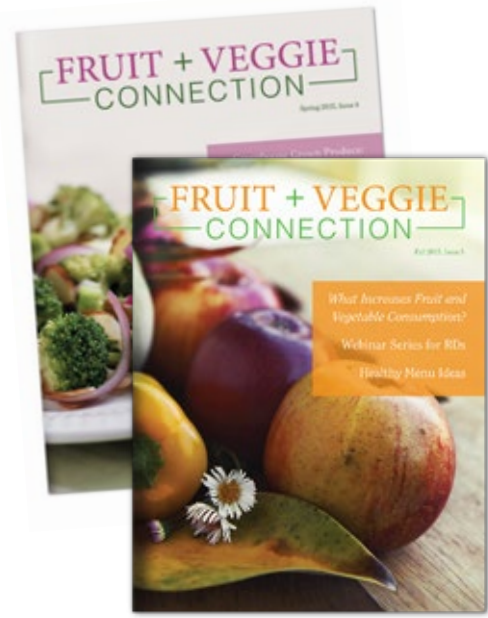
Retail Matters, a PBH quarterly print and online publication is filled with tips, research and other usable information retailers can utilize in their marketing and communication efforts.



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.

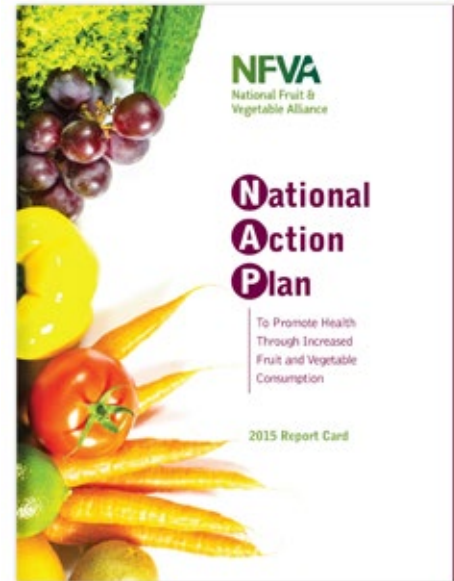
	FOOD LION, GIANT FOOD STORE, HANNAFORD MARKETS, STOP & SHOP, GIANT OF MARYLAND		ALPS, APPLE MARKET, CASH SAVER, COUNTRY MART, HARPS, HEN HOUSE, HOMELAND, PRICE CHOPPER, SUN FRESH, THRIFTWAY			
	BAKER'S, CITY MARKET, COPPS, DILLONS, FOOD 4 LESS, FOODS CO., FRED MEYER, FRY'S, GERBES, HARRIS TEETER, JAY C FOOD STORES, KING SOOPERS, MARIANO'S, OWEN'S, PAY LESS, PICK 'N SAVE, QUALITY FOOD CENTERS, RAINBOW FOODS, RALPHS, ROUNDY'S, SMITH'S FOOD & DRUG STORES					
	CARRS, DOMINICK'S, GENUARDI'S, RANDALL'S, TOM THUMB, VONS					

Reaching Moms & Families Through Educators and Health Professionals



PBH's magazine for health professionals, *Fruit & Veggie Connection*, summarizes relevant fruit and vegetable information and is available in both print and digital formats in May and October of each year. Current and archived issues are located at PBHFoundation.org/pub_sec.

In addition to providing updated information on fruit and vegetables to health professionals, PBH led the update of the 2015 National Action Plan Report Card. The report card released in the fall of 2015 evaluates critical policies and programs impacting our food choices and their contributions to our nation's health over the past ten years. Overall, the positive impact has been minimal despite proven scientific data continuously showing that a diet high in fruits and vegetables helps maintain a healthy weight and reduces the risk of several serious, chronic diseases that are the leading causes of death.



In 2005, the National Fruit & Vegetable Alliance (NFVA) — led by PBH and the Centers for Disease Control and Prevention (CDC) — developed a National Action Plan, providing a new and comprehensive approach for improved public health through increased fruit and vegetable consumption. Ten years later, the Alliance has released a second Report Card to evaluate progress made by schools, restaurants, supermarkets, and federal and state governments in its 2015 National Action Plan (NAP).

