



25
YEARS
TOGETHER
we can



Annual Report 2016



Joint Letter from Chairman & President



SCOTT OWENS
Vice President, Sales & Marketing
Wonderful Citrus
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.

This year, PBH celebrated a significant milestone — its 25th Anniversary! Quite an achievement for an organization with a relatively small budget and staff. The bigger achievement, however, is the meaningful results PBH has generated each year over the last 25 years. From the beginning, PBH’s purpose has been to help consumers increase their daily consumption of fruit and vegetables because it matters — more than ever — for better health. First with 5 A Day, and now with Fruits & Veggies—More Matters, our message has been both consistent and credible in the minds of the fruit and vegetable industry and in the minds of the consumer, helping you to increase the ‘value to the consumer’ of the products you sell. 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.

Each year, the organization exceeds many of its annual business plan goals, while meeting goal for most other metrics. This annual report outlines the areas PBH focused on throughout 2016 along with notable highlights, inclusive of the continued expansion of the Fruits & Veggies—More Matters® national health campaign, brand, and logo. PBH continued to work closely with Supermarket Dietitians at independent, small, medium and large chains, as well as marketers, merchandisers, and buyers, to provide them with fruit and vegetable resources, tools, and information they can use to not only help shoppers understand the importance of including fruit and vegetables in daily meals and snacks, but to also increase overall basket size. We achieved noteworthy results through our consumer website, social media channels, and print and digital media impressions. An average of 364,000 monthly visits to the FruitsAndVeggiesMoreMatters.org consumer website was achieved in 2016. The significant growth over the last few years for total media impressions, inclusive of social media, continued with an all-time high of nearly 50 billion earned media impressions for 2016.

The noteworthy support for PBH’s mission from the fruit and vegetable industry and public health community continued throughout 2016. This support, coupled with PBH’s proven leadership and advocacy for increased fruit and vegetable consumption, continues to serve as the basis for helping to translate consumer awareness of Fruits & Veggies—More Matters into action. To this end, PBH developed a new comprehensive, education and marketing resource guide about fruits and vegetables in 2016. The *Health & Wellness Resource Guide for Fruits & Vegetables* includes new nutrition fact panels, health and nutrient content claims, social media posts, and healthy recipes with photos for 41 top produce items. Background information on consumption trends and responses to common consumer questions are also provided. You can read more about this resource and the other successes and accomplishments of PBH throughout this annual report.

For the past 25 years, PBH has worked diligently to lead Americans to eat more fruit and vegetables because, quite simply, it matters for a healthier America! On behalf of the PBH team and the PBH Executive Committee, we thank you for your ongoing support and active involvement — it truly does matter!



PBH Launches 'Color' Campaign

Continued From Page 27
get not only the required amounts of fruits and vegetables but the nutrient balance, which is the key thing. "It [colors] takes the program to the next level and simplifies it at the same time. It's really a win for everybody."
The "colors" the program





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

EXECUTIVE COMMITTEE

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Domex Superfresh Growers

KATHERINE GIPE-STEWART

Driscoll's

DOUG RONAN

Duda Farm Fresh Foods, Inc.

NICHOLE TOWELL

Earthbound Farms

JESSICA HARRIS

Florida Fruit & Vegetable Association

MICHAEL AERTS

Giorgio Fresh Mushrooms

BRIAN THRELFALL

Grimmway Farms

LISA MCNEECE



Josie's Organics,
Braga Fresh Family Farms
ALISA TEGLIA

Red Sun Farms
LEONA NEILL

The Oppenheimer Group
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Melissa's Produce, Inc.
PETER STEINBRICK

Robinson Fresh
DREW SCHWARTZHOFF

The Packer
SHANNON SHUMAN

Monsanto Vegetable Seeds
ANDREW BURCHETT

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PAUL PALMBY

The Walt Disney Company
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Naturipe Farms LLC
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Silgan Containers
CAROLYN TAKATA

U.S. Potato Board
SARAH REECE

Nestle USA
RHONDA RICHARDSON

Southeast Produce Council
DAVID SHERROD

United Fresh Produce Association
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Stemilt Growers, Inc.*
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Ventura Foods
MATT MIDDLETON

Okanagan Specialty Fruits
JENNIFER ARMEN

Sunkist Growers, Inc.
JOAN WICKHAM

Welch's
CASEY LEWIS

Pacific Coast Producers
TAMI IVERSON

Sun-Maid Growers of California
RICH PAUMEN

Western Growers
MATT MCINERNEY

Pear Bureau Northwest
KEVIN MOFFITT

Sysco/FreshPoint
RICH DACHMAN

Wonderful Citrus*
SCOTT OWENS

Produce Business Magazine
KENNETH WHITACRE

Taylor Farms*
BRUCE TAYLOR

*Member of PBH's President's Club

Produce Marketing Association*
JULIE KOCH

The Kroger Company
DAN JOHNSON

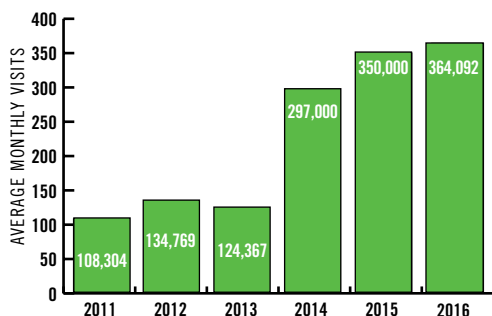
Rainier Fruit Company, Inc.
AARON HERNANDEZ

The Morning Star Company
NICK KASTLE

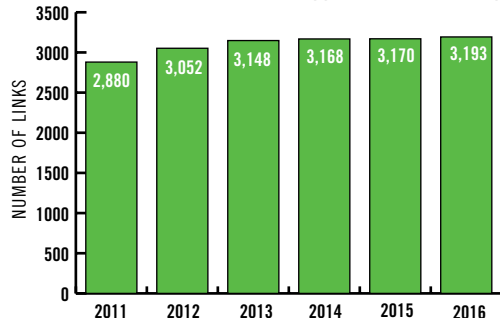


Reaching Moms & Families Through the Internet, Media, and Social Media

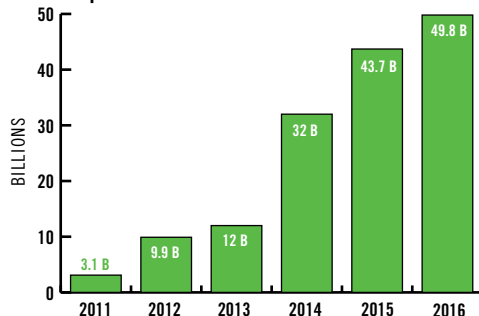
Monthly Visits to FruitsAndVeggiesMoreMatters.org



