

**Produce For Better Health Foundation
2012 Business Plan**

**2nd Quarter Update
July 2012**

Submitted To: PBH Executive Committee

Produce For Better Health Foundation
2012 Business Plan
2nd Quarter Update

The second quarter (Q2) of 2012 remains strong, from both programmatic and funding standpoints.

The most notable change between Q1 and Q2 was the strong media impressions. In Q1 we reported 231 million print and electronic media impressions, 28% higher than Q1 last year but only 7% of goal for this year. Q2, however, has already surpassed the 3.1 Billion goal for the year, with a whopping 4.2 Billion by the end of Q2, or 135% of goal. This is attributed largely to our strong social media work, especially the use of Twitter, as well as a ‘news hook’ using data from our annual survey.

From a social media standpoint, Twitter followers (17,000+) are already at 96% of annual goal, and Facebook fans (36,000+) are 61% of goal for the year. PBH started a Pinterest account in Q2. Monthly average visits to FruitsAndVeggiesMoreMatters.org were 20% higher than same time last year, at 129,000+. The number of opt-in e-mail participants (59,000+) already surpassed the goal for the year in Q1. Much of the site’s success continues to be attributed to ongoing backend site optimization. Search engines continue to be the top source of traffic for the site, followed closely by direct traffic (from PBH opt-in e-mail, Facebook, Twitter) and site referrals (2958 different sites link directly to FruitsAndVeggiesMoreMatters.org).

An initial group of 41 retailers/growers/shippers/processors are tracking as Champions/Role Models for the year. Retail impressions continue to lag at 25% of goal although activity usually picks up later in the year by retailers. The new effort to bring supermarket dietitians to PMA’s Fresh Summit was received with wide enthusiasm by these dietitians and should help build stronger relationships with these chains.

PBH was most active in Q2 with our ‘all forms’ efforts than any other ‘policy’ area. PBH continues to include ‘all forms’ messaging throughout PBH activities, including new trade show booth panels, annual report, a matte release, website, and new catalog materials. In addition an [All Forms Matter](#) brochure for health professionals was completed and distribution began. PBH’s annual research was summarized by ‘form’ and distributed to the industry with suggestions on how donors could use the information in marketing and outreach efforts. PBH is currently collecting ‘all forms’ recipes to further populate our recipe database.

Q2 catalog sales were 39% of goal, but two large orders in early July brought us to 50% of budgeted goal. PBH’s new PBHCatalog.org website continues to offer new marketing opportunities that weren’t possible with the old site. This, enhanced tracking of product sales and lifecycles, and continued marketing to new non-federally funded audiences should help support 2012 catalog sales goals.

Q2 collective support from industry contributions is \$946,000, or 51% toward annual goal of \$1,859,000. This includes annual contributions at 45% of goal; sponsorships at 90% of goal; and in-kind at 87% of goal. New 2012 efforts are underway to expand the number of board-level donors and to increase the minimum level of donation (from \$1000 to \$1500) to access the Fruits & Veggies—More Matters license/logo. New donor revenue is currently \$120,875 or 81% toward goal of \$150,000. This includes 8 new board members (5 new and 3 pledged.) The increase from \$1000 to \$1500 is effective July 1, and already 16 donors have increased their support as of the end of Q2. Staff is also off to a good start with our 2013 annual conference, including confirmations from several retailers who have agreed to attend.

Below is more detailed information regarding performance against the 2012 Business Plan.

Goal 1: Implement comprehensive Fruits & Veggies—More Matters marketing, communication, and education effort targeted to key stakeholder groups, inclusive of moms.

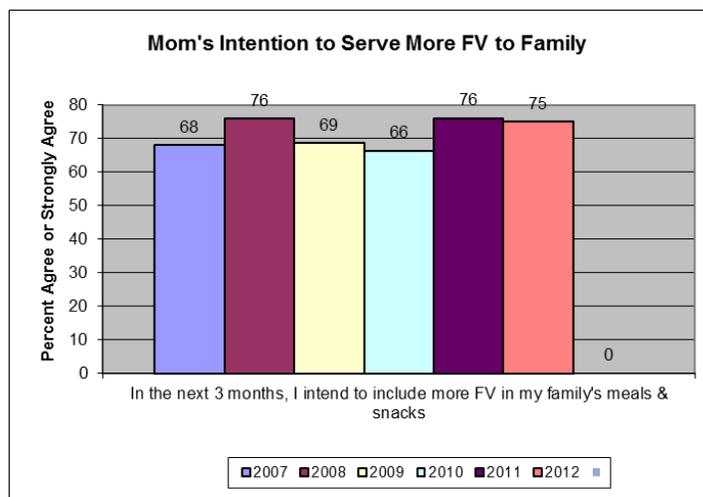
Objective 1: Help stakeholders better understand consumers in order to help increase fruit/veg consumption.

Performance Goals:

1.1: Increase mom’s intention to serve more fruits and vegetables to her family to 77% (of moms).

2nd Quarter Results: The annual consumer survey was completed in Q1, 2012 with results of key tracking questions noted below. [2012 Detailed Research Overview](#) along with [2012 Research Key Findings](#) of the attitudes, beliefs, and barriers to consumption of Moms with kids under 10 and the Primary Shopper related to each form of fruit and vegetable was created and distributed to donors in Q2. Additionally, the summary document included suggestions on how donors could use the key information from the survey in their consumer marketing and outreach efforts, ultimately helping to increase the sale (and consumption) of fruit and vegetables. A webinar for 200 dietitians was conducted in late April, including an offer of continuing education credits. Work on the 2013 survey will begin in Q4.

1st Quarter Results: 75% of moms intend to serve more fruits and vegetables to her family, down slightly since 2011. The 6-year trend is noted below.



1.2: Increase the percentage of moms who self-reported they were “likely to purchase” a product when seeing the Fruits & Veggies—More Matters logo on the package to 49%.

2nd – 4th Quarter Results: The once per year survey was completed in Q1, 2012 with results of key tracking questions noted below. Work on the 2013 survey will begin in Q4.

1st Quarter Results: 45% of moms self-reported that they were “likely to purchase” a product when seeing the Fruits & Veggies—More Matters logo. This is slightly lower than the 47% seen in 2011, but similar to the 45% in 2010. Still, this is up from 40% in 2009.

When moms see the More Matters logo on a product, 77% say it means that the product is healthy, 69% say it is nutritious, and 56% say that it provides a full serving of fruit and/or vegetable. In addition, consumers who say they are extremely or very motivated by the Fruits & Veggies—More Matters message has increased from 24% in 2007 to 36% in 2012.

Objective 2: Utilize PBH websites to provide a variety of fruit and vegetable information to support key stakeholder groups.

Performance Goals:

2.1: Increase the monthly average visits to the Fruits & Veggies—More Matters website by 10% (100,000).

2nd Quarter Results: 129,729 monthly average visits; a 20% increase compared to this time last year.