Similar to the first Report Card released in 2010, the 2015 NAP Report Card utilizing survey data finds that the average American's fruit and vegetable consumption remains far below recommended levels, with a 5% decline during the past five years. The decline is largely driven by a decrease in 100% juice consumption, especially at breakfast, and a decline in the dinner side dish for vegetables. There were differences in consumption by age, with positive increases in fruit consumption among all children and vegetable consumption among teens. In contrast, consumers over age 45, who typically eat the most fruits and vegetables, are trending downward in their consumption of both over time. Overall, only 4% of individuals achieve their recommended target for vegetables and only 8% achieve their recommended target for fruit in an average day.

The Report Card assigned an 'A' grade to schools, given the doubling of fruits and vegetables in school meals as a result of the Healthy, Hunger-Free Kids Act of 2010. An 'A' grade was also offered to the Healthy Incentive Pilot program that demonstrated strong positive results at increasing fruit and vegetable consumption among SNAP households, which helped justify the new USDA Food Insecurity Nutrition Incentive (FINI) Program to test other methods of

NFVA National Fruit & Vegetable Alliance

incentivizing SNAP participants to purchase fruits and vegetables. An 'A' grade was also offered, once again, to the WIC Fruit and Vegetable Vouchers program, which was introduced in 2009 as part of a special supplemental program for Women, Infants and Children.

Restaurants and cafeterias received a 'B-' for providing greater availability and variety in fruit and vegetable choices on menus. Supermarkets and fruit and vegetable suppliers received a 'C' grade for some progress over the past five years at making fruits and vegetables more accessible and convenient. A 'D' grade was given on the alignment of agricultural policy and research with nutrition policy. Last, a failing grade was once again assigned to the food marketing category given its continued low level of fruit and vegetable marketing (<1%) relative to all food marketing.

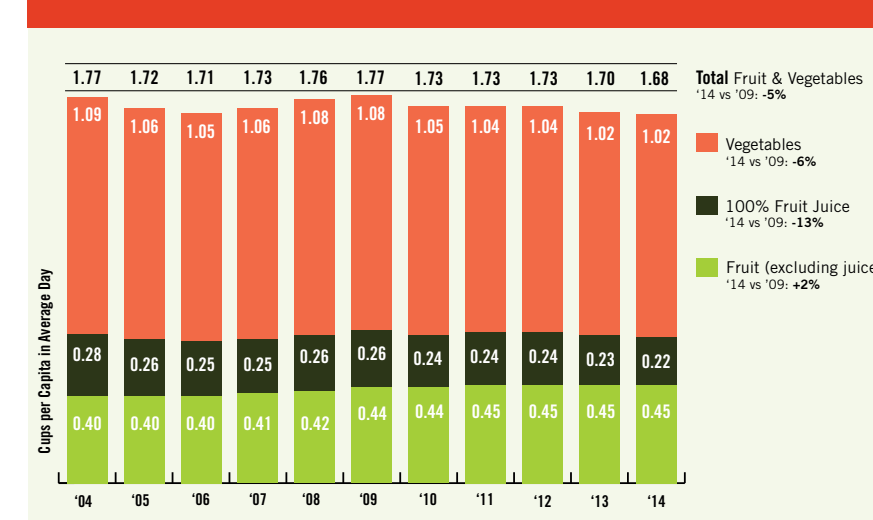
The overall objectives of the NAP remain the same and include a set of forward looking strategies that, when taken together, would begin to close the gap that exists between actual and recommended fruit and vegetable consumption in this country. The objectives include:

- Increasing the accessibility and desirability of all forms of fruits and vegetables by making them tasty, attractive, convenient, affordable, plentiful, and easily available at all eating and snacking occasions;
- Offering practical strategies to help increase an individuals' ability to obtain and prepare meals and snacks rich in fruits and vegetables; and
- Changing Americans' attitudes and habits about including fruits and vegetables at every eating occasion.



