




# 2017

## Annual Report



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# Letter From 2017/2018 PBH Chair of the Board and PBH President & CEO

**Dionysios Christou**

Vice President of Marketing  
Del Monte Fresh;  
2017/2018 Chair of the Board  
Produce for Better Health Foundation



meeting fruit and vegetable recommendations, and increasing purchasing of all forms, will require continued commitment, mobilization, and shared values throughout the entire produce industry. It will also require innovation and collaboration.

The year 2017 marked the start of a transformation for PBH: its leadership; its infrastructure; its place in the industry; and its voice in the environment. We have reconfigured leadership processes and committees to create greater engagement, an enhanced voice, and maximum return on investment for board-level supporters. We have been able to take appreciable steps to become leaner as an organization by removing the costs associated with physical office space and servers. We have laid the groundwork to have the greatest messaging impact possible, through our social channels and influencer relationships, while remaining fiscally responsible.

Highlights from 2017 include the development of a research plan to further strengthen PBH's voice and impact in the environment through 2020; aggregation of the last 10 years of consumer insights and marketplace consumption data to be used by PBH, supporters, and other influencers in the field; extension of the Fruits and Veggies—More Matters® social presence, reaching and surpassing 1 million Facebook followers and serving as a powerful mechanism to amplify PBH insights, tips,

recipes, and more. Last but not least, we continue to target key influencer groups, including a retail RD event with representation from more than 10,000 supermarkets across the U.S.

What's still to come? The initiation of a coordinated editorial calendar to guide sponsorship opportunities for focused omni-channel activations, based on supporter interests, featuring tactics to reach influencers, media, and consumers; PBH and the Fruits & Veggies—More Matters brand refresh and repositioning; and, as the 2020 Dietary Guidelines for Americans get underway, updating key scientific papers on the topics of produce, health, and behavior change.

As John C. Maxwell reminds us, "*Change is inevitable. Growth is optional.*" PBH must continue to grow and change as the industry, consumers, and influencer communication evolves. With your continued support, we are poised to increase PBH's voice, connect with new influencer groups, and take both the industry and PBH to new heights. We very much appreciate your support during this exciting time and on this transformative journey!

Wendy Reinhardt Kapsak, MS, RDN

**Wendy Reinhardt Kapsak, MS, RDN**

President & CEO  
Produce for Better Health Foundation



**A**s we close out and celebrate an exceptionally transformational year, we would like to begin by thanking each and every one of you for your support, participation, and active engagement with the Produce for Better Health Foundation.

Together, we share an extraordinarily meaningful vision for individuals and families to consume more fruit and vegetables, in all forms, to best serve the public's health. We also have a formidable challenge. Intake of fruit and vegetables continues to fall well below recommendations, while myths and misperceptions regarding various forms of produce persist. Making measurable progress in

# 2017 Executive Committee, Board of Trustees and President's Club

## EXECUTIVE COMMITTEE

### Dionysios Christou

Del Monte Fresh Produce N.A., Inc.  
*Chairman*

### Rich Paumen

Sun-Maid Growers of California  
*Vice Chairman*

### Howard Nager

Sun Pacific Marketing Cooperative, Inc.  
*Secretary/Treasurer*

### Andrew Burchett

Monsanto Company

### Richard Dachman

Sysco / FreshPoint

### Bil Goldfield

Dole Food Company, Inc.

### Dan Johnson

The Kroger Company (retired)

### Brett Libke

The Oppenheimer Group

### Matt Middleton

Ventura Foods

### Marissa Nelson

Ahold USA

### Trish Zecca

Campbell Soup Company

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**Chris Christian** | California Strawberry Commission

**Trish Zecca** | Campbell Soup Company

**Sherrie Rosenblatt** | Can Manufacturers Institute

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**Mac Riggan** | Chelan Fresh Marketing

**Nasser Dean** | Crop Science, a division of Bayer

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

**Dionysios Christou\*** | Del Monte Fresh Produce N.A., Inc.

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

**Marty Ordman** | Dole Packaged Foods, LLC

**Catherine Gipe-Stewart** | Domex Superfresh Growers

**Doug Ronan** | Driscoll's, Inc.

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

**Jessica Harris** | Earthbound Farm

**Michael Aerts** | Florida Fruit & Vegetable Association

**Greg Sagan** | Giorgio Fresh Co.

**Justine Peterson** | Grimmway Farms

**Peter Steinbrick** | Melissa's/World Variety Produce, Inc.

**Andrew Burchett\*** | Monsanto Company

**Alissa Dillon** | The Morning Star Company

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**Kathy Means\*** | Produce Marketing Association

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**Shannen Bornsen\*** | Seneca Foods Corporation

**Carolyn Takata** | Silgan Containers

**Roger Pepperl\*** | Stemilt Growers LLC

**Joan Wickham** | Sunkist Growers, Inc.

**Rich Paumen** | Sun-Maid Growers of California

**Laura Ali** | StarKist Co.

**Laura Peterson** | Syngenta Corporation

**Bruce Taylor\*** | Taylor Farms

**Tom Stenzel** | United Fresh Produce Association

**Matt Middleton** | Ventura Foods

**Heather Rubin** | The Walt Disney Company

**Casey Lewis** | Welch's

**Matt McInerney** | Western Growers

**Jason Osborn\*** | The Wonderful Company

*\*Member of PBH's President's Club*



# Reaching Shoppers Through Social Media

## Celebrating 10 Years of Fruits & Veggies—More Matters®

A great deal has been accomplished since the launch of the Fruits & Veggies—More Matters campaign in 2007. Every year PBH has seen an increase in media and social media impressions and industry support. 2017 ended with nearly 61 billion media impressions, 20-fold higher than just 5 years ago!