All Site Referrals to FruitsAndVeggiesMoreMatters.org



Total Impressions for Print and Online Media Outlets



Whether clicking, searching, posting, or sharing, PBH continued to not only reach moms, but also a wide range of consumers, members of the fruit and vegetable industry, and members of public health communities through our websites and traditional and social media channels. PBH's consumer outreach strategy focuses on sharing popular fruit and vegetable information, tips and recipes from the FruitsAndVeggiesMoreMatters.org site on our social media channels and blog, and through our opt-in e-communications and chef bloggers. In 2016, PBH generated nearly 50 billion total media impressions as a direct result of our integrated communication channels. The majority of impressions are generated through print and online articles featuring or mentioning PBH or through featuring one of our recipes. The significant growth in total impressions is based, in part, on a few notable factors:

- As PBH's social media continues to grow, so do impressions simply because of the viral nature of social media. PBH posts are not just seen by individuals who follow our social media channels, but also by their friends, when reposted.
- The number of print newspapers in circulation has declined significantly, particularly over the last few years. The content in the print newspaper is now easily available on-line and thereby potentially seen by more people compared to the print newspaper.
- Local, regional, and even national news outlets are focusing larger sections of their websites on recipes and overall healthy lifestyles. Countless news outlets, each month, feature recipes from PBH's FruitsAndVeggiesMoreMatters.org site, which has also contributed to the increase in monthly average visitors to the website. The average monthly visits to the site in 2016 was 364,000.
- PBH keywords and resources are mentioned more often on-line compared to a few years ago when PBH content was only in print communications and print outlets. Examples of some PBH keywords include:

PBH/Fruits & Veggies—More Matters: When publically traded organizations, that are also PBH donors, are mentioned in the news, PBH or Fruits & Veggies—More Matters is often mentioned as well. These larger organizations typically generate high media impressions;

FruitsAndVeggiesMoreMatters.org: As the traffic to the site continues to increase, so have the media mentions, and related impressions, for the site. Additionally, the site and its content, particularly the recipes and fruit and vegetable database, are often featured on frequently visited websites such as Wikipedia, Yahoo!, About, ASK and WebMD. These are very large sites in terms of visitors so it only takes a few mentions to generate significant impressions.





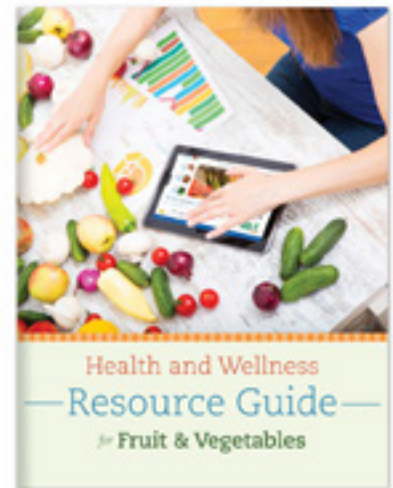
The PBHFoundation.org website serves as an information portal for current and potential donors, educators, and members of the public health community looking for relevant and usable fruit and vegetable resources, marketing toolkits, and social media posts to utilize in their individual and collective consumer outreach efforts. The site also houses information on PBH’s mission, strategic plan, literature reviews and consumer research reports. Visitors to this information portal can also access and leverage the following:

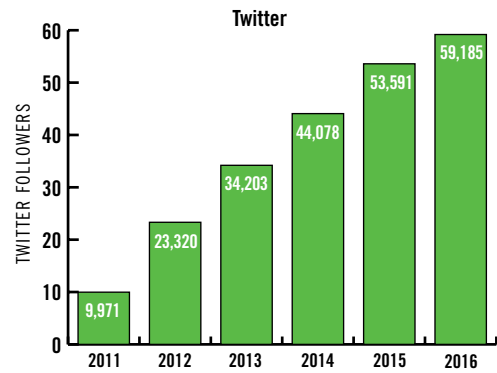
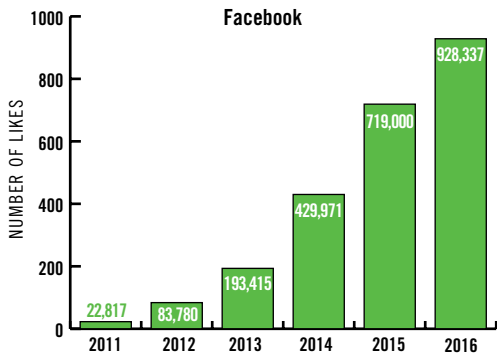
- Donor-specific publications like *PBH Direct!* and *Retail Matters*;
- *The Fruit & Veggie Connection* Magazine, and resource guides for dietitians and other members of the public health community;
- Education sheets depicting what the ‘fill half your plate with fruit and vegetables’ dietary guideline looks like for real food plates and recipes; and
- Brand guidelines for utilizing the Fruits & Veggies—More Matters logo.



Throughout 2016 several educational materials, originally sold through PBH’s Nutrition Education Catalog, were reformatted for easy download and added to the site, along with PBH’s latest consumer research report, *Moms’ Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2007-2015*. Finally, PBH’s latest resource, *Health and Wellness Resource Guide for Fruits and Vegetables*, was completed and added to PBHFoundation.org for use by donors, retailers, and organizations within the public and private sectors. The guide features in-depth information on the following topics: Understanding the Topics of Interest about Fruit & Vegetables, Dispelling Concerns about Fruits & Vegetables, and Product Specific Promotion Tools and Additional Resources from PBH. The guide is currently available for free download and will be updated in the spring and fall each year by adding new fruit and vegetables and new or expanded information to other content areas.

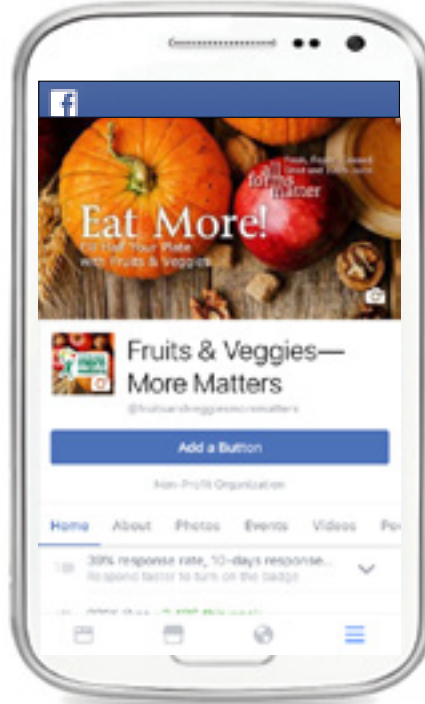
Social media itself is a catch-all term for sites that provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or “updates” with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities. For most, increasing the frequency and consumed amount of fruit and vegetables is a behavior and lifestyle change. PBH’s social media platforms, Facebook, Twitter, Pinterest and Instagram are an ideal way to provide the support consumers need as they take the necessary steps to increase their overall consumption of fruit and vegetables. The social media outlets for Fruits & Veggies—More Matters and monthly Twitter parties continued to grow throughout 2016 generating more than 178 million consumer impressions.