Another source of fruit and vegetable information, provided in 2015, was PBH's ongoing webinar series. The webinars focus on a variety of topics ranging from bio-technology to pesticides to research on individual commodities. PBH offered two webinars in 2015: *Understanding Food Risks* and *2015 State of the Plate, An Overview of Fruit & Vegetable Consumption Trends*. On average, 208 professionals attend each webinar.

Average Daily Consumption of Fruit and Vegetables: 2004-2014





Learning About Moms & Families Through Research



PBH released several new reports in 2015 focused on: current fruit and vegetable consumption trends, the existing financial gap relative to addressing public health, and a comparison of Dads and Moms attitudes about fruit and vegetables. These reports, along with all PBH research, are located on PBHFoundation.org and available for free download at Gumroad.com/pbh#.

State of the Plate

The first report was PBH's *State of the Plate Report, a Study on America's Consumption of Fruit & Vegetables*. Every five years PBH commissions this consumer research through The NPD Group using its National Eating Trends database. For the year ending May 2014, this report examines current consumption of fruit and vegetables in the United States, including consumption levels by age, gender, life cycle, health segmentation, meal occasion, and form. The report provides the fruit and vegetable industry, health professionals, and consumer intermediary groups with:

- The latest fruit and vegetable consumption trends;
- Updated information on varying demographics of fruit and vegetable consumers;
- An overview of consumption levels by lifecycle and eater segment;
- Projected growth of fruit and vegetable consumption for the next 5 years; and
- Recommendations about what can be done to make the information in the report actionable.



Fruit and Vegetable Consumption Trends

Annual per capita fruit and vegetable eating occasions (as opposed to cups) have declined 7% over the past 5 years, primarily driven by decreased consumption of vegetables (-7%) and fruit juice (-14%). The overall fruit and vegetable consumption losses are tied to two significant behaviors: a decline in the dinner side dish for vegetables driven by the desire to simplify meals (including side dish salads which also reduces the use of other salad

related vegetables such as tomatoes and cucumbers), and reduced consumption of fruit juice at breakfast. Despite these losses, however, fruit and vegetables are still a cornerstone of the American diet; vegetables are 4 of the top 5 side dishes at the in-home dinner meal and fruit is second only to candy as a snack.

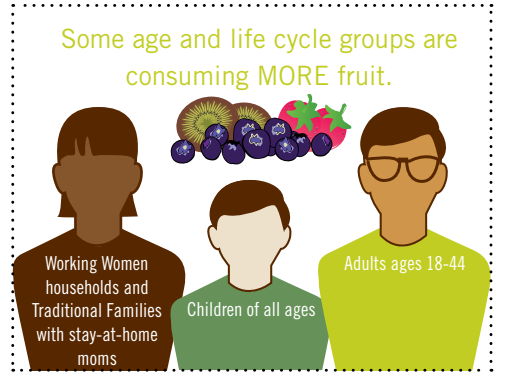
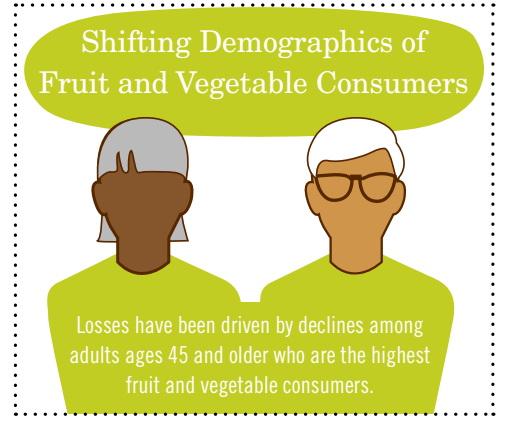
Shifting Demographics of Fruit & Vegetable Consumers

When looking at age demographics, younger consumers are eating more fruit compared to 2009. Among children ages 2-17, there is a 17% increase in fruit consumption, excluding juice. Overall vegetable consumption is down, but store *fresh* vegetables have grown among children (10%) and young adults over the past 5 years. While adults ages 50 and older consume the most fruit and vegetables, this group's double digit decline was a significant factor in the overall decline of fruit and vegetable consumption since 2009. A negative generational effect is occurring among these older consumers, which means that 50+ year olds today are consuming fruit and vegetables less often than their counterparts ten years ago. Conversely, a positive generational effect is occurring in those under age 40, meaning they are consuming more fruit and vegetables than their counterparts a decade ago.