Ten years after the inception of Fruits & Veggies—More Matters we see positive attitudinal shifts:

- 48% of moms report that they are likely to purchase a product when it has the Fruits & Veggies—More Matters logo on it, up from 39% in 2007.

- 42% of moms say it motivates them to help themselves and/or their family to eat more fruits and vegetables, up from 20% in 2007.
- 78% of moms say that they intend to include more fruits and vegetables in their family's meals and snacks, up from 69% in 2007.

Source: Produce for Better Health Foundation. *Moms' Attitudes and Beliefs Related to Fruit and Vegetable Consumption 2007-2015.*

### PBH's Media Reach by the Numbers

Facebook Likes - 1,007,000

Twitter Followers - 61,700

Instagram Followers - 14,900

Pinterest Followers - 12,400

FruitsAndVeggiesMoreMatters.org

Average Monthly Visits - 300,200

FruitsAndVeggiesMoreMatters.org

Site Referrals - 3,800

Total Impressions for Print and Online Media Outlets - 60.9 Billion

## Fruits & Veggies—More Matters® Reaches 1 Million Likes

The Fruits & Veggies—More Matters Facebook page reached its one million “Likes” milestone in 2017, emphasizing its leadership position as a trusted fruit and vegetable information resource. The consumer-focused Facebook page offers relevant, visually appealing posts on fruit and vegetable research and recipes as well as tips and tricks for selecting, serving and savoring produce every day of the year. PBH’s Facebook page caters to a highly engaged audience that shares posts with friends and family; comments frequently; and produces a considerable amount of interaction with PBH’s social media team, as well as the members who support the organization.

PBH produced its first Facebook Live segment from the Produce Marketing Association (PMA) Fresh Summit. This video connected followers with five retail dietitians who shared helpful food hacks for serving up more fruit and vegetables. Within hours, thousands of followers had viewed the segment. In addition to Facebook, PBH manages Fruits & Veggies—More Matters Twitter, Pinterest and Instagram pages for about 1.1 million followers across its social media channels. This trend will continue with new digital enhancements in 2018.

PBH debuted on Facebook in March 2007 and has been an industry pioneer in the social space



ever since. PBH has integrated fan feedback into all social media efforts, shaping online content. PBH’s social media team focuses on listening to and engaging fans in order to drive popular content. Not only does PBH engage by sharing relevant information on its social media platforms, its consumer-facing website, FruitsAndVeggiesMoreMatters.org, serves hundreds of thousands of users each month. Fans rely on the Fruits & Veggies—More Matters platform to provide reliable, actionable, science-based, unbiased information and advice.

## Fruits & Veggies—More Matters® Twitter Parties

In 2017 PBH continued to host bi-monthly Twitter parties on the first and third Wednesdays at 4pm EST with PBH donors, sponsors and supporters. The parties were a main feature of the Fruits\_Veggies Twitter account in 2017 continuing to expand the reach and exposure for Fruits & Veggies—More Matters. Each chat in 2017 had an average consumer reach of 371,710 and more than 4.5 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, special promotions, contests or challenges.

### Twitter Parties by the Numbers 2017 Averages

**People Mentioned - 125**

**Mentions Received - 1,031**

**Retweets Received - 648**

**Total Statuses - 1,679**

**Total Reach - 371,710**

**Total Impressions - 4,542,800**



# Reaching Shoppers Through Retail Dietitians

## Education to Action: PBH's 2017 Supermarket Dietitians at PMA Fresh Summit Event

**M**oving Education to Action was the core focus of the 2017 Supermarket Dietitians at PMA Fresh Summit event. “Retail dietitians and food company staff are pulled in multiple directions when they return to the office,” commented Wendy Reinhardt Kapsak, MS, RDN and President & CEO of the Produce for Better Health Foundation. “By focusing on action as an outcome of education, both retail attendees and sponsors walked away with concrete plans for produce promotions.”

**Today's 800+ retail dietitians influence consumer buying decisions in more than 11,000 grocery stores across North America. In addition, according to the International Food Information Council consumers continue to rate dietitians as the most trusted source of information on foods to eat.**



**PBH hosted retail dietitians share ideas with a dietitian from the Dole Food Company.**

Twenty retail dietitians, representing more than 10,000 grocery stores, attended the event. On the final day sponsors partnered with them to focus on action; building produce promotions at their retailers over the next six months. Promotions included a *What's on Trend in Produce* in-store event tied to a Facebook Live segment, a partnership with pharmacy to feature produce items appropriate for management of key health conditions, and an in-store activation on chilled and/or sippable soups. All planned promotions

include product from event sponsors, showing true value for those food companies that participated.

One dietitian attendee summed up the success of this event perfectly when she said, “Now that I am back at my store, I am very excited to meet with our Nutrition Education Department to share my ideas and see what retail strategies we can begin implementing. As was the primary theme for the event, I am eager to turn education into action!”