- The site was successfully moved to a new hosting platform and server during Q2. The move will position PBH in the future to re-design the look and navigation of the site providing an even more enjoyable experience for visitors. One example was completed in Q2: changing the URL/Name of each page. Previously the URL contained the page number and did not offer any indication of the type of information on a particular page. Now each page is ‘named’ so users and visitors immediately get an idea of the type of information available on the page - <http://www.fruitsandveggiesmorematters.org/cooking-with-fruits-and-vegetables>
- As seen in Q1, search engines continue to be the top source of traffic for the site, followed closely by direct traffic and site referrals. Other highlights from Q2 are noted below.
 - Social Media – The total number of Facebook fans at the end of Q2 is 36,578, a little over 6,500 more than Q1, and 61% of staff’s 60,000 fan goal. The total number of Twitter followers at the end of Q2 equaled 17,238, representing an increase just shy of 3,500 and 96% of staff’s 18,000 follower goal. We hold monthly Twitter parties, the 1st Wednesday of each month, on a variety of topics. On average, each party garners 25 new followers.

New, key followers (several thousand followers or industry member) of our Twitter feed picked up in Q2 include:

- ❖ Aviva Goldfarb – Cookbook author, CEO of The Six O’Clock Scramble Family planning system, food blogger for PBS’ Parents (5,788 followers)
- ❖ Green Giant Fresh – they are new to Twitter
- ❖ Dean Ornish, MD (7,160 followers)
- ❖ Healthy Dining Finder (7,789 followers)
- ❖ MomsRising – non-profit organization (connected via CDC Twitter party) (17,122 followers)
- ❖ Healthy Tweeters – wellness tips/advice from around the “twitterverse” (13,992 followers)
- ❖ Weight of the Nation – (7,095 followers)
- ❖ USDA – (81,213 followers)
- ❖ ObamaFoodorama – (16,019 followers)
- ❖ Billie Jean King – (12,244 followers)
- ❖ USDA People’s Garden – (10,953 followers)

In June PBH setup an account on Pinterest: fvmorematters. At the end of Q2, we had a total of 154 followers, and 12 boards focused on a variety of topics including:

- ❖ Healthy Meals
- ❖ Quick Recipes
- ❖ Summer Favorites
- ❖ Kid Friendly Recipes
- ❖ Gardening 101
- ❖ Fruit and Veggie Tips
- ❖ Handy Kitchen Products We Love – PBH Catalog focused
- ❖ Fun Kids’ Activities We Love – PBH Catalog focused

We also created a MyPlate Challenge board allowing ‘Pinteresters’ the opportunity to follow Fruits & Veggies—More Matters, and to pin pictures of their favorite fruit and vegetable meals and snacks.

- The following additions and enhancements were made to the website during Q2.
 - Much of the effort in Q2 was dedicated to the server and host transfer and renaming each page.
 - Additional healthy menus, recipes, Top 10 lists and About the Buzz articles were added to the site throughout Q2.

- On PBHFoundation.org, the educator section of the site continues to be the most viewed. The top 10 viewed pages through Q2 are:
 - Educators – Kids Activities, Coloring Pages
 - Educators – General Information Page
 - Educators – Kids Activities General Page
 - Educators – Curriculum
 - Educators – Curriculum, Rainbow on my plate
 - Educators – PBH Nutrition Catalog General Information (link to the catalog)
 - PBH Research – General Information Page
 - Retailer – Marketing Toolkits Overview Page (shows all toolkits)
 - PBH Research – Phytochemical Information Center
 - Contact Us

- New additions to the PBHFoundation.org website, which have also been marketed to 17,000+ health professionals include:
 - [PBH Online Resource Guide for Worksites](#)
 - [PBH Online Resource Guide for Supermarket Dietitians](#)
 - [PBH Online Resource Guide for Schools](#)
 - [PBH Online Resources for Parents & Guardians](#)
 - A downloadable PDF, [Storing Fruits & Vegetables for Best Flavor](#)
 - A variety of Twitter/Facebook Posts [Spring & Summer Tweets](#), sample [Posts/Tweets](#) to help dispel the myth that fruits and veggies are expensive, or [Sample Tweets for General Use](#)
 - [Why All Forms Matter](#), debunks concerns about processed fruits and vegetables.

1st Quarter Results: 120,608 monthly average visits; a 32% increase compared to this time last year.

- The site traffic continues to steadily increase to FruitsAndVeggiesMoreMatters.org. A lot of work was performed during Q1 on backend optimization of the site, helping with ranking in search engines and key work marketing. Search engines continue to be the top source of traffic for the site, followed closely by direct traffic and site referrals. Other highlights from Q1 are noted below.
 - Social Media - The number of Facebook fans at the end of Q1 was just shy of 30,000 and equaled 29,322. Facebook is the number two referral to the website. The total number of Twitter followers at the end of Q1 equaled 13,747. For comparison purposes, and to show how much PBH’s collective social media outreach has grown, the number of Facebook fans at the end of Q1, 2011 was 4,800 and 4,300 for Twitter followers.

New, key followers (several thousand followers or industry members) of our Twitter feed picked up in Q1 include:

- ❖ Birds Eye
 - ❖ Metro Family Magazine
 - ❖ Primer Media Group (Social Marketing group—23,000+ followers)
 - ❖ USA Pear Bureau
 - ❖ Meatless Monday
 - ❖ Melissa d'Arabian (cooking show host on Cooking Channel and Food Network)
- More Refined Google Ads - Google grants ads are constantly refined according to keyword trends and hot topics in the news. The more refined they are, the higher the click thru rate (CTR). The refined ad campaign contributes greatly to matches for search words entered in search engines, thereby increasing the number of visitors clicking through to the site.
- The following additions and enhancements were made to the website during Q1.
 - Successfully moved the website to a new host
 - Enhanced the phytochemicals section
 - Added more healthy plates (as part of 'make half your plate FV' efforts)
 - Updated the Facebook pages for the transition to Facebook's new timeline feature
 - Developed PBH Online Resources for Worksite Wellness Managers and PBH Online Resources for Schools to help customers use all PBH available on-line/catalog materials
 - On PBHFoundation.org, the educator section of the site was most viewed during Q1. The top 10 viewed pages are:
 - Educators General Information Page
 - Educators – Kids Activities
 - Educators – Curriculum
 - Educators – Curriculum, Rainbow on my plate
 - State Coordinators – Half the Plate marketing toolkit
 - Educators – Kids Activities, Coloring Pages
 - Educators – PBH Nutrition Catalog General Information (link to the catalog)
 - Annual Meeting Information
 - About PBH
 - Educators – Curriculum, PACK Week

2.2: Increase the number of opt-in participants by 12% (to 55,000).

2nd Quarter Results: The total number of opt-in participants at the end of Q2 equals 59,303, representing a 10% increase from Q1 and 108% of goal to date.

- Gardening 6,408
- Recipe of the week 8,520
- Fruit & veggie updates 2,281
- Mom email /fruit and veggie voice 33,570
- Healthy meal ideas 8,524

1st Quarter Results: The total number of opt-in participants at the end of Q1 equals 55,216 (49,260 at the end of 2011), already surpassing the 2012 goal!

- Approximately 5,956 new participants were added during Q1.
- The opt-in emails are promoted via social media channels such as Facebook and Twitter, helping to increase the total number of participants.
- A new look for Fruit & Veggie Voice (mom email) was created and implemented in Q1.

2.3: Increase the number of site referrals by 15% (3,300; 420 new) to determine the breadth of support (combine .com, .org, and .gov).