Consumption Levels by Lifecycle & Eater Segment

Fruit and vegetable consumption data can be further analyzed to identify if singles, seniors or working women households are eating more or less compared to other lifecycle groups. Working Women and Traditional Family households are consuming more fruit, but less fruit juice and vegetables, per capita over time. Only 13% of the population are Seniors, yet these households represent 17% of all vegetables consumed and 18% of all fruit consumed, excluding fruit juice. Singles represent more of the population than Seniors, but account for the smallest share of consumption of vegetables or fruit.

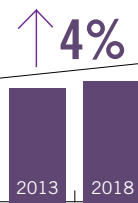
NPD also grouped the population into 5 segments based on varying attitudes. The three consumer segments focused on health account for 60-70% of fruit and vegetable eatings, yet only represent half of the total population. All three of these segments, however, have shown the most decline in fruit and vegetable eatings over the last 5 years. This is especially disturbing given that people presumably focused either on leading a healthy lifestyle or a health condition appear to be thinking less about fruit or vegetable consumption when it comes to their overall health.





In the Near Future . . .

Overall quantity of fruit and vegetables consumed by the U.S. population is expected to grow 4%, similar to population growth, resulting in flat *per capita* consumption over time.



Growth should be better

under 40
year olds are eating **MORE** fruit and vegetables than 10 years ago

50+
year olds are eating **LESS** fruit and vegetables than 10 years ago

If current consumption behaviors among those ages 50+ are not changed, the full growth potential of fruit and vegetables will likely not be realized during the coming years.

Recommendations

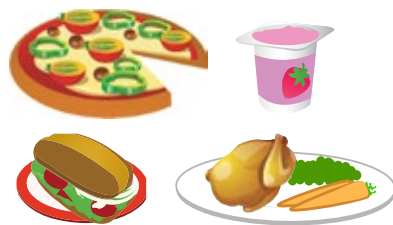
Become relevant again to older consumers

Additional research is needed to truly understand what's driving the severe losses for this older group.

Remember, fruit and vegetables prepared at home are a great choice for those watching their food budget. Eating out is triple the cost of eating at home.



Partner with companies who prepare foods that are natural pairings for fruit and vegetables.



Restaurants are a significant opportunity to grow fruit and vegetable sales, especially fast food outlets since they are 79% of all restaurant occasions.



Projected Growth of Fruit & Vegetable Consumption

Considering the aforementioned generational effect, changing life stages, and other factors, consumption of total fruit and total vegetables are expected to grow roughly 4% respectively in the next 5 years, or roughly the same rate as population growth, resulting in relatively flat per capita consumption. Looking at fruit and vegetables subsets, however, there is an expected 9% growth in fruit (excluding juice) and an 8% growth in *fresh* vegetables expected in the next 5 years. Per capita consumption would be 5% and 4%, respectively.

Recommendations to Increase Fruit & Vegetable Consumption

Fruit and vegetable marketers should seize the opportunity to partner with companies who prepare and sell the core food groups most often associated with fruit and vegetables such as beef and poultry protein entrees, salads, and Italian dishes. Yogurt, pizza, poultry sandwiches and Mexican food are also among the fastest growing food items and complement fruit and vegetables nicely. The health benefits of consuming a variety of fruit and vegetables, varied tastes and textures, and ease of preparation should continue to be emphasized with older consumers as they continue to focus on their overall health and well-being, and their desire to simplify meals. A final recommendation is to focus on the affordable cost of fruit and vegetables. Since most fruit

and vegetables are consumed in the home, it is important to inform consumers that the price of a home prepared meal is one-third the cost of the average meal way from home. Encourage price sensitive consumers to eat more meals at home by showcasing how the purchase of ready-made meals, and other convenience items from the supermarket, are less expensive than eating out. Finally, since fast food outlets account for 79% of all restaurant eating occasions, the addition of fruits and vegetables to their menus is a significant opportunity to grow fruit and vegetable consumption.