**Recording a Facebook Live segment on the Fruits & Veggies—More Matters® page at the PBH Retail Dietitians at PMA Fresh Summit event. Retail RDs shared preparation and serving suggestions on sponsor produce picks. This video has been viewed more than 10,000 times.**

Pictured left to right: Wendy Reinhardt Kapsak, MS, RDN, *President & CEO*, Produce for Better Health Foundation; Regan Miller Jones, RD, *Owner*, ReganMillerJones, Inc. Emily Parent, RD, *Registered Dietitian*, Coborn's; Molly Tevis, RD, *In-Store Retail Dietitian*, Albertsons; Aryn Doll, RD, *Nutritional Health Coach*, Natural Grocers, Katy Keogh, RD, *Retail Dietitian Coordinator*, The Kroger Company.

### **PBH's 2017 Retail RDs at Fresh Summit Event Attendees Say:**

*"It was very well organized and the information given was extremely valuable. It is important to bring dietitians together from across the country to learn from and with each other."*

*"Absolutely loved the event and would highly recommend to others."*

*"The sponsor booth visits were extremely valuable and gave me the opportunity to make connections and understand more of the company's product offerings."*

## **PBH at the Academy of Nutrition and Dietetics' Food and Nutrition Conference and Expo® (FNCE)**

In October 2017, Produce for Better Health Foundation exhibited at FNCE®, the world's largest meeting of food and nutrition experts hosted by the Academy of Nutrition and Dietetics. This meeting is known for gathering registered dietitians, nutritionists, nutrition science researchers, policy makers, health-care providers and industry leaders who are addressing the key issues affecting the health of all Americans. This year's event drew over 12,000 people and PBH was delighted to be a part of it, reuniting with these important stakeholders and cultivating new relationships with the next-generation of influencers.

PBH also drove traffic to our members who were exhibiting at FNCE®, collectively strengthening our message to consumers to increase fruit and vegetable consumption in all forms. The event was such a success that PBH has doubled its booth size for 2018 in Washington D.C. and begun planning strategies and opportunities to increase the engagement for members with these influential health and wellness professionals.





**Johna Mailolli, RD**



**Ashley Martinez, MFN, RDN, LD**



**Hillary Pride, RD, LD**

## 2017 Supermarket RDs of the Year

PBH is pleased to announce the 2017 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.

In addition to the ability to use the Fruits & Veggies—More Matters logo on products and promotions, PBH provides retailers and dietitians with a plethora of resources to use for spreading the word about the brand, including health education information and point of sale materials such as ad slicks and signs. Also available is the opportunity to engage with the highly visible Fruits & Veggies—More Matters social media channels, with a reach of more than 1 million fans.

PBH honored and recognized the following 2017 Supermarket Dietitians of the Year during PBH's 2018 *Consumer Connection* Conference in April.

### **Johna Mailolli, RD**

Shoprite of Tallman/Inserra Supermarkets

### **Ashley Martinez, MFN, RDN, LD**

The Kroger Company

### **Hillary Pride, RD, LD**

Hannaford Supermarkets

## Health Professional Webinars

PBH offers monthly webinars for dietitians and other health professionals interacting directly with consumers. The webinars are mainly focused on new research related to fruit and vegetables and how to use products in new ways. All webinars are recorded and archived on [PBHFoundation.org](http://PBHFoundation.org) under the public sector section to allow for ongoing access and reference. Recent webinars include:

### **Fruit and Veggies in All Forms: Why More Matters Now More than Ever Before**

*586 registrants, 306 attendees*

### **The Power of Purple: Health Benefits of Polyphenols and How To Get More In the Diet**

*812 registrants, 469 attendees*

*\*Highest registration/attendee rate in 2017.*

### **Food Labeling — Meaningful vs. Marketing**

*541 registrants, 286 attendees*

### **Facts, Not Fears. Reassuring Consumers About the Safety of All Produce**

*461 registrants, 227 attendees*

### **Weighing in on Wasted Food - Part 2**

*420 registrants, 233 attendees*

### **Weighing in on Wasted Food - Part 1**

*621 registrants, 335 attendees*

# Reaching Shoppers Through the Support of Retailers and Suppliers

Most moms report becoming familiar with Fruits & Veggies—More Matters® through supermarkets and food packaging. Additionally, 47% of mothers say they are likely to purchase a product with the Fruits & Veggies—More Matters logo on it. Of those who are aware of the brand, 42% say it motivates them to help their family eat more fruit and vegetables.

Many retailers feature the logo on approved private label packaging and on in-store signage. Supermarkets continue to be one of the top ways in which shoppers become familiar with the Fruits & Veggies—More Matters brand.

The logo was also utilized in a variety of ways by licensed organizations within the fruit and vegetable supply chain throughout 2017. PBH Members who contribute \$1,500 or more annually are eligible to use the logo.

Produce for Better Health Foundation extends our sincerest thanks to all organizations helping to spread the brand message through use of the Fruits & Veggies—More Matters logo.

Source: Produce for Better Health Foundation. *Moms' Attitudes and Beliefs Related to Fruit & Vegetable Consumption 2007-2015.*



# Learning About Shoppers Through Research

Since 1991, PBH has invested in developing trended insights on attitudes toward all forms of fruit and vegetable consumption, in addition to campaigns and partnerships with government, food industry stakeholders, health professionals and other thought leaders to collaborate, facilitate, and advocate for increased intake.

As part of a comprehensive research plan for Fruits & Veggies—More Matters®, PBH conducted a baseline survey of primary shoppers in 2012 and



follow-up surveys in 2014 and 2016 to identify psychosocial factors associated with fruit and vegetable consumption of primary shoppers, both men and women, as it relates to their consumption of fruits and vegetables.