Twitter Party Averages

	2013	2014	2015	2016
People Mentioned	81	176	226	93
Mentions Received	321	812	1,189	960
Retweets Received	114	570	919	534
Total Statuses	435	1,381	2,107	1,667
Total Reach	269,332	600,044	794,654	410,354
Total Impressions	1,209,116	2,820,618	4,611,541	6,210,171



Facebook

Likes for the fruitsandveggiesmorematters page, 928,337, at the end of 2016 inched closer to the 1M milestone goal! Throughout all of 2016, the Facebook page was the top outlet sending visitors to PBH's consumer site, FruitsAndVeggiesMoreMatters.org. Vibrant and eye-catching images and simple, easy-to-make recipes are key components to increasing total likes, shares, and reposts. To this end, PBH photos of mixed dishes depicting half the plate as fruit and vegetables performed extremely well on Facebook. For 2016, the images of PBH's real food plates averaged 309 likes, 88 shares and 125 click-thru's to the recipe page residing on FruitsAndVeggiesMoreMatters.org with an average reach of 23,300. Various memes were also created and posted in 2016 to highlight commonly known fruits and vegetables for spring, summer, fall and winter. Each meme included simple tips on how to select and store the fruit or vegetables. Overall the memes performed very well with an average of 678 likes and 328 shares.



Twitter

The number of Twitter followers at the end of 2016 was 59,185 for Fruits_Veggies. PBH continued to host bi-monthly Twitter parties on the first and third Wednesday's at 4pm EST with PBH donors, sponsors and supporters. The parties were a main feature of the Fruits_Veggies Twitter account in 2016 continuing to expand the reach and exposure for Fruits & Veggies—More Matters. Each chat in 2016 had an average consumer reach of 410,000 and more than 6.2 million total impressions. PBH also actively engaged with the Twitter accounts of our donors and supporters by retweeting many of their tweets thereby extending their reach and helping to increase awareness of their fruit or vegetable offerings or of a special promotion, contest or challenge.

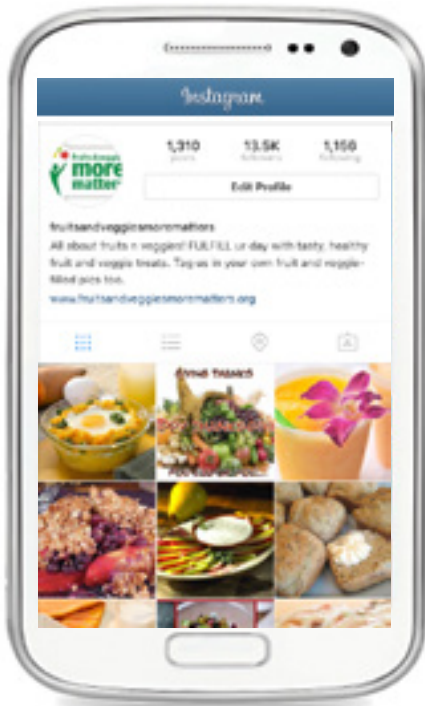


Pinterest

The number of Pinterest followers for fvmorematters at the end of 2016 was nearly 12,000. Throughout the year, we cross-marketed our Pinterest account by adding direct links to key posts and tweets on Facebook and Twitter respectively. The strategy resulted in a marked increase in the total number of followers compared to 2015. We have numerous boards focused on the following topics:

- Our real food plates visualizing the dietary guideline ‘fill half your plate with fruit and vegetables’;
- Quick-to-make, as well as kid friendly fruit and vegetable recipes;
- Ideas for entertaining with fruit and vegetables;
- Fruit and vegetable tips and seasonal boards such as Fall Favorites and Gardening.

PBH also actively supports our donors on Pinterest by following their boards and promoting applicable contests and promotions.

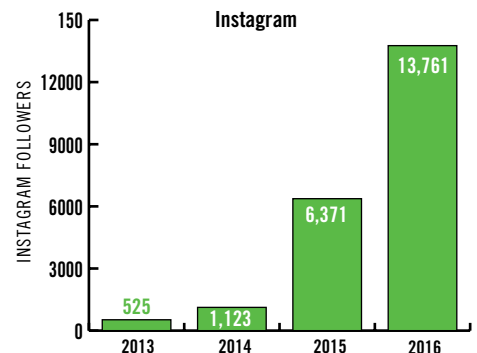
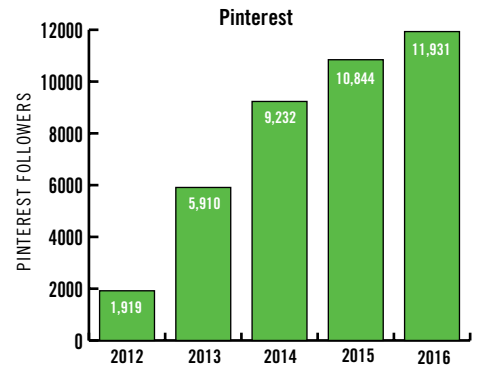


Instagram

Instagram significantly grew in popularity in 2015, and continued this trend throughout 2016, particularly with individuals aged 18-35. This age range represents PBH’s primary target segment from a demographic perspective and includes our main consumer market segment of Moms with children under the age of 10. The popularity of the Instagram channel coupled with the tight alignment between the age demographic and our target market segments are strong factors for the continued growth of our account in 2016 (@FruitsAndVeggiesMoreMatters). As with our Pinterest account, we shared the images of our real food plates, quick-to-make fruit and vegetable recipes, and memes through this solely visual social media channel. The total followers for 2016 was 13,761; an increase of 116% compared to 2015!

Klout Score

Influence is the ability to drive action. When an individual or organization shares something on social media, and people respond, that’s influence. The more influential you are, the higher the Klout Score. Additionally, a Klout Score isn’t the average of one’s influence across all social media networks, but the accumulation. PBH’s Klout score at the end of 2016 was 72 (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 72 and 80 since Q1 of 2014 when tracking began.





Reaching Moms & Families Through Supermarket Dietitians

Supermarkets represented by RDs at the 2016 NGA Expo



Supermarkets represented by RDs at PBH's 2016 Educational & Networking Program at Fresh Summit



For the last several years PBH has supported registered dietitians working within the supermarket and foodservice sectors with their goal of helping consumers to not only purchase, but consume more fruits and vegetables, through access to a free and comprehensive fruit and vegetable information portal, professional resources, and programmatic networking events. Increasingly, consumers are turning to registered dietitians to seek information and guidance on healthy menu planning, healthy recipes, fruit and vegetable preparation tips, and help in managing a disease through food choices. PBH's understanding of consumers, combined with our strong relationships with supermarket and foodservice dietitians, ideally positions PBH to unite members of the fruit and vegetable industry with these professionals.

Information Portal

This resource has been compiled specifically with supermarket and foodservice entities, nutrition professionals and marketing and communication departments in mind. The portal features information on a variety of fruit and vegetable topics, from pesticide residues to fruit and vegetable promotional days and months, to a list of professionally photographed healthy real-food plates in support of My Plate and the 'make half the plate fruit and vegetables' recommendation. Relevant background research, consumer handouts and articles, and ready-to-use, yet customizable social media posts on key topics are also available. Additional information from PBHFoundation.org, FruitsAndVeggiesMoreMatters.org, and FoodChamps.org (PBH's website for kids) is also available and can be accessed by going directly to those sites.