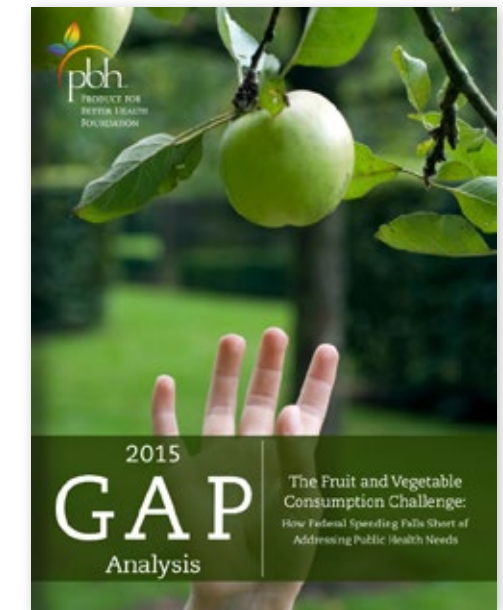
Gap Analysis

The second report released by PBH in 2015 was, *2015 Gap Analysis, The Fruit and Vegetable Consumption Challenge: How Federal Spending Falls Short of Addressing Public Health Needs*. It was designed to assess the extent to which federal policy makers, through their spending decisions, have made fruits and vegetables a national public-health priority. The report's two primary goals are: 1) Illuminate the national stake in greater fruit and vegetable consumption; and 2) Quantify the extent to which spending by the U.S. Department of Agriculture (USDA) and the U.S. Department of Health and Human Services (HHS) reflects food consumption recommendations of the *Dietary Guidelines for Americans, 2010* and the public health risks associated with inadequate consumption of fruits and vegetables. To accomplish those goals, the report provides estimates of:

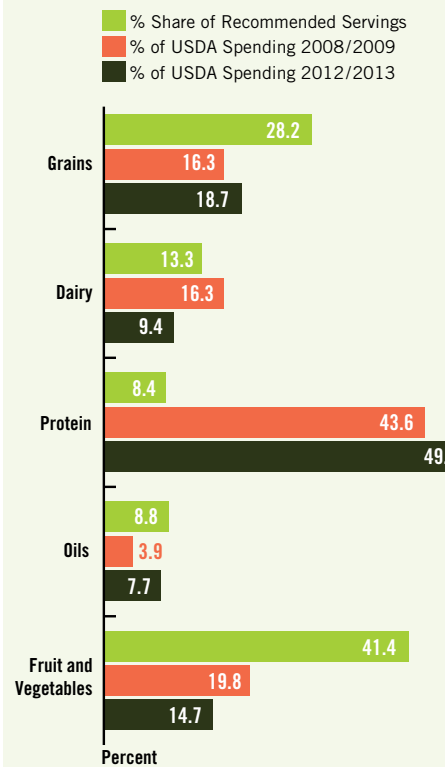
- The gap between actual and recommended fruit and vegetable consumption;
- The nationwide health risks and economic costs due to the consumption gap;
- The extent to which USDA spending related to fruits and vegetables reflects the importance of fruits and vegetables in the 2010 Dietary Guidelines;
- The degree to which USDA spending on nutrition education addresses the fruit and vegetable consumption gap;
- The extent to which spending by HHS agencies, the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC), reflects health risks attributable to inadequate consumption of fruits and vegetables; and
- The size of the federal fruit and vegetable spending gap.