Primary shoppers were defined as shoppers who were either solely responsible for, or normally participated in, their household's grocery shopping. These research findings were released publicly in 2017 and can be found at [pbhfoundation.org](http://pbhfoundation.org). Here are some of the highlights.

## Importance of fruit and vegetables

More than 4 in 5 shoppers rank exercise as the most important factor for good health, followed by proper nutrition. However, consumption levels don't reflect that belief.



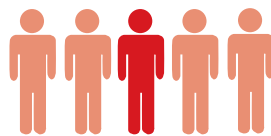
More than 4 in 5 shoppers rank nutrition as 2<sup>nd</sup> most important for good health.

## Decline in Perceived Health Benefits

The perceived health benefits of fruits and vegetables continues to decline despite the prominent position respondents place on them for good health.

## Vegetables Can Be A Chore

One in five shoppers thinks eating fruits and vegetables is a chore and don't know how to prepare them. Shoppers also report that differing family preferences and cost are the most important factors that make it difficult to eat more fruits and vegetables.



1 in 5 shoppers thinks eating fruit and vegetables is a chore.

## Households That Have All Forms of Fruits and Vegetables Available (Fresh, Frozen, Canned, Dried and 100% Juice) Correlated to Higher Consumption

Shoppers who eat the most fruits and vegetables report having more of all forms available in their homes, suggesting that all forms are important to meet daily fruit and vegetable recommendations.



## Freshness is Most Important Purchasing Factor

Freshness significantly out-ranked cost in 2016 as the factor of most importance to shoppers when purchasing fruit or vegetables, followed by taste and then health.

## Grocery Stores Play Critical Role in Food Purchasing Decisions

Shoppers consistently report over time that supermarket flyers, newspaper ads and signs on supermarket displays are the most effective communication method when it comes to making a food purchasing decision.

Source: Produce for Better Health Foundation. *Primary Shoppers' Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2012-2016.* <https://gumroad.com//AzOjJ>

# PBH's Annual Conference: *The Consumer Connection*



**P**roduce for Better Health Foundation's Annual Conference, *The Consumer Connection*, was held April 5-7, 2017 in Scottsdale, Arizona. Close to 250 fruit and vegetable marketers and executives, retail buyers, foodservice operators, registered dietitians, bloggers, commodity boards, suppliers, growers and university professors and students attended.

The conference opened Wednesday, April 5 and was filled with 1:1 business exchange appointments affording conference sponsors the opportunity to meet with any conference attendee. PBH committee meetings and educational sessions focused on social media marketing, fruit and vegetable messaging that resonates with consumers and ideas on marketing organic fruit and vegetables. The day

concluded with the conference's opening reception and first night of the evening lounge.

Wendy Reinhardt Kapsak, MS, RDN, President & CEO of the Produce for Better Health Foundation began the second day by outlining her 'from seed to sauté pan to table' vision for the foundation. Several educational sessions were also offered focusing on the role of fruit and vegetables in the search for better health, strategies for improving flavor and increasing demand for fruit and vegetables, learning how and when to introduce fruit and vegetables to babies, educating consumers on farming practices and new food labeling requirements. The day concluded with the *Walkabout Market Dinner* with delicious dishes highlighting fruit and vegetables from our sponsors.

The final day kicked off with the presentations from the finalists of PBH's *Formula 5* Marketing Competition, followed by the keynote speaker presentation, *Create Distinction: What to Do When Great Isn't Good Enough to Grow*, by Scott McKain. The annual PBH awards luncheon honored the 2016 Champions, Role Models, Supermarket RDs of the Year, Excellence Winners and the winners of the *Formula 5* Marketing Competition.

The conference concluded with a closing reception overlooking the picturesque mountains of Scottsdale.



# PBH 2017 Store Tour Training Grants

In support of the Produce for Better Health Foundation's long-standing interaction with supermarkets, coupled with the close work PBH has done with supermarket dietitians over the last several years, PBH is pleased to announce the 6 Store Tour Training Grant recipients for the collegiate spring 2017 semester. The grant funding is used to encourage enhanced collaboration between grocers 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.

A total of 44 nutrition/dietetic programs and more than 900 nutrition/dietetic students have been trained to conduct store tours since the inception of the program in fall of 2014. In addition, about half of the programs have continued the store tour training in subsequent semesters. They have collectively given tours to nearly 8,000 consumers, more than half of whom are fellow college students.

Encourage your local university nutrition and dietetic program to contact PBH directly at [storegrant@PBHFoundation.org](mailto:storegrant@PBHFoundation.org).



**Dietetics students from St. Catherine University at the Oakdale, Minnesota HyVee**

The following schools represent 113 nutrition/dietetic students trained, giving tours to nearly 900 community members and 700 fellow college students.

The 2017 recipients and their partnering grocers include:

**Central Michigan University, MI, Meijer**

**Delta State University, MS, Kroger**

**Sam Houston State University, TX, HEB**

**St. Catherine University, MN, Hy-Vee**

**University of Alabama, AL, Publix and Piggly Wiggly of Alabama**

**University of Wisconsin, WI, Pick N' Save**



# PBH's *Formula 5* Student Marketing Competition

PBH is pleased to announce the finalists for the 4th annual *Formula 5* Student Marketing Competition, a competition that offers marketing majors the opportunity to influence fruit and vegetable marketing, sales and consumption within America. Four finalists were chosen to present their proposals during PBH's 2018 Annual Conference, *The Consumer Connection* to industry leaders who voted for the proposal they felt would be most successful in increasing fruit and vegetable consumption.