Educational Opportunities

PBH also offers webinars and a magazine written for dietitians and other health professionals interacting directly with consumers. The *Fruit & Veggie Connection* bi-annual magazine, written specifically for health professionals, is another great way for dietitians to learn more about key topics and trends within the fruit and vegetable industry. Dietitians and health professionals can access all issues of the magazine online through the PBHFoundation.org website on the public sector main page. Main topics and feature articles of past issues include:



- Pesticides and Food: What you need to know*
- Storing Fruits & Vegetables for Best Flavor*
- Things to Know About Phytochemicals*
- Traditional Ethnic Fruits and Vegetables*
- Vegetables, Fruit, and Biotechnology*
- What do Americans Eat: 2015 State of the Plate*
- What Increases Fruit and Vegetable Consumption?*



The webinars are mainly focused on new research related to fruit and vegetables and how to use products in new ways. The webinars are offered throughout the calendar year. Continuing education credits are offered to participating dietitians, and all webinars are recorded and archived on PBHFoundation.org under the public sector section to allow for ongoing access and reference. Topics of past webinars include:

- 2015 State of the Plate: An Overview of Fruit & Vegetable Consumption Trends*
- Ask a Farmer: A Food Dialogue*
- Building a Better Breakfast with High-Quality Protein and Produce*
- California Raisins: Small Fruit, Mighty Nutrition*
- Cans Get You Cooking!*
- Enjoy the Goodness of Canned Pumpkin All Year Round*
- Food Safety Efforts in Produce Production*
- Grapes and Cardiovascular Health*
- How Health, Economic, & Flavor Trends are Changing the Future of Food*
- Hummus & Health: Exploring the Role of Hummus to Boost Vegetable and Bean Intake*
- Maximizing Nutrition with Pumpkin Year-Round*
- Millennial Brand Love*
- Pesticide Residue: What to Communicate to Consumers*
- Potatoes: A World of Uses*
- Setting the Nutrition Record Straight on Frozen Fruits and Vegetables*
- Strawberries as a Functional Food: A Sweet Strategy for Health*
- The Power of the Pour: The Nutrition & Health Benefits of 100% Fruit Juice*
- The Whole Truth About 100% Fruit Juice*
- Understanding Food Risks*
- What Consumers Think of Biotech & the Artic® Apple*
- What Do We Know About 100% Juice: The Dietary Guidelines and Beyond*



PBH Programs and Networking Events

PBH sponsored three educational programs and networking events for retail and foodservice dietitians in 2016. The featured program and event was PBH's own Annual Conference: *The Consumer Connection*. In April, PBH was pleased to host dietitians and executives from 31 supermarket and foodservice operators. The conference united these individuals with other conference attendees for three days filled with high-energy sessions, one-on-one business meetings, up-to-date research, and interactive events designed to not only help the hosted dietitians and executives connect with one another, but ultimately with the consumer.

Supermarkets represented by RDs at PBH's 2016 Annual Conference *The Consumer Connection*





2016 Supermarket RDs of the Year

ANDIE GONZALEZ, H-E-B

MOLLY HEMBREE, The Little Clinic/Kroger

MARITA RADLOFF, Robin's AFB

JESSICA O'CONNELL, Hannaford Supermarkets

DANA MCLAUGHLIN, Inserra Supermarkets

The second program was held in conjunction with the 2016 National Grocers Association (NGA) Expo held in Las Vegas, Nevada. The program featured participation in various educational sessions and workshops, hosted by NGA, networking receptions and dinners, and dedicated time to walk around the expo for a small group of dietitians from independent supermarkets and small retail chains.

And finally, in October, PBH hosted chef bloggers and 17 supermarket dietitians for our 5th annual educational and networking program. The four-day program featured several sessions focused on top-line issues surrounding fruit and vegetables, various networking occasions, and a supermarket store tour. Additionally the bloggers and dietitians were given dedicated time on the Fresh Summit expo floor allowing them the opportunity 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 a representative of the California Avocado Commission, a Gold Sponsor of PBH's Event at the 2016 PMA Fresh Summit

PBH's 2016 Supermarket Dietitians of the Year

This annual award recognizes the top supermarket registered dietitians for their support of Fruits & Veggies—More Matters and of the collective goal of the increasing the sale and consumption of fruit and vegetables. PBH formally honored and recognized the following 2015 Supermarket Dietitians of the Year during the 2016 Annual Conference.

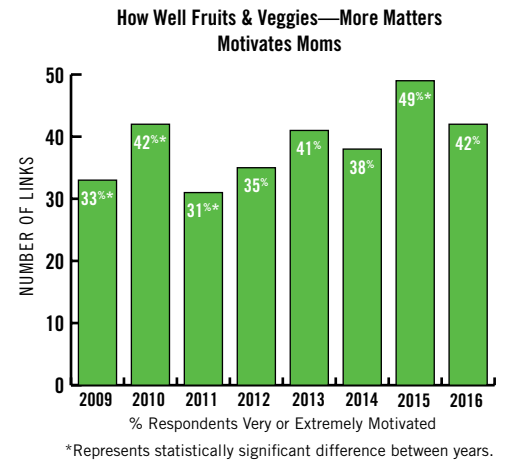


2015 Supermarket RDs of the Year (pictured from left to right) Melanie Kluzek, Niemann Foods, Lauren Lindsley, Skogen's Festival Foods, Joanne Heidkamp, Hannaford Brothers, Elizabeth Hall, K-VA-T Food Stores, Inc., Stephanie Rupp, Hy-Vee, Inc. and LaChell Miller, Village Supermarket.



Reaching Moms & Families Through the Support of Suppliers

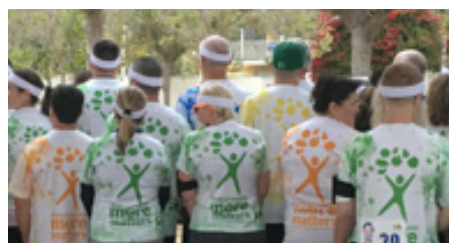
Among moms, total definite awareness of the Fruits & Veggies—More Matters brand grew from 11% in 2007 to 29% in 2016, with most becoming familiar with it through supermarkets and food packaging. Additionally, 47% of mothers said they were likely to purchase a product with the Fruits & Veggies—More Matters logo on it in 2016, up from 39% in 2009. Of those who were aware of the brand, 42% in 2016 said it motivates them to help their family eat more fruits and vegetables. The logo was utilized in a variety of ways by licensed organizations within the fruit and vegetable supply chain throughout 2016.



