



2011 Fruits and Veggies—More Matters Dashboard Report



Since 2007 (through 12/31/10)		
Leveraged Dollars	\$ 10,955,362,160	■
Total Impressions	7,582,531,742	■
Impressions per American	25	■
Consumption	1.8 cups/day	■
Intend to 'Serve More'	76%	■
Brand Awareness	21%	■

Alerts	
All Forms Task Force outlines efforts to expand emphasis of processed FV	
Studies have increasingly emerged demonstrating multiple effects of FV on disease-related molecular processes, signaling pathways, and cellular markers	
Sept saw highest monthly visits ever to FVMM.org at 113,612	
PBH MyPlate Makeover Challenge launched in Sept on Facebook	
Best predictors of behavior change: self-efficacy, social support, and knowledge	

Other Notable Items	
47% of Gen X Moms more likely to purchase product with logo; highest ever	
Children < ages 2-12 increase fruit/veg consumption between 2004-2009!	
92% of top 75 US supermarkets licensed	
GenY Moms are more aware of FVMM brand (30%) than Gen X (21%); lower income more aware (29%) than higher income (23%)	
USDA spends 19.8% of budget on fruits/veggies; yet dietary guidelines recommend that they be 41.4% of diet.	

Annual Performance Metrics (cumulative unless noted)						
Metric	Status	Q1	Q2	Q3	Year-End	2011 Goal
Ave Monthly Web Visits	▲	79,156	82,360	87,439	91,066	74,500
Opt-In E-mail Participants	▲	26,936	28,114	29,714	30,809	29,000
Industry Sites Linked	▲	543	766	836	1,064	550
Retail Consumer Impressions	▲	.316 M	110.6 M	198.5 M	264 M	Baseline
Retail Role Models (RM)	▲	8 champions	14 champions	14 champions	9 RM & 12 champions	10 RMs/7 champions
Packaging Labels (# SKUs)	▲	9 new (1989 totl)	21 new (2010 total)	18 new (2028 total)	143 new (2123 total)	70 new (2050 Total)
G/S/P Role Models (RM)	▲	15 champions	20 champions	37 champs	31 RM & 7 champions	15 RMs/6 champions
Licensees (Non retail/states)	▲	321	327	330	336	327 (net 10)
Public Health Sites Linked	▲	1,479	1,660	1,752	1,816	1,500
Media Impressions (no multplr, print & electronic)	▲	183 M	1,400 M	2,400 M	3,100 M	Baseline
Facebook/Twitter	▲	4800 / 4300	6776 / 5964	11,127 / 7784	22,817 / 9971	
Catalog Sales	■	.285 M	.592 M	1.007 M	1.248 M	\$2.200 M
Industry Contributions	▲	0.575 M	.971 M	1.179M	1.817 M	\$1.674 M

President's Message	
<p>In 2011, PBH delivered programs above expectations despite lower than expected funding. On programs, PBH scored 3.7 on a 0-5 scale (3=meeting expectations.) On income, score was 2.4. Average was 3.035.</p> <p>The FVMM.org website had 31% increase in web visits, 22% increase in opt-in Email participants, 33% increase in links from .gov/.org sites, & doubling of links from .com sites vs. 2010. Facebook fans increased 9-fold and Twitter followers tripled since 2010. The year ended strong with 47 Role Models and 22 Champions. Efforts from these organizations are critical to message dissemination. Staff tracked key areas in the National Action Plan, providing input into relevant Federal nutrition topics including the farm bill and school meals. Two literature reviews were developed and posted on PBHFoundation.org.</p> <p>Catalog sales were 57% of goal, attributed to federal/state customer budget constraints, which is expected to continue through 2012. Industry contributions, however, were \$1.817 M or 109% of goal.</p>	

2007	2008	2009	2010
47,252	49,815	61,318	69,614
12,404	17,405	20,350	25,291
	246	311	533
1	4	9	7 RM & 7 champions
620	743 new (1363 totl)	440 new (1803 totl)	177 new (1980 totl)
	1	5	14 RM & 3 champions
256	299	314	317
505	817	966	1,367
		60 / 1171	2517 / 3040
\$2.564M	\$2.534M	\$2.123M	\$2.335M
		\$1.78 M	\$1.722M