Past marketing concepts and presentations of the finalists can be found on PBHFoundation.org in the Annual Meeting and *Formula 5* sections. You can also find information on how to participate for the 2018/2019 competition.

To participate, small groups of college junior and senior marketing students create a complete marketing proposal and plan, including market analysis, indicators of success and financials. Industry leaders mentor participants giving the students real world knowledge of the fruit and vegetable marketing challenges and opportunities.

## Congratulations to the 2017/2018 finalists!

### University of North Dakota

*Broc-Tons*

**Team Members:** Briana Erickson, Macy Francisco, Molly Frank, Zak Jung, Nicole Polejewski, and Mariah Shroyer

**Sponsoring Professor:** Sandi Luck

### University of Wisconsin-Whitewater

*Odyssey Greek WOAHgurt*

**Team members:** Zachary Goggins, Megan Guthmiller, Alison Komars, Kylie Lofquist

**Sponsoring Professor:** Robert Boostrom

### Concordia University, Saint Paul, Minnesota

*Vibes Premium Coconut Chips*

**Team Members:** Nick Anunciacion, Bryson Burkholder, Kallelin Burney, Tyler Dunn, Deion Kelly

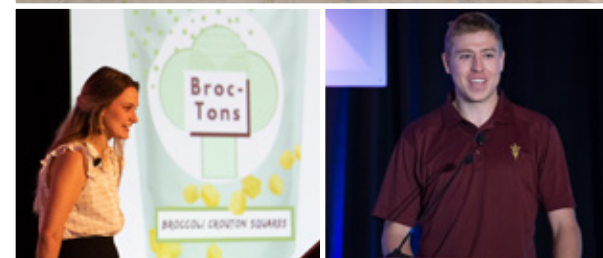
**Sponsoring Professor:** Dr. Nancy Harrower

### Arizona State University

*Moderna Moringa Greens*

**Team Members:** Meshal Alshaghyan, Brooke Coleman, Zack Freeman, and Emily Hinkle

**Sponsoring Professor:** Renee Hughner



**Top photo, left to right:** 1st Place Team University of North Dakota and 2nd Place Team University of Wisconsin-Whitewater

**Middle photos, left to right:** Macy Francisco, University of North Dakota, Zack Freeman, Arizona State University

**Bottom photos, left to right:** Nick Anunciacion, Concordia University, Megan Guthmiller, University of Wisconsin-Whitewater

# Fruits & Veggies—More Matters® 2017 Role Models and Champions

In support of its mission to increase the consumption of fruit and vegetables, PBH is pleased to announce the 102 Fruits & Veggies—More Matters® Role Models and Champions for 2017. To be considered for these accolades, businesses and organizations must demonstrate support for the Fruits & Veggies—More Matters brand by meeting criteria designed to increase brand exposure and community outreach.

The outstanding efforts of these organizations and individuals were acknowledged formally at an awards luncheon on April 6, 2018 during PBH's Annual Conference: *The Consumer Connection* in Scottsdale, Arizona.

*"The 2017 Role Models and Champions continue to be strong advocates of the Fruits & Veggies—More Matters brand and national health campaign, as well as the mission of PBH to inspire and activate consumers to eat more fruit and vegetables including fresh, frozen, dried, canned and 100% juice,"* says Wendy Reinhardt Kapsak, MS, RDN, President & CEO of PBH. *"I'm excited by these efforts to increase fruit and vegetable education, awareness and consumption which strengthens our collective work toward a healthier America."*

## 2017 Industry Role Models

American Frozen Food Institute, 7th year  
Apio, Inc., 2nd year  
Avocados from Mexico, 2nd year  
Barsotti Family Juice Company, 5th year  
Bayer, 5th year  
Black Gold Farms, 5th year  
California Avocado Commission, 6th year  
California Cling Peach Board, 5th year  
California Strawberry Commission, 5th year  
Campbell Soup Company, 5th year  
Can Manufacturers Institute, 4th year  
Canned Food Alliance, 6th year  
Chelan Fresh, 9th year  
Del Monte Foods, Inc., 7th year  
Del Monte Fresh Produce, 8th year  
Domex Superfresh Growers, 8th year  
Duda Farm Fresh Foods, 7th year  
Florida Fruit & Vegetable Association, 4th year  
Giorgio Fresh Co., 7th year  
Green Giant™ Fresh, 3rd year  
Grimmway Farms, 5th year  
Juice Products Association, 6th year  
Market Fresh Produce, LLC, 3rd year  
Monsanto Company, 7th year  
Monterey Mushrooms Inc, 3rd year  
National Watermelon Promotion Board, 3rd year  
Natural Delights, 5th year  
Naturipe Farms, LLC, 4th year  
Nestlé USA, 4th year

Okanagan Specialty Fruits, 2nd year  
Pacific Coast Producers, 7th year  
Pear Bureau Northwest, 7th year  
Pink Lady America, 2nd year  
Potatoes USA, 4th year  
*Produce Business Magazine*, 2nd year  
Produce Marketing Association, 6th year  
Red Sun Farms, 3rd year  
Robinson Fresh, 9th year  
Ruiz Sales, Inc., 6th year  
Sage Fruit Company, 5th year  
Seneca Foods Corporation, 7th year  
Southern Specialties, 3rd year  
StarKist Co., 2nd year  
Stemilt Growers LLC, 10th year  
Subway, 4th year  
Sunkist Growers, Inc., 6th year  
Sun-Maid Growers of California, 8th year  
Sysco/FreshPoint, 4th year  
Taylor Farms, 4th year  
The Morning Star Company, 2nd year  
The Oppenheimer Group, 5th year  
*The Packer*, 6th year  
*The Produce News*, 2nd year  
The Walt Disney Company, 7th year  
U.S. Apple Association, 6th year  
Ventura Foods, 4th year  
Welch's, 7th year  
Wonderful Citrus, 5th year  
Zespri Kiwifruit, 3rd year