2nd Quarter Results: 15 new websites linked to www.FruitsAndVeggiesMoreMatters.org and sent referrals in Q2; a total of 2,958 and 19% of goal. Examples of the new referrals are:

- mylifetime.com
- hondawellness.com
- healthandwellness.vanderbilt.edu
- fcs.uga.gov
- frontporch.gohomeward.com
- food.unl.edu
- communitygarden.org
- picknsave.com
- lacounty.gomixitup.com

- The top five .com, .org, and .gov referring websites thru Q1 are:

<u>.com</u>	<u>.org</u>	<u>.gov</u>
Facebook	WIC Health	CDC
Opt-in Emails	PBH Foundation	Health Finder
Google	DASH Diet	USDA
My Web Search	InShape Indiana	State of Michigan
School Menu	Community Garden	State of New Jersey

1st Quarter Results: 63 new websites are linking to www.FruitsAndVeggiesMoreMatters.org and send referrals; a total of 2,943 and 15% of goal. No new .org or .gov sites sent referrals during Q1.

- Examples of new .com website referrals are:
 - Answers.Yahoo
 - Commissaries
 - Crestfoodsok
 - Healthpartners
 - Jog the web
 - Pinterest
 - Potatogoodness
 - Spark People
 - Super Healthy Kids Blog
 - Swagbucks

- The top five .com, .org, and .gov referring websites for Q1 are:

<u>.com</u>	<u>.org</u>	<u>.gov</u>
Google	WIC Health	CDC
Facebook	PBH Foundation	USDA
Opt-in Emails	DASH Diet	MyPlate
Country Crock	Walk Kansas	Health Finder
Jog the web	Affinity Health	SNAP Ed

Objective 3: Support the fruit and vegetable industry, supermarkets, and foodservice organizations to help them increase fruit and vegetable consumption.

Performance Goals

3.1: Measure the percent of Fruits & Veggies—More Matters licensed retail members' against all supermarkets (minus Canada stores and c-stores) and maintain at 92% licensed.

2nd Quarter Results: The percentage of licensed retail members remained at 88% through Q2. PBH is actively increasing retail outreach through 1) ongoing support from retailers 2) adding the 2012 Supermarket RD program at Fresh Summit and 3) including Business Exchange Roundtables with retailers at the PBH 2013 *Consumer Connection* Annual Conference.

- By 2Q, the following **21** retailers renewed ongoing PBH support and **1** new retailer rejoined with support:
 - Affiliated Foods, Inc. Texas
 - Brookshire Brothers, Inc.
 - Coborn's Inc.
 - Giant Eagle
 - Harps Food Stores, Inc.
 - Harris Teeter Super Markets
 - King Kullen Grocery Co., Inc.
 - K-VA-T Food Stores, Inc.
 - Mars Super Markets
 - Marsh Supermarkets, LLC
 - Meijer
 - Miner's
 - Neimann Foods
 - Piggly Wiggly Alabama Distributing Company – NEW
 - Raley's Supermarkets
 - Roundy's Supermarkets, Inc.
 - Safeway
 - Schnuck Markets
 - Stater Brothers Markets
 - Times Super Markets
 - Wakefern Food Corporation
 - Weis Markets

- Outreach to potential new retail donors include:
 - Fresh and Easy Neighborhood Markets
 - Grocery Outlet
 - Ingles Markets
 - Inserra Supermarkets
 - Rouses Markets
 - Superior Grocers
 - Unified Grocers

- The following retailers are participating in the 2012 Supermarket RD Program at Fresh Summit:
 - Bashas
 - BI-LO and Winn Dixie
 - Brookshire Brothers Food and Pharmacy
 - BUY FOR LE\$\$
 - Hannaford Brothers
 - H-E-B
 - Hy-Vee
 - King Soopers/City Market
 - Meijer
 - No Frills Supermarkets
 - Northgate Markets
 - Price Chopper Supermarkets (AWG)
 - Redner's Warehouse Markets
 - Safeway
 - Skogen's Festival Foods
 - Spartan Stores
 - SUPERVALU (Acme, Albertson's, Bigg's, Bristol Farms, Cub Foods, Farm Fresh, Foodland, Hornbachers, Jewel-Osco, Lucky, Save a Lot, Shaw's, Shop n Save; Shoppers Food & Pharmacy)
 - Wakefern/ShopRite
 - Wegman's
 - Weis Markets, Inc .
 - Whole Foods

- For the 2013 PBH Consumer Connection Annual Conference the following retailers will be in attendance for the Business Roundtable Exchanges (assuming executive committee members join us!).
 - Ahold
 - Bashas
 - BI-LO & Winn Dixie
 - BUY FOR LE\$\$
 - FoodLion
 - Hannaford Brothers Company
 - H-E-B
 - Hy-Vee
 - Hyatt
 - Marsh Supermarkets
 - Meijer
 - Price Choppers

- Redner's Warehouse Markets
- Safeway
- Save Mart
- Spartan Stores
- Supervalu
- United Supermarkets LLC
- Wakefern/ShopRite
- Weis Markets, Inc.

1st Quarter Results: 88% of the counted food retailers are current Fruits & Veggies—More Matters licensed retail members. A few are currently in lapsed status, but their annual contribution has been confirmed for Q2 and as soon as it arrives, they will be considered 'active' status again.

- Outreach efforts to five very interested prospects continue from the National Grocers Association Independent Retailers show attended in February by PBH staff.
 - IGA of Alaska
 - DeMoulas Super Markets
 - Greer's Supermarkets
 - Rouses Markets
 - Superior Grocers
- Approximately 270 retail contacts were contacted regarding the annual meeting.
- Six ongoing and one new retailer supported PBH in 1Q:
 - Harris Teeter Super Markets
 - Mars Super Markets
 - Neimann Foods
 - Piggly Wiggly Alabama Distributing Company – NEW
 - Times Super Markets
 - Wakefern Food Corporation
 - Weis Markets
- Sample tweets were provided to Health & Wellness departments following requests for these from supermarket RD's. More will follow throughout the year.

3.2: Maintain the total number of consumer impressions (print, online and in-store POS) from 2011 (264 million).

2nd Quarter Results: 65.7 million consumer impressions thru June 30, 2012; 40% of goal.

- 18.7 million print & online weekly circular impressions as measured by Market Track.
- 244,125 impressions from fruit and vegetable tote bags, carrying the Fruits & Veggies—More Matters logo, used in Food Lion stores.
- 37.5 million impressions from small produce bags, carrying the Fruits & Veggies—More Matters logo, used in Food Lion stores.
- 8.9 million impressions from large small produce bags, carrying the Fruits & Veggies—More Matters logo, used in Food Lion stores.
- 30,750 impressions from paper produce bags, carrying the Fruits & Veggies—More Matters logo, used in Food Lion stores.
- 258,000 impressions from monthly articles in Safeway's Fresh Ideas Magazine.
- The following retailers used the logo in weekly circulars during Q2.
 - Food Lion
 - Foodtown
 - King Kullen
 - Price Chopper
 - Roundy's

1st Quarter Results: 4.3 million consumer impressions as of March 31, 2012.