The main findings of the report demonstrate:

- The fruit and vegetable consumption gap is large, chronic and growing: Dietary Guidelines' recommendations continue to greatly exceed per capita intake;
- The public health risks due to the fruit and vegetable consumption gap are substantial and avoidable;
- Economic costs to the nation due to the fruit and vegetable consumption gap are very large and increasing;
- USDA spending contradicts the priority of fruits and vegetables in the dietary guidelines: Lower-priority foods like meat dominated USDA spending, with six times its share, while USDA spending on fruits and vegetables was only about one-third their share; and
- USDA spending for nutrition education remains far short of levels needed to encourage substantial increases in fruit and vegetable consumption.
- Fruits and vegetables are also a low spending priority for NIH and CDC despite the sizable health risks attributable to the consumption gap. Only 1% of NIH research projects on cancer, coronary heart disease and stroke, for example, focused on fruits and vegetables, despite the fact that the fruit and vegetable consumption gap contributes between 5.6%-22.2% of the risk of those three major diseases; and



Daily Recommended Servings vs. All USDA Spending Over Time





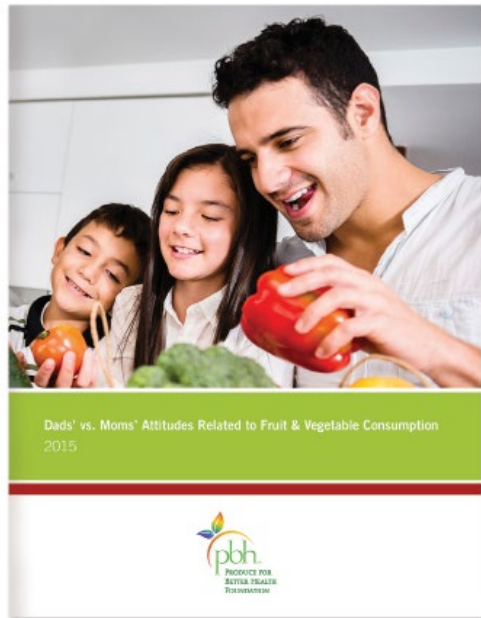
- The federal fruit and vegetable spending gaps dwarf actual spending, but equal only a small percentage of USDA and HHS budgets.

Since the overall federal fruit and vegetable spending gap dwarfs recent federal outlays for fruits and vegetables, a substantial shift in priorities would be needed to reverse these spending patterns, especially for USDA, which accounts for the bulk of the federal fruit and vegetable spending gap. In fact, depending on the source of increased funds for fruits and vegetables, federal fruit and vegetable spending would have to more than triple or quadruple to close the spending gap. If Congress and Administration officials were willing to adopt more public-health oriented spending priorities, those gap-closing expenditures would be within reach since they represent only small percentages of recent USDA, NIH and CDC budgets.

Dads' vs. Moms' Attitudes Related to Fruit and Vegetable Consumption

The third report, *Dads' vs. Moms' Attitudes Related to Fruit & Vegetable Consumption 2015*, was compiled from data collected throughout 2014 comparing 600 moms with 600 dads. The survey was conducted to better understand dads' influence on food shopping, meal planning, feeding their children, and overall consumption of fruit and vegetables. Report highlights include:

- Dads are significantly less likely than moms to report that they eat 2 or more cups of vegetables each day. Dads also report eating less fruit than moms, though not significantly;
- While dads are more likely than moms to think it is not important to include fruit and vegetables in family's meals and snacks, they are more accepting than moms of all forms of fruits and vegetables given the higher availability of canned, frozen, and dried fruits and vegetables they report having in their homes;
- Supermarket flyers, ads, and displays and television were the top communication methods for both dads and moms when it comes to making a food decision. However, dads were more likely than moms to cite radio commercials, internet advertisements, and billboards as an effective communication methods; and
- Regarding Fruits & Veggies—More Matters®, there is a significantly higher awareness of the brand and likeliness to purchase products that bear the brand among moms than dads.



Men Have Weaker Beliefs About Fruits & Vegetables

- Men have poorer nutrition knowledge
- Men have weaker beliefs in the importance of fruits & veggies for health
- Men have less confidence in their ability to eat fruits & veggies at various eating occasions

HOWEVER, dads appear to be more accepting than moms of "all forms" of fruits and vegetables.

Motivation

- Appears to be motivating to dads.
- Impressions are predominantly favorable.
- The campaign is a reminder to dads to eat more fruit and veggies.