## 2017 Industry Champions

AJ Trucco, Inc., 2nd year  
Alliance for Food & Farming, 2nd year  
Bejo Seeds, Inc., 3rd year  
Blue Book Services, Inc., 1st year  
Blue Marble Brands, 2nd year  
Brothers-All-Natural, 3rd year  
Chartwells K12, 2nd year  
Chilean Fresh Fruit Association, 3rd year  
Crown Poly, Inc., 3rd year  
Dave's Specialty Imports, Inc., 2nd year  
Dole Food Company, 1st year  
Dole Packaged Foods, LLC, 1st year  
Driscoll's, 3rd year  
Earthbound Farms, 2nd year  
Josie's Organics, Braga Fresh Family Farms, 2nd year  
Mariani Nut Company, 2nd year  
Mariani Packing Company, Inc., 4th year  
McDonald's Corporation, 4th year  
McEntire Produce, Inc., 2nd year  
Melissa's Produce, Inc., 1st year  
Michigan Apple Committee, 2nd year  
Mushroom Council, 2nd year  
Ocean Mist Farms, 1st year  
Ocean Spray Cranberries, Inc., 2nd year  
Seald Sweet/Greenyard, 3rd year  
Tanimura & Antle, 1st year  
Tree Top, Inc., 1st year  
Valley Fig Growers, 3rd year  
Wish Farms, 1st year

## 2017 Retail Role Models

K-VA-T Food Stores, 2nd year  
The Kroger Co., 6th year  
Meijer, Inc., 7th year  
Niemann Foods/County Market, 4th year  
Redner's Markets, Inc., 6th year  
Robins Air Force Base, 4th year  
Roundy's Supermarkets, Inc., 6th year  
Skogen's Festival Foods, 5th year  
SpartanNash, 3rd year  
Weis Markets, Inc., 5th year

## 2017 Retail Champions

Hy-Vee, Inc., 4th year  
Schnuck Markets, Inc., 4th year  
United Supermarkets, 2nd year  
Wakefern Food Corporation, 4th year

## Public Health Role Model

City of Albuquerque

## Public Health Champion

Multnomah County Health Dept



## 2017 Ambassador Excellence Award Honorees

**Dionysios Christou**, Del Monte Fresh Produce N.A., Inc.  
**Charlie Eagle**, Southern Specialties, 2nd year  
**Angela Fraser**, California Avocado Commission  
**Matt Middleton**, Ventura Foods, 2nd year  
**Roger Pepperl**, Stemilt Growers LLC  
**Richard Ruiz**, Ruiz Sales, Inc., 2nd year  
**Brian Threlfall**, Giorgio Fresh Co., 4th year  
**Trish Zecca**, Campbell Soup Company

### **PBH is also pleased to announce the 2017 Ambassador Excellence Award honorees.**

The Honorees were selected from a group of 30 PBH Ambassadors who demonstrated the greatest amount of support in terms of breadth and depth for PBH throughout 2017. A PBH Ambassador is an individual passionate about the Foundation's mission and the Fruits & Veggies—More Matters® national health campaign and who is putting that passion to work.

Additional information including the Industry Role Model and Champion criteria and Ambassador program can be found on [PBHFoundation.org](http://PBHFoundation.org).





# PBH Members and Sponsors

**January 1, 2017 through December 31, 2017.**

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

Does not include gifts in-kind.

## **\$50,000 and above**

Monsanto Company  
Produce Marketing Association  
Seneca Foods Corporation  
Stemilt Growers LLC  
Taylor Farms  
The Wonderful Company

## **\$30,000 - \$49,999**

Campbell Soup Company  
Del Monte Fresh Produce N.A., Inc.  
Dole Food Company, Inc.  
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  
Giorgio Fresh Co.  
Red Sun Farms  
Sunkist Growers, Inc.

## **\$10,000 - \$19,999**

American Frozen Food Institute  
Ardagh Metal Packaging USA Inc.

Avocados from Mexico  
California Cling Peach Board  
California Strawberry Commission  
Can Manufacturers Institute  
Chartwells K12  
Del Monte Foods, Inc.  
Dole Packaged Foods, LLC  
Domex Superfresh Growers  
Driscoll's  
Duda Farm Fresh Foods, Inc.  
Earthbound Farm  
Florida Fruit & Vegetable Association  
Grimmway Farms  
Melissa's Produce, Inc.  
The Morning Star Company  
Naturipe Farms LLC  
Nestlé USA  
Ocean Spray Cranberries, Inc.  
The Oppenheimer Group  
Pacific Coast Producers  
Pear Bureau Northwest  
Pepsico  
Robinson Fresh  
Silgan Containers  
StarKist Co.  
Syngenta Corporation  
United Fresh Produce Association  
Ventura Foods

Welch's  
Western Growers

## **\$5,000 - \$9,999**

American Beverage Association  
Black Gold Farms, Inc.  
Canned Food Alliance  
Castellini Company  
Coastline Family Farms  
Cranberry Institute  
Family Tree Farms Marketing, LLC  
Green Giant™ Fresh  
Juice Products Association  
Mann Packing Company, Inc.  
Michigan Apple Committee  
Mission Produce, Inc.  
Okanagan Specialty Fruits  
Pace International, LLC  
Potatoes USA  
Ruiz Sales, Inc.  
Subway  
Sysco/FreshPoint  
Zespri Kiwifruit