- 3.78 million print & online weekly circular impressions as measured by Market Track
- 244,125 impressions from fruit and vegetable tote bags, carrying the Fruits & Veggies—More Matters logo, used in all Food Lion and Sweetbay stores.
- 258,000 impressions from monthly articles in Safeway’s Fresh Ideas Magazine
- The following retailers used the logo in weekly circulars during Q1.
 - Coborn’s
 - Donelan’s
 - Foodland
 - Food Lion
 - Foodtown
 - Homeland
 - Key Foods
 - King Kullen

3.3: Maintain the number of retail, foodservice, and grower/shipper/processor role models at 40 as measured by the role model criteria.

1st – 2nd Quarter Results: While it is too early in the year to determine role model or champion status, the following companies are off to a good start through their support of the Fruits & Veggies—More Matters message during the first quarter:

Ahold	Giorgio Mushrooms	Roundy’s
Barsotti Juice Company	Grimmway	Ruiz Sales
Bashas’	H.M. Clause	Safeway
Blue Book Services, Inc.	HMC Farms	Spartan’s
C.H. Robinson	Hy-Vee	Syngenta
California Avocado	Kellogg Company	Sun-Maid
Commission	King Kullen	Stemilt Growers, Inc.
Chelan Fresh Marketing	McDonald’s	Subway
Del Monte Foods	Monsanto Vegetable Seeds	Vance Publishing
Del Monte Fresh	Pacific Coast Producers	Wakefern
Dole Food Company, Inc.	Pear Bureau Northwest	Weis
Donelan’s	PepsiCo Foodservice	Wells-Fargo
Duda Farm Fresh Foods	Publix	Wholesale Produce Supply
Food Lion	Rainier Fruit Co. Inc.	Company, Inc.

3.4: Increase the number of Fruits & Veggies—More Matters licensees (excluding retailers and states) to a total of 348 (net 12 new, 4% increase).

2nd Quarter Results: Four new licensees during Q2 for a total of 346, (10 new, 90% of goal). The new licensees are:

- J-M Farms, Inc.
- Ouhlala Gourmet Corp.
- Robbie Flexibles
- Vacaville Fruit Company, Inc.

1st Quarter Results: Six new licensees during Q1 for a total of 342, (6 new, 50% of goal). The new licensees are:

- Belleza Fruit Co.
- Front Row Produce
- Lifeforce Foods LLC
- The Chuck Olsen Company Inc.
- The United States Sweet Potato Company, Inc.

3.5: Increase the number of different products (SKU's) with brand on packaging or PLU stickers to a total of 2,223 (100 new).

2nd Quarter Results: Through the end of Q2, 78 new products (78% of goal) were approved to carry the logo for a total of 2,201.

- 49 new labels approved during Q2, 20 were submitted by Ahold private label.
- The breakdown for Q2 by form is as follows:
 - 38 fresh
 - 9 canned
 - 2 dried
- Examples of the new products are:
 - Various fresh, and fresh-cut fruit/vegetables from Ahold private label
 - McDonald's apple slices packages
 - Black Gold Farms potato bag
 - Buddy Fruits dried apple chips
 - Rainier bags and display bins for cherries, organic blueberries and organic apples
 - Roundy's private label celery sleeve
 - Various canned fruit from Schnuck's private label
 - Vacaville Fruit Company dried apples

1st Quarter Results: 29 new products (29% of goal) were approved during Q1 to carry the logo for a total of 2,152.

- Of the 29 received, 17 were submitted by Ahold private label.
- The breakdown, by forms, is as follows:
 - 19 fresh
 - 1 frozen
 - 6 canned
 - 3 dried
- Examples of the new products are:
 - Various fresh-cut and salad mixes from Ahold private label
 - Various canned fruit in 100% juice from Hy-Vee private label
 - McDonald's apple slices packages
 - Green Bell Peppers from Lipman Produce
 - Various dried fruit from Mariani Fruit

Objective 4: Support health and nutrition focused programs in public health and health care communities to help them increase fruit and vegetable consumption.

Performance Goal:

4.1: Increase the number of role models (measuring 'depth' of brand support) to 10.

1st - 3rd Quarter Results: Role model and Champion supporting information is solicited from the public health community in Q4 as many of their programs run on a calendar year.

Objective 5: Promote the increased consumption of fruits and vegetables to consumers through various media and social media channels.

Performance Goal:

5.1: Maintain the number of impressions captured during the annual media and social media analysis (no multiplier, print and electronic) at 3.1 billion.

2nd Quarter Results: Total cumulate impressions through the end of the second quarter equal 4.2 billion. A total of 4 billion media impressions were earned in Q2.

- A breakdown of impressions by media source follows:
 - Print & online: 3.99 billion
 - Facebook: 12.2 million

- Why did the media impressions grow so significantly in Q2?
 - Social Media and a Hook for the Consumer Media.
 - PBH’s daily tweets generate impressions, but every re-tweet (based on our original tweet) also generate impressions which quickly earns significant impressions. It isn’t just PBH’s followers on Twitter that count towards impressions, but the followers of everyone who re-tweets on our behalf. As an example, USDA began following us in Q2 with a following of 81,213. They re-tweeted our tweets 8 times in Q2 generating almost 9.8M media impressions. With just this one example demonstrating the ‘tentacles’ and reach of social media, it is easy to understand how a significant number of impressions can be earned in a relatively short period of time. Additionally, PBH’s Facebook ads continue to generate an average of 12 million impressions.
 - In June, PBH issued a consumer media release about fruit and vegetable purchase insights for the male primary shopper (from our annual consumer research). This release generated quite a bit of attention, earning 1.3 billion impressions (combination of print and online) in June. Several interview requests were also generated by the release, Nancy Hellmich at USA Today and various TV stations. The media impression numbers from these interviews will be included in the Q3 numbers.

- PBH participated in the Alliance for Food & Farming’s June press conference in response to the Environmental Working Group’s release of this year’s Dirty Dozen. The Alliance conducted and released research to show how damaging sensationalized headlines are to increasing fruit and vegetable consumption.

• Media outlets running stories about PBH and/or Fruits & Veggies—More Matters include:

- | | | |
|---------------------------------------|----------------------|-------------------------------|
| ❖ Atlantic Journal | ❖ Forbes | ❖ QualityHealth.com |
| ❖ Albany Business News | ❖ Fox News | ❖ Restaurant News |
| ❖ AllVoices (online global news site) | ❖ Hartford Courant | ❖ Rockford Register Star Blog |
| ❖ ArticleBase | ❖ Hawaii News Now | ❖ San Antonio Times Blog |
| ❖ AgriNews | ❖ Health.com | ❖ Southeast Farm Press |
| ❖ CBS News | ❖ iVillage | ❖ Supermarket News |
| ❖ Charlotte Observer | ❖ KAIT ABC-8 | ❖ Tampa Bay Times |
| ❖ Chicago Tribune | ❖ KCTV 5 | ❖ The Baltimore Sun |
| ❖ CNN Money | ❖ KFMB CBS-8 | ❖ The Packer |
| ❖ Delish (blog) | ❖ Lifescript.com | ❖ The Washington Times |
| ❖ Denver Business Journal | ❖ Los Angeles Times | ❖ Today’s Dietitian |
| ❖ Eating Well | ❖ MarketWatch | ❖ US News & World Report |
| ❖ EmpowHER (blog) | ❖ Miami Herald | ❖ WAVE 3 News |
| ❖ The Examiner | ❖ Momtrends (blog) | ❖ Yahoo! News |
| ❖ FitSugar (blog) | ❖ Morningstar News | |
| | ❖ NJ.com Blogs | |
| | ❖ Progressive Grocer | |

1st Quarter Results: Through the end of the first quarter, cumulative impressions totaled 231 million.