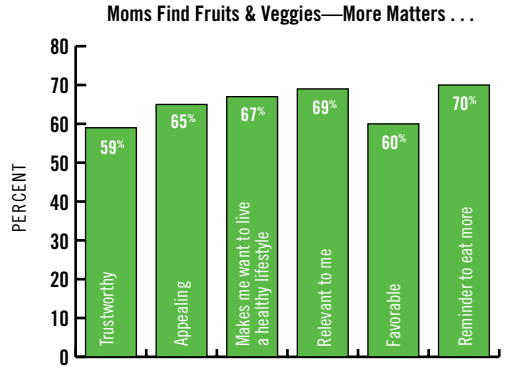
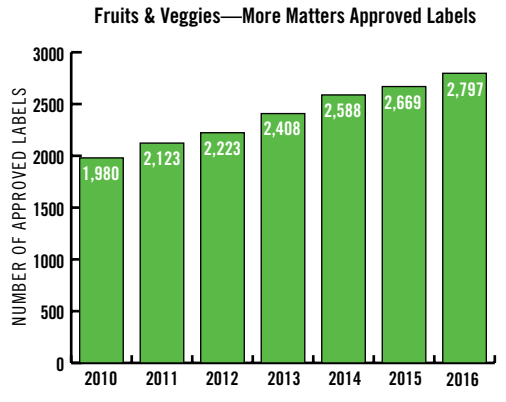
Product and recipe sheets from Black Gold Farms



Product fact sheets from Pacific Coast Producers



Fruit of the Month from Sysco



Barsotti Watermelon Juice



Market Fresh Produce Tomatoes



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 2016.

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



Reaching Moms & Families Through Supermarkets

Given that 54% of the top 75 supermarket banners and 75% of all other stores are Fruits & Veggies—More Matters licensees, it's of no surprise that: many retailers feature the logo on approved private label packaging and on in-store signage, and that supermarkets continue to be one of the top ways in which shoppers become familiar with the Fruits & Veggies—More Matters brand.



Produce bags at Kroger's QFC and Fred Meyer stores



Wakefern Instagram post



Weis store display



Hyvee store display



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



Associated Wholesale Grocers

AFFILIATED FOODS MIDWEST, 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 PBH Grant Programs

Store Tour Training Grant recipients and their partnering grocers include:

SPRING, 2016

California State University, Fresno, Save Mart

Medical City Dietetic Internship Program, Dallas, United Supermarkets

Middle Tennessee State University, Kroger

The University of Arizona, Fry's Food Store

The University of Southern California, Vons

University of Nevada, Las Vegas, Vons, Trader Joe's, and Sprouts

Viterbo University, La Crosse, Hy-Vee

FALL, 2016

Cedar Crest College, Weis Markets

Georgia State University, Kroger

Nicholls State University, Rouses Supermarkets

Oregon State University, WinCo Foods

Texas A&M, Kroger

Texas A&M Kingsville, HEB

University of Delaware, ShopRite

University of Maryland Eastern Shore, Food Lion

West Chester University, ShopRite

A relatively new area of interest and focus for PBH has been college students interested in nutrition and dietetics or a marketing career within the fruit and vegetable industry. To help these college students expand their knowledge, PBH created and sponsors two grant programs; one for nutrition students and one for marketing students.

Nutrition & Dietetic Students

In continuation of PBH's long-standing support of supermarkets and close work with supermarket dietitians, PBH developed a Store Tour Training grant program. The grant funding is used to encourage enhanced collaboration between grocery stores and university nutrition and dietetic programs with a specific emphasis on training nutrition and dietetic students to deliver grocery store tours about fruit and vegetables. Since the inception of the program in fall of 2014, PBH has awarded grants to 44 nutrition/dietetic programs representing more than 900 trained nutrition/dietetic students, collectively giving tours to nearly 8,000 consumers with more than half being fellow college students. PBH awarded a total of 16 grants in 2016.

Grants are limited to no more than \$5,000 per program per semester. The submission deadline for the 2017 fall semester is April 30, 2017. Interested universities can contact PBH directly at storegrant@pbhfoundation.org for more information.

Marketing Students



Arizona State University, 1st Place – Rob's Jalapenos, 2015 *Formula 5* Marketing Competition

In support of Produce for Better Health Foundation's (PBH) mission of motivating Americans to eat more fruit and vegetables to improve public health, PBH also developed the *Formula 5* marketing competition in 2014. As the competition enters its 3rd year, the successes of the program far exceeded the original goals and expectations. Since inception, close to 30 universities nationwide have submitted more than 75 proposals, and 23 student finalists presented

their marketing proposals at PBH's Annual Conference. Additionally, as a direct result of the exposure the students received at the conference, over half have been hired to fill internships and part-time or full-time positions by organizations within the industry. Two of the six universities representing finalists were given additional university funding to expand their respective marketing programs, and two different universities created a new 400-level marketing class just for PBH's *Formula 5* marketing competition. Lastly, two professors, representing some of the teams chosen as finalists over the last two years, received special recognition from the president of their respective schools.

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. If interested in participating in the *Formula 5* marketing competition for 2017, an email of intent to submit a completed submission must be sent to marketingcomp@PBHFoundation.org by September 30, 2017.





Learning About Moms & Families Through Research

As part of a comprehensive research plan for Fruits & Veggies—More Matters, PBH has conducted an annual survey of moms since 2007. Data collected through 2015 can be found in PBH's report, *Moms' Attitudes and Beliefs Related to Fruit & Vegetable Consumption 2007-2015*. Highlights since 2007 include:

Women Continue to Have Strong Beliefs About Fruits and Vegetables

Moms continue to appreciate the importance of fruits and vegetables in the diet, and recognize the relationship of fruit and vegetable consumption to health and well-being. Attitudes toward including more fruits and vegetables are very positive, and the majority of moms say they need to, want to, and intend to include more in their family's meals and snacks. Over time, however, these values have softened. More moms have come to believe their families eat enough fruit and vegetables and a slight reduction in motivation to serve them to her family can be seen. Moms continue to say that they can include fruits and vegetables in meals and snacks if they wanted to. However, fewer say that it will be easy and that it is more of a chore.

Lower Income Moms More Challenged

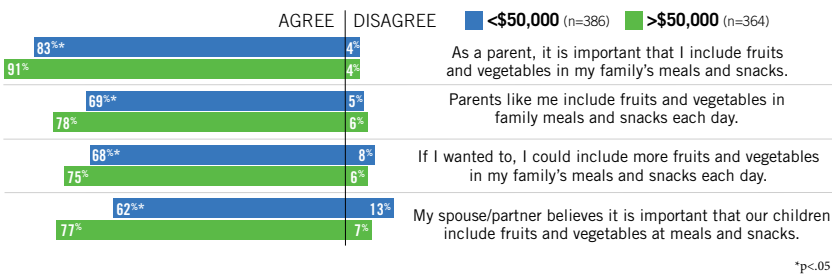
Lower income moms do not believe it is as important to include fruits and vegetables in family meals and snacks compared to those with higher incomes. They also report that fewer parents like them do so and that fewer spouses believe it is important. Compared to higher income moms, they are also less likely to say that they could include more fruits and vegetables in meals and snacks and are not as interested in knowing how to prepare them in new ways.