## **\$2,500 - \$4,999**

Affiliated Foods, Inc., Texas  
Alliance for Food & Farming  
Blanc Display Group

## Members and Sponsors, continued

Bushwick Commission Company, Inc.  
California Fresh Carrot Advisory Board  
California Table Grape Commission  
Chilean Fresh Fruit Association  
Colorado Potato Administrative Committee  
Crispy Green  
Enza Zaden North America, Inc.  
Hannaford Supermarkets  
Heartland Produce  
Hilex Poly Company LLC  
Idaho Potato Commission  
Lindsay  
Manfredi Cold Storage  
McEntire Produce, Inc.  
Monterey Mushrooms, Inc.  
National Watermelon Promotion Board  
Norpac Foods, Inc.  
Ocean Mist Farms  
Publix Super Markets, Inc.  
Red Gold, Inc.  
Roundy's Supermarkets, Inc.  
Sage Fruit Co LLC  
Save Mart Supermarkets  
Solutran/Healthy Savings  
Sun Orchard Juicery  
U.S. Highbush Blueberry Council  
Wakefern Food Corporation  
Yakima Fresh L.L.C.

### **\$1,001 - \$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.  
Bard Valley Medjool Date Growers Association  
Barsotti Family Juice Company  
Basciani Foods  
Bejo Seeds, Inc.  
BelleHarvest Sales, Inc.  
Big Y Foods, Inc.  
Boggiatto Produce, Inc.  
Borton and Sons  
Bozzuto's, Inc.  
Brennan's Market  
Brookshire Brothers, Inc.  
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 To Coast Produce, L.L.C.  
Columbia Marketing International  
Country Fresh Mushrooms  
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  
Faribault Foods, Inc.  
Festival Foods  
Flagstone Foods  
Four Seasons Produce, Inc.  
Fresh Produce & Floral Council  
Georgia Fruit & Vegetable Growers Association  
Gold Coast Packing, Inc.  
Grant J. Hunt Company

Great Lakes International Trading, Inc.  
GreenGate Fresh, LLLP  
Grupo Vegetables el Rey L.L.C.  
H. Brooks & Company  
Hess Brothers Fruit Company  
The Horton Fruit Company, Inc.  
Houweling's Tomatoes  
HPC Foods, Ltd.  
Hudson River Fruit Distributors  
Hungenberg Produce, Inc.  
Hy-Vee, 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.  
Josie's Organics, Braga Fresh Family Farms  
Kellogg Company  
Kingdom Fresh Produce, Inc.  
Knouse Foods, Inc.  
The Kroger Company  
K-VA-T Food Stores, Inc.  
Lakeshore Foods Corporation  
LGS Specialty Sales, Ltd.  
Little Farm Frozen Foods, Inc.  
M. Caratan, Inc. DBA Columbine Vineyards  
Mariani Packing Company, Inc.  
Market Fresh Produce, L.L.C.  
Markon Cooperative, Inc.  
Martinez & Sons Produce, Inc.  
Martori Farms  
Matthews Ridgeview Farms  
Meijer, Inc.  
Michigan Celery Promotion Cooperative, Inc.  
Miner's Inc.  
Morita Produce Company & Nuthouse

## Members and Sponsors, continued

Mucci International Marketing Inc.  
Mushroom Council  
National Mango Board  
National Onion Association  
National Processed Raspberry Council  
National Produce Consultants, Inc.  
National Raisin Company  
NatureSweet, Ltd.  
New England Produce Council  
New York Apple Sales, Inc.  
North Bay Produce, Inc.  
Oneonta Starr Ranch Growers  
organicgirl, LLC  
Peter Condakes Company, Inc.  
Phillips Mushroom Farms  
Pink Lady America  
Potandon Produce, L.L.C.  
Price Chopper Supermarkets  
Produce Packaging, Inc.  
Red Blossom Sales, Inc.  
Rice Fruit Company  
Richard Bagdasarian, Inc.  
Rigby Produce, Inc.  
Rijk Zwaan  
Robbie  
Rocky Produce, Inc.  
Rousseau Farming Company  
Sakata Seed America, Inc.  
San Joaquin Tomato Growers, Inc.  
Sbrocco International, Inc.  
Seald Sweet International / Greenyard  
Sinclair Systems International, L.L.C.  
Southeast Produce Council  
Southern Specialties  
SpartanNash  
Spokane Produce, Inc.

Steinbeck Country Produce, Inc.  
Sun Belle, Inc.  
Sun World International, LLC  
Sunsweet Growers, Inc.  
Sunview Marketing International  
Tanimura & Antle  
Tastyfrutti International, Inc.  
Times Super Markets  
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  
Western Precooling Systems  
Wholesale Produce Supply Company, Inc.  
Wholly Guacamole  
Wish Farms  
World Pak  
Yucatan Foods

### up to \$1,000

American Mushroom Institute  
Amvac Chemical Corporation  
B & C Fresh Sales, Inc.  
Babé Farms, Inc.  
Better Bags, Inc.  
Big Chuy Distributors & Sons  
Blue Book Services, Inc.  
Blue Star Growers, Inc.  
Bowman Fruit Sales  
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  
Donelan's Supermarkets  
Fowler Bros. Inc.  
Fruit Growers Marketing Association  
George Perry & Sons, Inc.  
Harps Food Stores, 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.  
Mariani Nut Company  
New York Apple Association, 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.  
W.J.L. Distributors, Inc.  
Walter P. Rawl & Sons, Inc.  
Waverly Plastics Company, Inc.  
Wegmans Food Markets  
Weis Markets, Inc.