- A breakdown of impressions by media source follows:
 - Print & online: 159.2M
 - Facebook: 12.7M

- PBH and/or Fruits & Veggies—More Matters were mentioned in stories featured on the following sites that have a large amount of traffic, thus generating significant impressions:
 - Yahoo! Finance , Yahoo! News and Yahoo! Shine
 - WKOW 27 (Wisconsin)
 - The Seattle Times
 - ShareBuilder
 - Sacramento Business Journal
 - San Jose Business Journal
 - MarketWatch

- Media outlets running stories about PBH and/or Fruits & Veggies—More Matters include:
 - ❖ ABC News 4
 - ❖ ABC 6
 - ❖ El Mensajero
 - ❖ Digital Journal
 - ❖ EmpowHER
 - ❖ Kentucky.com
 - ❖ KSWO-TV 7
 - ❖ Morningstar News
 - ❖ Quad-Cities Online (AP)
 - ❖ StreetInsider.com
 - ❖ The Courier-Journal (AP)
 - ❖ The Packer
 - ❖ WRIC-TV 8

Goal II: National Action Plan Monitoring.

Objective 1: Regularly monitor the National Action Plan.

Performance Goals:

1.1: Track elements to prepare for the next release of the report card.

1st -2nd Quarter Results: Staff regularly monitors and tracks changes in the report card, although the next update is not scheduled until 2015.

2.1: Track relevant federal nutrition policies and provide input into 4 policy areas.

2nd Quarter Results: Updates to activities that were begun in Q1 include:

- **Farm Bill:** The Bipartisan Policy Center issued a report “Lots to Lose: How America’s Health and Obesity Crisis Threatens our Economic Future.” Most of their [Bipartisan Recommendations](#) were policy oriented, with some that would be best implemented in the Farm Bill. One particular recommendation was: “Authorize a generic fruit and vegetable promotion board, paid for out of an expanded specialty crop block grant program, to establish a national pool of funding to promote specialty crop market promotion and nutrition education.” They then referenced the More Matters campaign as a good model. The Center would likely not have offered this recommendation had PBH not been able to tell them why the industry wouldn’t fund a promotion board on their own, based on PBH 2009 discussions with the industry. It’s too late to include in the 2012 Farm Bill, however.

- **All Forms:** PBH continues to include ‘all forms’ messaging throughout PBH activities, including new trade show booth panels, annual report, a matte release, website, and new catalog materials. In addition:
 - **All Forms Influencer Brochure:** The final [All Forms Matter](#) brochure for health professionals was completed and 5000+ copies were printed. Seneca, Del Monte Foods, Canned Food Alliance, Silgan Containers, AFFI, Welch’s, and PCP paid for additional copies and are helping to distribute the piece.

In addition, PBH electronically distributed it to 17,000+ health professionals, PBH processors, potential new processors, other processor trade associations, as well as Feeding America. It has been posted on PBHFoundation.org in several locations.

- **NuVal:** PBH organized a conference call with NuVal for the All Forms Task Force to understand their ranking system. In part, processed fruits & vegetables are lacking data on flavonoids and carotenoids which could potentially improve their scores. NuVal is working on estimates as to how much difference flavonoid and carotenoid data would affect NuVal scores on processed fruits/vegetables, assuming 0, 25%, 50%, 75% losses. This would help decide if it's worth conducting analysis to populate a database with this information. We have two follow-up conference calls to be scheduled later in the summer:
 - ❖ To hear/discuss the impact that flavonoid/carotenoid data will have on scores (which seem to impact canned items primarily), and
 - ❖ To talk with juice marketers about industry preferences regarding flavonoid data
- **Research:** As noted in 1.1, our annual research was summarized by 'form' and distributed to the industry with suggestions on how donors could use the information in marketing and outreach efforts.
- **Recipes:** PBH is currently collecting 'all forms' recipes to further populate our recipe database.
- **Role Models/Champions:** A new set of criteria for school foodservice workers to become role models/champions is in process, to be ready for sharing at the School Nutrition Association's July meeting. Reference to 'all forms' is part of the criteria. PBH will also edit the current health professional role model requirements to incorporate more 'all forms' language.

1st Quarter Results: Staff has worked in these areas in support of federal nutrition policies:

- **Farm Bill:** PBH was invited to meet with the BiPartisan Policy Center about PBH's priorities in the next Farm Bill. The Center was not familiar with the 2010 National Action Plan Report Card that PBH developed with assistance from the National Fruit & Vegetable Alliance outlining metrics to date. They've found this very useful and have asked several follow-up questions since then. Farm Bill discussions continue.
- **Food Deserts:** PBH attended a viewing hosted by USDA of the documentary film *The Apple Pushers* highlighting an urban initiative in New York City using street vending as a way to increase fresh produce in the city's food deserts. PBH invited the Philadelphia Wholesale Produce Market, the Maryland Food Center Authority, and the National Association of Perishable Agriculture Receivers to join us at the meeting as a way for them to learn from New York City activities. Regional produce markets are in a unique position to help provide F/V to food deserts in our nation's largest cities. The Philadelphia Wholesale Produce Market held a launch event April 17 to expand efforts in Philadelphia.
- **All Forms:** PBH started an All Forms Task Force in late 2011 to continue to work through further dissemination of this component of the Dietary Guidelines, core federal nutrition policy. Activities in Q1 included:
 - **All Forms 'Icon' Development:** An icon to further convey the all forms message has been developed for use on FruitsAndVeggiesMoreMatters.org. This will be used throughout this year and into 2013 as the website "platform" is upgraded.
 - **All Forms Influencer Brochure:** The first draft of a health influencer brochure to overcome some of the misperceptions about canned, frozen, dried, 100% juice, and even fresh fruits/vegetables was developed in Q1. This should be completed in Q2 for use at trade shows (by PBH and industry members), on PBH websites, and in social media efforts.
 - **NuVal:** There are some flaws regarding F/V in NuVal, a supermarket food/nutrition rating system. (e.g. NuVal's current rating system ranks cookies and brownies higher than canned peaches in light syrup.) PBH has expressed our concern with NuVal and will continue to do so. PBH has also suggested to supermarket RD's familiar with the system that they should encourage NuVal, at the very least, to give more credit to products that contain a full serving of F/V.
- **USDA MyPlate Efforts:** PBH is one of 83 USDA Strategic Partners. PBH has developed 30 'real-food' plates (25 in 2011 and 5 to date in 2012) demonstrating what 'half your plate' looks like. PBH continues to

provide weekly \$100 grocery gift cards to those participating in our Facebook MyPlate Makeover Challenge. PBH has also this year taken the lead in measuring USDA Strategic Partner efforts in support of MyPlate, specifically regarding the ‘half your plate’ message. USDA cannot conduct survey’s without a great deal of ‘clearance’ procedures, so PBH developed and championed a survey of USDA strategic partners to measure use of the ‘half your plate’ message. We’ve provided results to USDA, which for the year 2011 included:

- 2.633 billion half plate impressions (Meltwater)
- 6.5 million “influencers” reached by partners (Survey Monkey, PBH survey of USDA strategic partners)
- 65 million consumers reached by partners (Survey Monkey, PBH survey of USDA strategic partners)
- As part of PBH’s 2012 annual Mom & Primary Shopper Survey, we found:
 - ❖ 32% MyPlate awareness among consumers
 - ❖ Consumers became familiar with MyPlate through TV (37%) and the Internet (31%)
 - ❖ 85% of consumers believe half or more of their plate should be FV

3.1: Secure funding (sponsors) for market research grant program (program to begin in 2013).