Research and publication funded by Crop Science, A Division of Bayer, Monsanto, and Produce Marketing Association.

Moms' Attitudes About Fruits & Vegetables by Income, 2015

Please rate your level of agreement or disagreement with these statements:

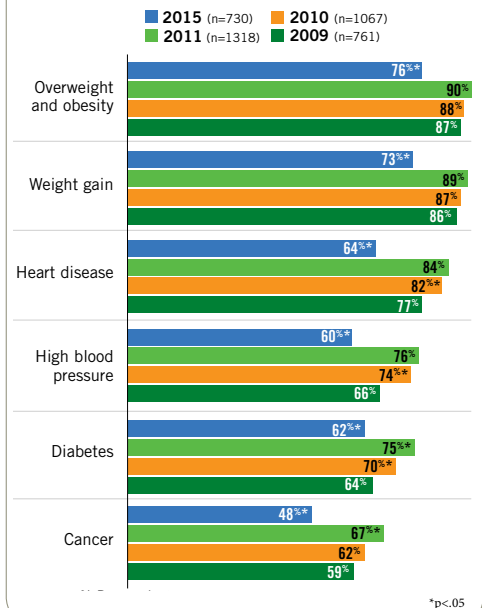


School Meals are Important

In 2015, moms reported that it was significantly easier to get her family to eat fruits and vegetables at school compared to 4 years earlier. Furthermore, half of moms agreed that the addition of fruits and vegetables in school meals or snacks has positively impacted their child's fruit and vegetable consumption.

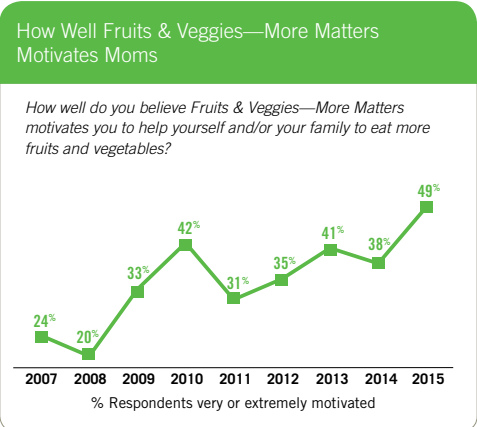
Moms' Perceived Disease-Prevention Benefits of Fruits & Vegetables

Which of the following do you believe consuming fruits and vegetables may be beneficial for preventing? (Please select all that apply.)





Types of support mom needs to include fruit & vegetables in meals and snacks.



Convenience is Important

More than half of moms say that convenient, prepared fruits and vegetables in single-serve snack sizes help to get servings of fruits and vegetables into their child’s diet, with nearly as many wishing there were more convenient, prepared forms available. Restaurants and quick service restaurants offer more convenient fruit and vegetable options today than in 2007, and moms have reported steady improvement over time in the ease of getting her family to eat fruits and vegetables at these locations.

Perception of Healthy

Despite the health benefits of eating more fruits and vegetables, canned, dried, and frozen fruit and vegetables are not perceived by moms as healthy as fresh. In fact, moms’ view that frozen, 100% juice, dried, and canned fruits and vegetables are less healthy than fresh produce has continued to grow over time. The perception of canned and dried fruits and vegetables improved in 2015, but not significantly. The perception of juice as healthy has continued to decline. Moms are also significantly less likely to believe in the disease-preventing benefits of fruits and vegetables in 2015 compared to earlier years.

Dads Could Help More

Moms report that the support she needs, but doesn’t currently receive, to help increase fruit and vegetable consumption, is more support from their husbands. Other key barriers are different likes and dislikes of family members. Mothers will prepare only those fruits and vegetables that the family likes, which may limit the variety served. Conflict with family members over eating or even just trying a fruit or vegetable may seem overwhelming. At the very least, dads should not work against moms’ efforts to encourage greater fruit and vegetable consumption. Providing support, encouraging perseverance, and offering practical suggestions, can assist moms in their efforts.

Fruits & Veggies—More Matters Brand

Among moms, awareness of the Fruits & Veggies—More Matters brand has grown from 11% in 2007 to 27% in 2015, with most becoming familiar with it through supermarkets and food packaging. Additionally, 49% of mothers said they were more likely to purchase a product with the Fruits & Veggies—More Matters logo on it in 2015, up from 39%. Of those who were aware of the Fruits & Veggies—More Matters brand, a record number of moms (49%) in 2015 said it motivates them to help their family eat more fruits and vegetables. Perhaps when moms are less informed about the health promoting properties of fruits and vegetables, as they appear to be in 2015, they are more inclined to be motivated by this health-promoting brand. If so, even greater use of the Fruits & Veggies—More Matters brand on products and in promotions would be warranted in the future.

In general, moms continue to be primed for action-oriented messages that will help them follow through with preparing and serving more fruits and vegetables to their families. Barriers to including more fruits and vegetables, such as different preferences within the family, lack of support from their husbands, or being able to serve them while on a budget, reflect moms need for a supportive social network, and practical information, suggestions and tips that she can easily implement.

SOURCE: Produce for Better Health Foundation. *Moms’ Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2007-2015*. Web: http://pbhfoundation.org/about/res/pbh_res/



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 2016:



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

Public Health Role Models

ARIZONA DEPARTMENT OF HEALTH SERVICES • CHEF IN THE HOOD, INC. • CITY OF ALBUQUERQUE •
ELAINE GORDON • MARION COUNTY PUBLIC HEALTH DEPARTMENT •
METRO CARING'S & NATIONAL CACFP SPONSORS ASSOCIATION

Change to School Foodservice Role Models

ARLINGTON PUBLIC SCHOOLS • MERAMEC ELEMENTARY SCHOOL • MINNEAPOLIS PUBLIC SCHOOLS



Supplier Role Models

9 TH YEAR Recipient		8 TH YEAR Recipient			
7 TH YEAR Recipients					
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 Role Models

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



Supplier Champions

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



Retail Champions

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



PBH Ambassadors

A PBH Ambassador is an individual passionate about the PBH mission and 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.



PBH is pleased to recognize the following individuals as Ambassadors of PBH and extends our sincerest appreciation for their support throughout 2016.