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; and
- Including a link on a website to FruitsAndVeggiesMoreMatters.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); and
- 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 2015:

Retail Role Models

5 TH YEAR Recipient	
4 TH YEAR Recipient	
3 RD YEAR Recipients	
2 ND YEAR Recipients	
1 ST YEAR Recipients	



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



Supplier Role Models

8 TH YEAR Recipient		7 TH YEAR Recipient			
6 TH YEAR Recipients					
5 TH YEAR Recipients					
4 TH YEAR Recipients					
3 RD YEAR Recipients					
2 ND YEAR Recipients					
1 ST YEAR Recipients					

Retail Champions

3 RD YEAR Recipient		2 ND YEAR Recipients		1 ST YEAR Recipients		
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Supplier Champions

3 RD YEAR Recipient					
2 ND YEAR Recipients					
1 ST YEAR Recipients					

Public Health Role Models

CHEF IN THE HOOD, INC. • CITY OF ALBUQUERQUE • MARION COUNTY PUBLIC HEALTH DEPARTMENT • PHOENIX VA HEALTHCARE SYSTEM • THE HEALTH DISTRICT OF NORTHERN LARIMER COUNTY • UTAH STATE UNIVERSITY EXTENSION FOOD \$ENSE SNAP-ED PROGRAM

Public Health Champion

CSU LONG BEACH FAMILY & CONSUMER SCIENCES • LAUREL PEDIATRIC ASSOCIATES, INC.

Supermarket RDs of the Year

ELIZABETH HALL, K-VA-T Food Stores, Inc. • JOANNE HEIDKAMP, Hannaford Brothers • MELANIE KLUZEK, Niemann Foods • LAUREN LINDSLEY, Skogen's Festival Foods • LACHELL MILLER, Village Supermarkets • STEPHANIE RUPP, Hy-Vee, Inc.

Ambassador Excellence Award Honorees

MATT MIDDLETON, Ventura Foods • SABRINA POKOMANDY, Red Sun Farms • MAC RIGGAN, Chelan Fresh • ALLAN SABATIER, Del Monte Fresh Produce • BRIAN THRELFALL, Giorgio Fresh Mushrooms



PBH Ambassadors

A PBH Ambassador is an individual who is passionate about the PBH mission and the Fruits & Veggies—More Matters message. An Ambassador actively shares their 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 significant in-kind donations to PBH.



Ambassadors of PBH and extends our sincerest appreciation for their support throughout 2015.

TRACEY ALTMAN Wholly Guacamole	ANTONIA MASCARI Indianapolis Fruit Company
SHIRLEY AXE Ahold USA	MATT MIDDLETON Ventura Foods
KATHY BARSOTTI Barsotti Juice Company	HOWARD NAGER Domex Superfresh Growers
LEAH BRAKKE Black Gold Farms, Inc.	PAUL PALMBY Seneca Foods Corporation
PHILLIP BROOKS H. Brooks & Company	ROGER PEPPERL Stemilt Growers, Inc.
KAREN BRUX Chilean Fresh Fruit Association	SABRINA POKOMANDY Red Sun Farms
KATIE CALLIGARO Canned Food Alliance	MAC RIGGAN Chelan Fresh Marketing
MARK CAMPION Taylor Farms	RICHARD RUIZ Ruiz Sales
GAINES CHAMBERLAIN Blanc Industries	ALLAN SABATIER Del Monte Fresh Produce
CHRIS CHRISTIAN California Strawberry Commission	BRIANNA SHALES Stemilt Growers, Inc.
CHARLIE EAGLE Southern Specialties	XANDER SHAPIRO Del Monte Foods
KACI KOMSTADIUS Sage Fruit Company	RICH TAVOLETTI Canned Food Alliance
LINDSAY EHLIS Borton & Sons	LORI TAYLOR <i>The Produce Mom</i>
ANGELA FRASER California Avocado Commission	BRIAN THRELFALL Giorgio Fresh Mushrooms
JOHN FREED Syngenta Corporation	NICHOLE TOWELL Duda Farm Fresh Foods, Inc.
KATHRYN GRANDY Chelan Fresh Marketing	SUZANNE WOLTER Fresh Fit Solutions
BRETT LIBKE The Oppenheimer Group	

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January 1, 2015 through December 31, 2015.