1st – 4th Quarter Results: The Executive Committee discussed in 1st Quarter the need to focus staff time on seeking more board level donors rather than this particular research grant program. This program is postponed indefinitely.

3.2: Conduct one literature review and submit for peer review publication.

2nd Quarter Results: The review of the scientific literature: *Behavioral Economics and the Psychology of Fruit & Vegetable Consumption: A Scientific Overview, 2012* was turned down for publication and submitted to a different journal in June, 2012.

Cynthia Thomson, the author of one of our 2011 literature reviews, published *A Systematic Review of Behavioral Interventions to Promote Intake of Fruit and Vegetables* in the Journal of the American Dietetic Association. She has been selected as one of two winners of the 2011 Huddleson Award for her manuscript. This prestigious award honors a registered dietitian who was the lead author of a peer-reviewed article that made an important contribution to the dietetics profession and was published in the Journal during the previous calendar year. Dr. Thomson will be recognized at the Academy of Nutrition & Dietetics meeting this fall as well as in the October 2012 issue of the Journal.

1st Quarter Results: The review of the scientific literature: *Behavioral Economics and the Psychology of Fruit & Vegetable Consumption: A Scientific Overview, 2012* was completed in late 2011 and submitted for peer review. A slightly modified version was developed for the industry and designed and ready to share at the PBH Annual Meeting. The on-line version can be found here:

http://www.pbhfoundation.org/pdfs/about/res/pbh_res/PBH_2012_LitReview.pdf

Goal III: Secure sustainable funding source for PBH.

Objective 1: Expand funding sources to sustain the annual operating budget.

Performance Goals:

1.1: Secure \$1.859 million (excluding campaign contributions) in annual contributions, special events, sponsorships and in-kind donations from the private-sector industry.

2nd Quarter Results: As of June 30, 2012 \$946,893 has been secured; 51% towards annual goal of \$1,859,000.

- **Annual Contributions:** A total of \$521,353 in annual contributions was received by June 30, 2012 for Q2. This is 45% toward annual goal of \$1,150,000. One major donor Chiquita (\$15,000) is still pending. Support was pledged and scheduled to arrive at the end of Q2 but it is late. Our contact is working to secure donation.
 - **Decreases:** Gills Onions to \$1,500 (from \$10,000), Grant Hunt to \$2,000 (from \$5,000), Red Blossom to \$1,000 (from \$5,000), and McDonald's at \$10,000 (down from \$17,500)
 - **Drops:** Giumarra at \$10,000, Carlson Airflow (\$500)
 - **Overdue:** We have a few other donors overdue, but continue to work with them to bring their contribution in before the end of the year.
- **2012 Sponsorships:** A total of \$278,000 in 2012 sponsorship revenue and pledges was received through Q2; 90% toward annual goal of \$310,100.
 - **2012 Program Sponsorship:** A total of \$145,500 in program sponsorships was received in Q2; 80% toward annual goal of \$185,100.
 - **2012 Annual Meeting and Dinner Sponsorships/Revenue:**
 - ❖ A total of \$132,500 in 2012 sponsorships was received in Q1; 106% toward \$125,000 goal.
- **In-kind:** A total of \$62,840 in in-kind donations was received in Q2; 87% toward annual goal of \$72,500.
- **2012 Program Sponsorships:** PBH's 2012 Program Sponsorship opportunities (non-Annual Conference) are currently being supported by 19 organizations. 4 are new sponsors of PBH activities.
 - Bard Valley Medjool Date Growers Association
 - California Asparagus Commission – NEW
 - California Avocado Commission
 - California Strawberry Commission
 - Colorado Potato Administrative Committee
 - Del Monte Fresh
 - Domex Superfresh Growers
 - Egg Nutrition Center
 - H.J. Heinz - NEW
 - JemD Farms
 - Mushroom Council
 - National Mango Board – NEW
 - National Watermelon Promotion Board
 - Pear Bureau Northwest
 - Pennsylvania Apple Marketing Program
 - PepsiCo
 - PMA
 - The United States Sweet Potato Council
 - Vidalia Onion Committee - NEW
- **Conferences and Meetings:** PBH attended the following conferences and meetings as part of our overall effort to increase industry support in Q2:
 - North East Produce Council
 - American Frozen Food Institute Board Meeting
 - California League of Food Processors Board Meeting (Pivonka presented)
 - United Fresh Produce Association
 - The Culinary Institute of America's Second Annual Healthy Flavors, Healthy Kids National Leadership Summit (Pivonka presented)

1st Quarter Results: As of March 31, 2012 **\$585,898** has been secured; **32%** towards annual goal of **\$1,859,000**.

- **Annual Contributions:** A total of \$206,428 in annual contributions was received by March 31, 2012 for Q1. This is 18% toward annual goal of \$1,150,000. One major donor Syngenta (\$30,000) is still pending. Support was pledged and scheduled to arrive at the end of Q1 but it is late. Syngenta has assured PBH the contribution has been approved.
- **2012 Sponsorships:** A total of \$250,500 in 2012 sponsorship revenue was received in Q1; 81% toward annual goal of \$310,500.
 - **2012 Program Sponsorship:** A total of \$118,000 in program sponsorships was received in Q1; 64% toward annual goal of \$250,500.
 - **2012 Annual Meeting and Dinner Sponsorships/Revenue:**
 - ❖ A total of \$132,500 in 2012 sponsorships was received in Q1. This is 106% toward annual goal of \$125,000.
 - ❖ A total of \$84,700 in ticket/table revenue was received. This is 64% toward goal of \$132,000.
 - ❖ A total of \$5,745 auction/casino revenue was received. This is 38% toward goal of \$15,000.
- **In-kind:** A total of \$44,270 in in-kind donations was received in Q1; 61% toward annual goal of \$72,500.
- **2012 Donor Benefits:** PBH added a series of new donor benefits in 2012. Many of these are designed to help donors engage in social media outreach through PBH's consumer website, Facebook and Twitter pages. The new benefits include:
 - About the Buzz article on topic of choice
 - Streaming video recognition
 - One Twitter "tweet", 1 Facebook post and 1 Google+ post following PBH's Social Media guidelines
 - One Facebook poll question post
 - Hotlink to consumer Web site from the partners section of FruitsAndVeggiesMoreMatters.org
 - Access to online toolkits developed for retailers, growers/shipper/processors, employers and consumers
- **Conferences and Meetings:** PBH attended the following conferences and meetings in Q1:
 - PMA Leadership Symposium
 - ASTA Vegetable & Flower Seed Conference (Pivonka presented)
 - National Grocers Association (exhibited)
 - Oldways Supermarket RD Symposium (Pivonka presented)
 - Southeast Produce Council's Southern Exposure
 - Chartwells Child Nutrition Advisory Council
 - FMI Health and Wellness Conference (Pivonka presented; exhibited; had business exchange table)

1.2: Increase the number of individuals attending any of the PBH annual meeting activities for a total of 522 (4% increase).