- KATHY 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
- GAINES CHAMBERLAIN**, Blanc Display Group
- CHRIS CHRISTIAN**, California Strawberry Commission
- CHARLIE EAGLE**, Southern Specialties
- LINDSAY EHLIS**, Borton Fruit
- ANGELA FRASER**, California Avocado Commission
- KATHRYN GRANDY**, Proprietary Variety Management
- KACI KOMSTADIUS**, Sage Fruit Company
- BRETT LIBKE**, The Oppenheimer Group
- ANTONIA MASCARI**, Indianapolis Fruit Company
- MATT MIDDLETON**, Ventura Foods
- HOWARD NAGER**, Domex Superfresh Growers
- MIKE O'BRIEN**, Monterey Mushrooms
- PAUL PALMBY**, Seneca Foods Corporation
- ROGER PEPPERL**, Stemilt Growers, Inc.
- MAC RIGGAN**, Chelan Fresh
- RICHARD RUIZ**, Ruiz Sales
- ADRIENNE SEILING**, American Frozen Food Institute
- BRIANNA SHALES**, Stemilt Growers, Inc.
- RICH TAVOLETTI**, Canned Food Alliance
- BRIAN THRELFALL**, Giorgio Fresh Mushrooms
- NICHOLE TOWELL**, Duda Farm Fresh Foods, Inc.
- SUZANNE WOLTER**, Fresh Fit Solutions

Each year PBH selects a handful of ambassadors to receive the Ambassador Excellence Award. These honorees are selected based on the breadth and depth of support for PBH and our mission throughout the year. The 2016 Ambassador Excellence Award Honorees are listed below and will be formally recognized during the 2017 Annual Conference.

2016 Ambassador Excellence Award Honorees

- LEAH BRAKKE**, Black Gold Farms • **CHARLIE EAGLE**, Southern Specialties • **GREG JOHNSON**, *The Packer* •
KACI KOMSTADIUS, Sage Fruit • **BRIAN THRELFALL**, Giorgio Fresh Mushrooms



Our Donors & Sponsors

January 1, 2016 through December 31, 2016.

Includes organizations that make annual contributions and also provide support with sponsorships and conference registrations.

Does not include gifts in-kind.

\$50,000 AND ABOVE

Del Monte Fresh Produce N.A., Inc.
Produce Marketing Association
Seneca Foods Corporation
Stemilt Growers, Inc.
Taylor Farms
The Wonderful Company

\$30,000 - \$49,999

Campbell Soup Company
Monsanto Company
Southeast Produce Council
Sun-Maid Growers of California
The Walt Disney Company

\$20,000 - \$29,999

Ahold USA
Apio, Inc.
California Avocado Commission
Chelan Fresh Marketing
Crop Science, a division of Bayer
Dole Food Company, Inc.
Giorgio Fresh Mushrooms
Naturipe Farms LLC
Nestle USA
Pear Bureau Northwest
Potatoes USA
Red Sun Farms
Sunkist Growers, Inc.

\$10,000 - \$19,999

American Frozen Food Institute
Ardagh Metal Packaging USA Inc.
Avocados from Mexico
Ball Corporation

Black Gold Farms, Inc.
Braga Fresh Family Farms
California Cling Peach Board
California Strawberry Commission
Can Manufacturers Institute
Canned Food Alliance
Compass Group North America/Chartwells
Del Monte Foods
Dole Packaged Foods, LLC
Domex Superfresh Growers
Driscoll's
Duda Farm Fresh Foods, Inc.
Earthbound Farm
Farm Journal Media
Florida Fruit & Vegetable Association
Grimmway Farms
Melissa's/World Variety Produce, Inc.
Nickelodeon/ Viacom
Ocean Spray Cranberries, Inc.
Okanagan Specialty Fruits
Pacific Coast Producers
Produce Business Magazine
Rainier Fruit Company, Inc.
Robinson Fresh
Sabra
Silgan Containers
StarKist Co.
The Morning Star Company
The Oppenheimer Group
United Fresh Produce Association
Ventura Foods
Welch's
Western Growers
ZESPRI Kiwifruit

\$5,000 - \$9,999

Alliance for Food & Farming
Bard Valley Medjool Date Growers Association
Borton and Sons
California Leafy Greens Marketing Agreement
Castellini Company
CoBank ACB
Family Tree Farms Marketing, LLC
Green Giant Fresh
Juice Products Association
Luvo Inc.
Michigan Apple Committee
Mission Produce, Inc.
Ocean Mist Farms
Pace International, LLC
Regal Ware Worldwide
Ruiz Sales, Inc.
Subway Franchise World Headquarters
Sysco / FreshPoint

\$2,500 - \$4,999

Affiliated Foods, Inc., Texas
Blanc Display Group
Bushwick Commission Company, Inc.
California Fresh Carrot Advisory Board
California Table Grape Commission
Chilean Fresh Fruit Association
Colorado Potato Administrative Committee
Enza Zaden North America, Inc.
Giant Eagle, Inc.
Hannaford Bros. Co., LLC
Heartland Produce
Hy-Vee, Inc.
Idaho Potato Commission



Our Donors, continued

Kellogg Company

Lindsay

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McEntire Produce, Inc.

Monterey Mushrooms, Inc.

Nonpareil Corporation

Norpac Foods, Inc.

Publix Super Markets, Inc.

Red Gold, Inc.

Roundy's Supermarkets, Inc.

Sage Fruit Co LLC

Save Mart Supermarkets

Torrey Farms, Inc.

U.S. Apple Association

U.S. Highbush Blueberry Council

Wakefern Food Corporation

Wild Blueberry Association of North America

Yakima Fresh L.L.C.

\$1,500 - \$2,499

A.J. Trucco, Inc.

Agroamerica Fruit Company

Agrow Fresh Produce Company, Inc.

Alsum Farms & Produce, Inc.

Amigo Farms, Inc.

Andrews Brothers, Inc.

Associated Wholesale Grocers, Inc.

B & B Produce, Inc.

B&W Quality Growers

Bank of America Merrill Lynch

Barsotti Juice Company, Inc.

Basciani Foods

Bejo Seeds, Inc.

BelleHarvest Sales, Inc.

Ben Litowich & Son, Inc.

Big Y Foods, Inc.

Blue Marble Brands

Boggiatto Produce, Inc.

Boskovich Farms, Inc.

Bozzuto's, Inc.

Brennan's Market

Brookshire Brothers, Inc.

Brothers International Food Corporation

Bush Brothers & Company

Calavo Growers, Inc.

California Canning Peach Association

California Date Administrative Committee

California Dried Plum Board

Cal-Ore Produce, Inc.

Chestnut Hill Farms

Coast Produce Company

Coast To Coast Produce, L.L.C.

Columbia Marketing International

Country Fresh Mushrooms

Cranberry Marketing Committee

Crispy Green

Crosset Company

Crunch Pak, L.L.C.

Dave's Specialty Imports, Inc.

Deardorff Family Farms

DiMare Fresh, Inc.

Eagle Eye Produce

F.C. Bloxom Company

Festival Foods

Four Seasons Produce, Inc.

Foxy Fresh Produce/The Nunes Company, Inc.

Fresh Produce & Floral Council

Fresh Produce Association of the Americas

Fyffes North America, Inc.

General Produce Company, Ltd.

Georgia Fruit & Vegetable Growers
Association

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.

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.

The Kroger Company

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.

M. Caratan, Inc. DBA Columbine Vineyards

Mariani Packing Company, Inc.

Market Fresh Produce, L.L.C.

Markon Cooperative, Inc.

Mars Super Markets, Inc.

Marsh Supermarkets, L.L.C.

Martinez & Sons Produce, Inc.