## Gifts In-Kind

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**January 1, 2017 through December 31, 2017.**  
*(Includes organizations that provide gifts in-kind)*

**\$200,000 and above**

*The Packer*

**\$50,000 - \$99,999**

Blue Book Services, Inc.  
*Produce Business Magazine*

**\$25,000 - \$49,999**

Produce Marketing Association

**\$1,001 - \$4,999**

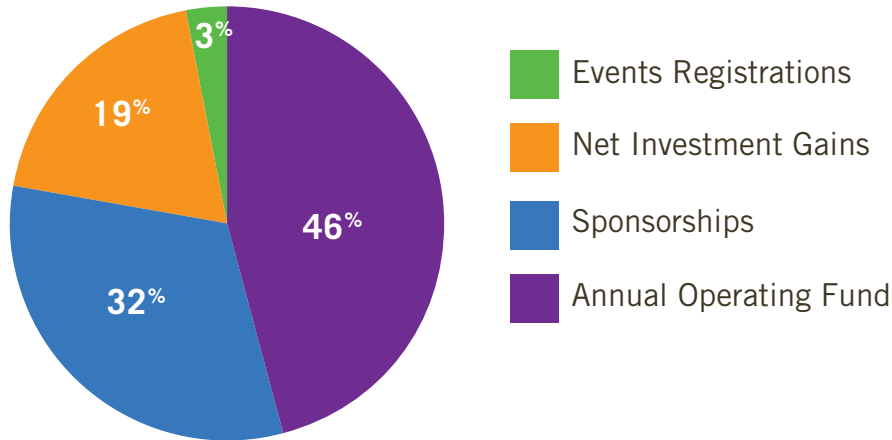
Okanagan Specialty Fruits Inc.  
Pacific Coast Producers  
Southeast Produce Council  
Texas International Produce Association  
United Fresh Produce Association  
Western Growers

**up to \$1,000**

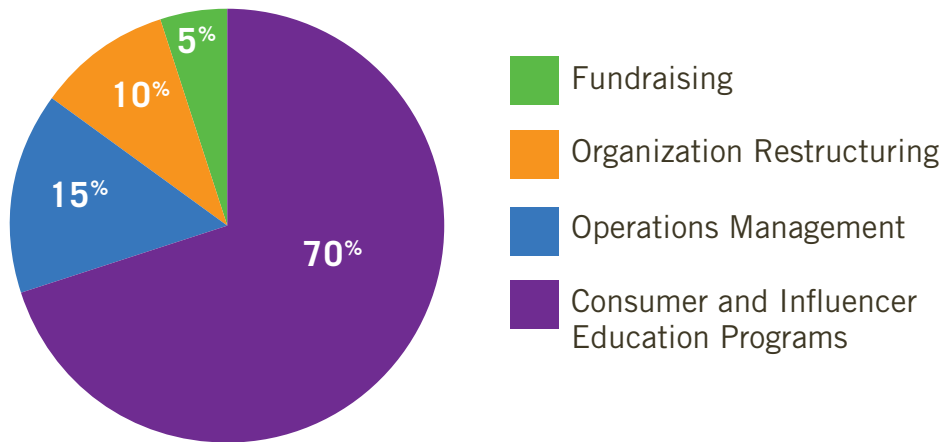
Bumblebee Design and Marketing  
California Academy of Nutrition & Dietetics  
Eastern Produce Council  
Florida Fruit & Vegetable Association  
New England Produce Council

# Financial Report

## 2017 Income



## 2017 Expenses



The Produce for Better Health Foundation ended 2017 in a solid financial position. The Foundation's balance sheet reflects total assets of nearly \$4.4 million and total liabilities of less than \$300,000. Total net assets of \$4.1 million will help ensure the stability of the Foundation for the future. In 2017, PBH spent \$220,400 in one-time expenses associated with an organization restructuring, including virtual office implementation and staff transitions. These expenses are part of part of a three year transformation initiative to sustain the Foundation's growth.

**Total 2017 Budget: \$2.4 million (audited)**



The vision of PBH, a 501(c)(3) consumer education foundation, is that people eat more fruit and vegetables — in all forms — because more matters.

PBH's mission is to partner with value chain stakeholders, consumer influencers and thought leaders to advocate for increased fruit and vegetable consumption as well as promote the Fruits & Veggies—More Matters® Platform.

For more than 25 years, PBH has served as a credible resource and advocate for increased consumption of fruits and vegetables in "ALL Forms" (canned, frozen, fresh, dried and 100% juice).

PBH collaborates with internal task force members to highlight and elevate the "All Forms" message.

PBH works with thousands of health and wellness influencers, with an emphasis on supermarket dietitians and public health champions such as the American Cancer Society and the American Heart Association.



Messaging on qualifying products helps to build consumer trust.

**30%** of moms are familiar with the brand.

**Of these moms, 49%** are likely to purchase a product with the logo on the packaging, and believe the brand motivates them and their families to eat more fruit & vegetables.

**57%** of the top 75 supermarket banners are licensed to use the logo.

**75%** of all stores are licensed to use the logo.