1st - 4th Quarter Results: A total of 510 individuals attended any one of the annual meeting activities; a 1.2% increase from 2011. The total number of attendees, omitting duplicates, increased slightly to 408 (399 in 2011).

1.3 Identify new revenue sources for PBH and begin to implement plan to secure funding

1st-2nd Quarter Results: PBH worked with the Executive Committee in Q1 to identify a funding plan and began aggressively working to implement this plan in Q2, with a goal of \$150,000 in new or increased contributions overall for this year. By 2Q PBH has secured a total of \$120,875 in new and increased donations; 81% toward goal.

In addition to the regular PBH prospect appeals, there are two specific program efforts underway as part of the funding plan to secure new revenue sources: Board Level Outreach and Increasing Minimum Donations to \$1,500.

- **Board Level Outreach** – In early March of 2012, the PBH Executive Committee targeted a goal of 100 board-level annual donors by 2015, representing 38 new board members in addition to the 62 at start of 2012. To maintain this goal, we need roughly 12 new board-level donors each year. The Executive Committee is working with a list of approximately 100 organizations and the PBH development team is working with a list of approximately 200 organizations identified as capable of giving a \$10,000 contribution or higher in combined annual support. By 2Q, 5 new board level donors were secured, with a pledge for this amount from 3 others.
 - Boise Cascade – Pledged – 2Q
 - California Strawberry Commission – Increased annual support – 1Q
 - DGWB – Pledged – 2Q
 - Four Seasons Produce – New – 2Q
 - The Morning Star Company – New – 2Q
 - Paramount Agricultural Companies – New – 2Q
 - Silgan Containers – New – 1Q
 - Western Growers – Pledged – 1Q (finished commitment to Children’s Campaign which concluded in 2011; switched to Annual Support)

Additional outreach by the Executive Committee has confirmed increases or new contributions from the following organizations:

- Ball Corporation – 2Q
 - Gibraltar Associates – 2Q
 - JSI Store Fixtures – 2Q
 - Keyes Packaging – 2Q
 - North Bay Produce – 2Q
 - Oneonta – 2Q
 - Yakima Fresh – 2Q
- **Increasing Minimum Donations to \$1,500** – In 2Q PBH began asking organizations to move from a minimum level donation of \$1,000 to \$1,500 in order to gain access to the Fruits & Veggies—More Matters license. It has been 7 years since this minimum level of contribution to use the brand logo was increased from \$500 to \$1,000. A roll out with notification going to all \$1,000 donors took place in April 2012, letting them know that this increase will go into effect beginning July1, 2012. 2Q results show a total of 16 donors increasing support for a total of \$8,000 or 23% toward a goal of \$35,000.
 - Agrow Fresh Produce Company – 2Q
 - Andrews Brothers, Inc. – 2Q
 - Apio, Inc. – 2Q
 - Black Gold Farms, Inc. – 2Q
 - Datepac, LLC – 2Q
 - Great Lakes International Trading–2Q
 - HMC Farms – 2Q
 - Los Angeles Salad Company – 2Q
 - Morita Produce Company & Nuthouse – 2Q
 - North Bay Produce, Inc. – 2Q
 - PA Apple Marketing Program – 2Q
 - Rigby Produce, Inc. – 2Q
 - Ruiz Sales, Inc. – 2Q
 - Spokane Produce, Inc. – 2Q
 - Valley Fig Growers – 2Q
 - Yucatan Foods – 2Q
- **Overall New Donor Revenue.** Of the \$120,875 new donor revenue secured by 2Q, the breakdown is:

20 organizations made annual support donations to PBH through Q2 for a total of \$100,375 in *new* donations for 2012, averaging \$5,018 per new contribution. They include:

 - Amigo Farms – 1Q
 - CA Grape & Tree Fruit League – 1Q
 - Four Seasons Produce – 2Q
 - Fresh Produce Association of the Americas – 2Q
 - Front Row Produce – 1Q
 - J-M Farms – 1Q
 - Mike Benben – 1Q
 - The Morning Star Company – 2Q
 - Ouhlala Gourmet Corp. – 2Q
 - Piggly Wiggly Alabama Distributing Co. – 1Q
 - Paramount Agricultural Companies – 2Q
 - Sbrocco International, Inc. – 2Q
 - Seeds by Design – 1Q
 - Silgan Containers – 1Q
 - Stapleton-Spence Packing Co.– 2Q

- Sun Belle, Inc. – 2Q
- The US Sweet Potato Council – 1Q
- Vacaville Fruit Company, Inc. – 2Q
- Village Farms – 1Q
- Wild Blueberry Assn of NA – 1Q

In addition to the new donors listed above, 3 organizations increased their contribution to PBH:

- California Strawberry Commission - \$9,000 becoming a board level donor – 1Q
- Enza Zaden - \$1,500 becoming a \$2,500 donor – 1Q
- Heartland Produce - \$1,000 becoming a \$3,000 donor – 2Q

Objective 2: Expand revenue sources through catalog sales.

Performance Goals:

2.1 Secure \$1.3M in gross catalog sales.

2nd Quarter Results: Through June 30, 2012, catalog sales are \$500,588; 39% towards goal.

- At the time this report was prepared (early July), catalog sales are 50% towards goal. In June, we received notification that a large quote was approved and a purchase order would follow. It was received in early July. Additionally, we were able to process orders of salad bar nutrition education and promotion materials in support of a grant received earlier in 2012 from the Monsanto Foundation. Both of these orders, in addition to YTD sales for July, pushed sales to 50% of goal.
- Production of the 2013 print catalog began in Q2, as well as the identification of a few new products. Through advances in tracking, reporting and analyzing of sales information, we were able to identify our products have a life cycle of 18-24 months from the time they are introduced. Many products have been in inventory, and included in the print and online catalog, well beyond this cycle. To align our catalog offerings with the life cycle of a product, and to keep the catalog products relevant and of interest to our customers, the following initiatives were identified in Q2:
 - Continue to keep ‘best sellers’ in the catalog, but monitor sales.
 - For items with a life cycle well past 18-24 months that are not a best seller, do not re-order once current inventory is sold.
 - As resources allow, create new products and update some existing product types (i.e., brochures).

The above initiatives will also result in a shorter print catalog, in terms of total pages, and will cost less overall to print and mail.