Martori Farms

Matthews Ridgeview Farms

McDonald's Corporation

Meijer, Inc.

Michigan Celery Promotion Cooperative, Inc.

Miner's Inc.

Morita Produce Company & Nuthouse

Mucci International Marketing Inc.

Mushroom Council

National Produce Consultants, Inc.

National Raisin Company

National Watermelon Promotion Board



- NatureSeal, Inc.
NatureSweet, Ltd.
New England Produce Council
New York Apple Association, Inc.
New York Apple Sales, Inc.
North Bay Produce, Inc.
Oneonta Starr Ranch Growers
Organicgirl, LLC
Pennsylvania Apple Marketing Program
Peter Condakes Company, Inc.
Phillips Mushroom Farms
Pink Lady America
Potandon Produce, L.L.C.
Price Chopper Supermarkets
PRO*ACT, LLC
Produce Packaging, Inc.
Pure Fresh, LLC
Ready Pac Foods, Inc.
Red Blossom Sales, Inc.
Rice Fruit Company
Richard Bagdasarian, Inc.
Rigby Produce, Inc.
Riggio Distribution Co.
Rijk Zwaan
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.
Southern Specialties
Spokane Produce, Inc.
Steinbeck Country Produce, Inc.
Sun Belle, Inc.
Sun World International, LLC
Sunsweet Growers, Inc.
Sunview Marketing International
- Superior Sales, Inc.
Tanimura & Antle
Tastyfrutti International, Inc.
The Horton Fruit Company, Inc.
Times Super Markets
To-Jo Mushrooms, Inc.
Tomato Products Wellness Council
Tops Markets, L.L.C.
Tree Top, Inc.
Trinity Fruit Sales
Vacaville Fruit Company, Inc.
Valley Fig Growers
Village Farms
Wal-Mart Stores, Inc.
Washington State Potato Commission
Wawona Frozen Foods, Inc.
Wayne E. Bailey Produce Company
Weis Markets, Inc.
Western Precooling Systems
Wholesale Produce Supply Company, Inc.
Wish Farms
World Pak
Yucatan Foods
- [\\$1,000 and below](#)
- Affiliated Foods Midwest Cooperative
American Mushroom Institute
B & C Fresh Sales, Inc.
Babé Farms, Inc.
Ball's Food Stores
Better Bags, Inc.
Blue Book Services, Inc.
Blue Star Growers, Inc.
Bowman Fruit Sales
C & D Fruit & Vegetable Company, Inc.
Cabot Cheese
California Fig Advisory Board
California Fresh Fruit Association
Capital City Fruit Company, Inc.
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.
FreshPro Food Distributors
Fruit Growers Marketing Association
George Perry & Sons, Inc.
Harps Food Stores, Inc.
Harris Teeter Super Markets, Inc.
Homeland Stores
John E. Ferebee Farming, Inc.
Key Food Stores Cooperative, Inc.
King Fresh Produce, L.L.C.
King Kullen Grocery Co., Inc.
Leitz Farms, L.L.C.
Maine Farmers Exchange
Mandolini Company, Inc.
Mike Benben, Inc.
Niemann Foods, Inc.
Pasquinelli Produce Co.
Progressive Produce Corporation
Raley's Supermarkets
Redner's Markets, Inc.
Sarabian Farms
Schnuck Markets, Inc.
Scott Farms, Inc.
Stater Brothers Markets
Talley Farms, Inc.
The United Family
The United States Sweet Potato Council, Inc.
Unistar Plastics, LLC
W.J.L. Distributors, Inc.
Walter P. Rawl & Sons, Inc.
Waverly Plastics Company, Inc.
Wegmans Food Markets



Gifts In-Kind

January 1, 2016 through December 31, 2016.

(Includes organizations that provide gifts in-kind)

\$250,000 and above

The Packer

\$70,000 - \$80,000

Produce Business Magazine

\$50,000 - \$60,000

Blue Book Services, Inc.

\$30,000 - \$40,000

OnResearch, Inc.

Produce Marketing Association

\$1,000 - \$3,000

Eastern Produce Council

United Fresh Produce Association

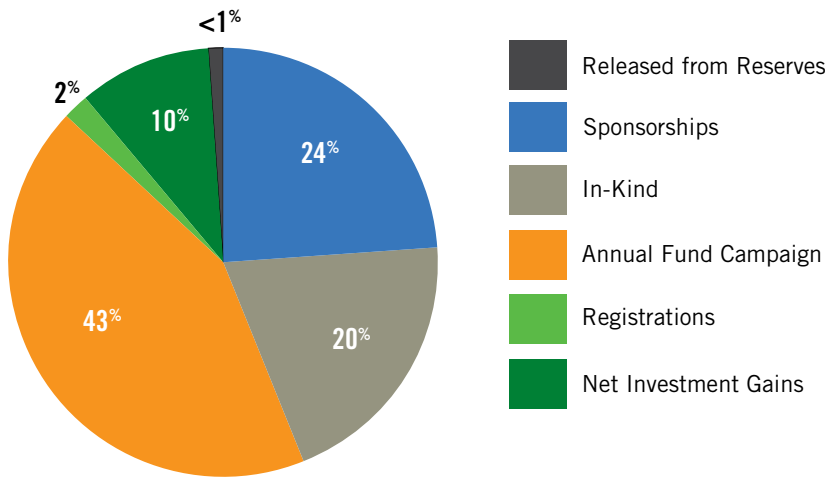
Up to \$999

New England Produce Council

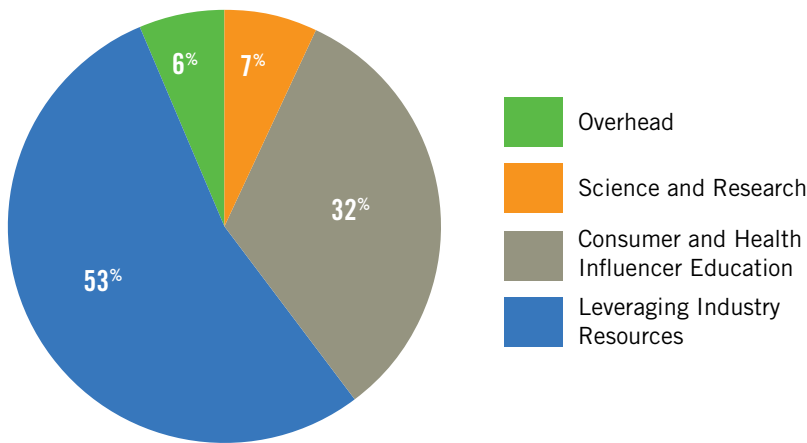


Financial Report

2016 Income



2016 Expenses



**Total 2016 Budget: \$2.4 million
(Unaudited)**

The Produce for Better Health Foundation ended 2016 in a solid financial position. The Foundation's balance sheet reflects total assets in excess of \$4.5 million and total liabilities of less than \$300,000. Total net assets of \$4.26 million will help ensure the stability of the Foundation for the future.