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 World Pak
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Gifts In-Kind

January 1, 2015 through December 31, 2015
(Includes organizations that provide gifts in-kind)

\$300,000 and above
 The Packer

\$70,000 - \$80,000
 Produce Business Magazine

\$50,000 - \$60,000
 Blue Book Services, Inc.

\$30,000 - \$40,000
 OnResearch
 Produce Marketing Association
 The NPD Group

\$3,000 - \$5,000
 Joe Produce
 Wise Guys Entertainment

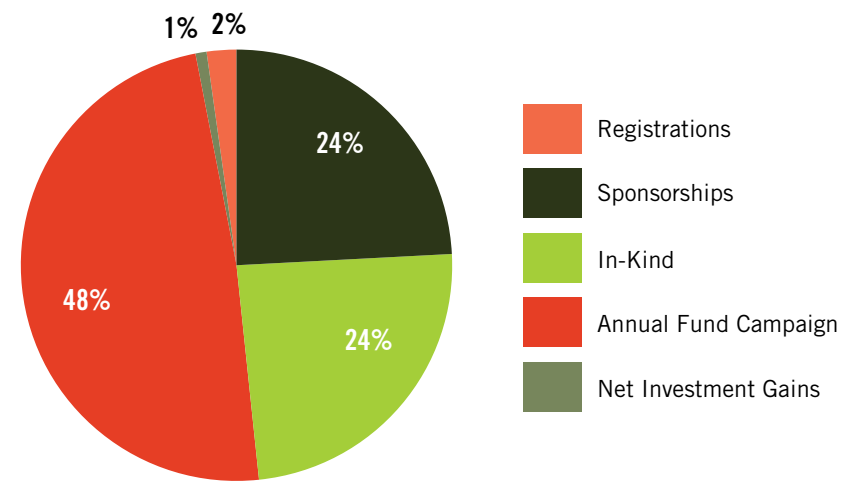
\$1,000 - \$2,999
 Food Marketing Institute
 Southeast Produce Council
 Texas International Produce Association
 Wayne Silver
 Western Growers

Up to \$999
 Canadian Produce Marketing Association
 Fresh Produce & Floral Council
 United Fresh Produce Association

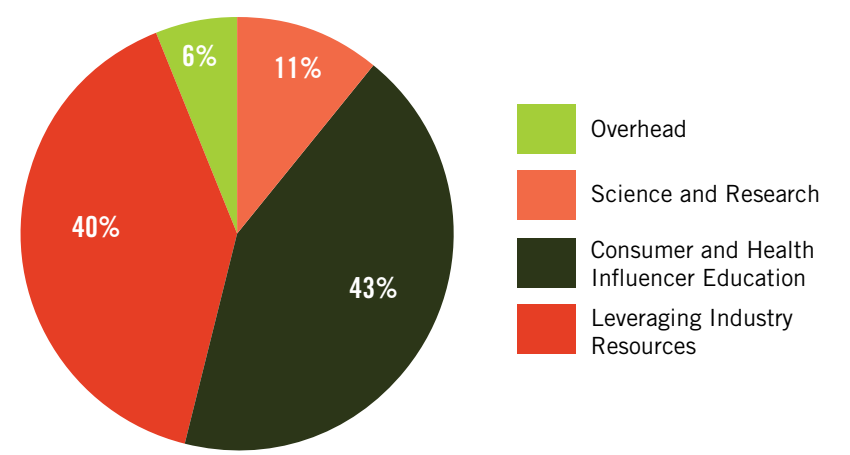


Financial Report

2015 Income



2015 Expenses



Total 2015 Budget: \$2.7 million

Produce for Better Health Foundation ended 2015 in a strong financial position, with an operating surplus in excess of \$80,000. The Foundation's balance sheet also remains strong with total assets in excess of \$4.9 million and total liabilities of less than \$0.7 million. The remaining Unrestricted Net Asset reserves of over \$4.2 million will help ensure the stability of the Foundation for the future.





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