The new products in production for the 2013 catalog include:

- An Activity Book featuring our Fruit & Veggie Champions with a focus on all forms of fruits and vegetables. The activities will be a mix of math problems, word searches, crossword puzzles, and other fun, but educational puzzles.
- A ‘Fruit & Vegetable Around the World’ poster to show the different fruits and vegetables primarily eaten in different countries. It will also be a great way to introduce new fruit and vegetables to consumers.
- MyPlate Recipe Book – update to add an additional 15 recipes and color photos.
- New Flyers (Frisbees®) made of Nylon instead of plastic. Many health professionals and educators order the flyers, but we have been offering the same kind for several years. The Nylon Flyer is foldable and comes in a little pouch for easy storage, and flies far!
- New fruits and vegetables for the Tattoo strips, and we will offer a total of 8 different tattoos per sheet (we currently offer 6/sheet).
- A new acrylic cup with a sealable lid and straw featuring the Fruits & Veggies—More Matters logo and images of different fruit and vegetables. The acrylic cups have recently become popular so there is a current demand.
- New fruit and vegetable stress balls.

- The new catalog website continues to perform very well. It is estimated that 85-90% of all online orders are from new customers! A variety of Google Ads were created in Q2, and a Facebook page for the Catalog was also created. Other notable initiatives are noted below.
 - Various social media ‘share’ buttons were added to each page of the site:
 - ❖ An enhanced link to Facebook – the link is copy outlining the type of information found on the page.
 - ❖ A button for Kaboodle, an online shopping site.
 - ❖ A button for StumbleUpon, search engine.
 - ❖ A button for Twitter
 - ❖ A Pinterest button
 - ❖ And a button for Tumblr (micro-blog and social media site)
 - At the end of Q2, two boards related to catalog products were created on the Pinterest account for Fruits & Veggies—More Matters as a cross-promotion tool.
 - Product titles and descriptions were tweaked throughout Q2 to make them more consumer-friendly and applicable. While not yet quantified, we have seen an uptick in sales whenever these changes have been made. Approximately 25% of the products have been ‘tweaked’ through the end of Q2.
 - Different products each month are featured through Facebook and Twitter as a way to reach new audiences. Additionally on the website different products are featured each month in the ‘Hot Deals’ and ‘Products of the Month’ sections.
 - A new section was added in Q2 to feature the Fruit & Veggie Champions, and the products they are on as a way to draw in more consumers.
 - Q2 saw a few changes to the list of Top 10 viewed and purchased products compared to Q1, but the changes directly tie to products that were featured throughout Q2. All of the top 10 *viewed* products were in the top 20 *sold* products for Q1 with the exception of the Beach Ball Game and Color Variety & Tasty Learning Kit.
 - ❖ MyPlate Recipe Book
 - ❖ MyPlate Wheel
 - ❖ MyPlate Reference Card
 - ❖ MyPlate Song CD
 - ❖ Produce Wheel
 - ❖ Cool Fuel Kids Cookbook
 - ❖ Produce Identification Poster
 - ❖ Beach Ball Game
 - ❖ Half the Plate with Fruit & Veggies Poster
 - ❖ Color Variety & Tasty Learning Kit
 - The total visits to www.PBHCatalog.org for Q2 more than tripled from Q1 and equaled 10,804, due to the implementation of Google Ads, showing up in more search engines, and returning customers. The top 10 referring sites are:
 - ❖ USDA
 - ❖ Google (moved up from the 5th spot in Q1)
 - ❖ FruitsAndVeggiesMoreMatters.org
 - ❖ Ask.com
 - ❖ Twitter
 - ❖ Shopzilla
 - ❖ eHow.com
 - ❖ Info.com
 - ❖ Reference.com
 - ❖ Spanishdiet.com

- The team did not participate in any tradeshows during Q2, but are scheduled for two in October – AND (Academy of Nutrition Dietetics, formerly American Dietetic Association) and National Corporate Wellness Conference.

1st Quarter Results: Sales as of March 31, 2012 are \$292,485; 22% towards goal.

- Catalog sales are currently on-track to achieve the annual sales goal of 1.3M. Goal was exceeded in February by 128% (the monthly goal was \$85,000 and total sales were \$193,085). A purchase order for a large order quoted in December 2011 was received in February contributing to the monthly total.
- The 2012 catalog was mailed early January to 107,000 educators, health professionals and health/fitness focused organizations and individuals. Hospitals and corporate wellness groups were included this year to support the outreach efforts to new customer groups.
- Press releases regarding the 2012 catalog and new products were sent to trade, educator and health professional publications in January.
- The new catalog website performed very well in Q1. With the new site and features, we are now able to market directly to the consumer – something we were unable to do previously. Q1 was spent researching direct marketing options (Facebook ads, Google Ads, etc.), setting up tracking systems (Google Analytics, Hootsuite) and working to optimize the site for search engines. E-marketing will begin in Q2 targeting consumers directly. Promotions and featured items to targeted customer groups in progress include:
 - Monthly featured products began in January and were promoted via social media (Facebook and Twitter) and through the catalog sales teams.
 - The top 10 viewed products for Q1 are supportive of our new MyPlate materials and best sellers. All of the top 10 *viewed* products were in the top 20 *sold* products for Q1, and 4 of the top 10 viewed were in the top 10 sold (Produce Wheel, MyPlate Wheel, MyPlate Recipe Book and Cool Fuel Kids Cookbook).
 - ❖ MyPlate Recipe Book
 - ❖ MyPlate Wheel
 - ❖ MyPlate Quick Reference Card
 - ❖ Half the plate Poster
 - ❖ Produce Wheel
 - ❖ Cool Fuel Kids Cookbook
 - ❖ Get More...Because More Matters Guide
 - ❖ Bingo Game
 - ❖ MyPlate Song CD
 - ❖ Produce Identification Poster
 - The total visits to PBHCatalog.org for Q1 equaled 2,349. This is the first time we've been able to track this type of data. The top 10 referring sites are:
 - ❖ USDA
 - ❖ FruitsAndVeggiesMoreMatters.org
 - ❖ Twitter
 - ❖ AWC Employee Benefit Trust (Association of Washington Cities)
 - ❖ Google
 - ❖ Dept. of Health, Northwest Michigan
 - ❖ Yahoo!
 - ❖ Constant Contact (marketing email)
 - ❖ Bing
 - ❖ AOL
- Participated in one tradeshow during Q1, Cornell University Conference for WIC, Head Start, and Extension professionals. Three tradeshows are scheduled for Q2.

2.2 Achieve a 11% profit from catalog sales.

1st – 3rd Quarter Results: Profitability varies considerably month by month depending on catalog printing/mailling; exhibiting, larger sales in some months, etc. This is an annual metric and results will be shared at the end of the year.

2.3: Maintain average monthly inventory at \$550,000 or less (-1%).

2nd Quarter Results: Average monthly inventory through June 30, 2012 is \$603,313.

- While not yet at goal, the average monthly inventory continues to trend in the correct direction.
- Discontinued items continue to be marketed, mainly through the online catalog, Google ads, and social media. A total of \$15,232 has been sold through the end of Q2; approximately half of the remaining discontinued inventory.

1st Quarter Results: Average monthly inventory is \$620,901.

- The overage in average monthly inventory is due to inventory for the new catalog items – it is cheaper to order slightly larger quantities to earn a significant price break. Additionally, Aero discovered approximately 1,000 brochures and 300 aprons that were ordered and received in during Q4 2011, but never counted in their on-site inventory. This inventory was added in Q1.
- All discontinued items are being marketed to eliminate inventory. A total of \$9,532 was sold in Q1. The total inventory cost for all remaining stock of discontinued items equals \$31,390.