PRODUCE FOR BETTER HEALTH FOUNDATION

State of the Produce for Better Health Foundation

April 18, 2008

PRODUCE FOR BETTER HEALTH FOUNDATION

Where We've Come From

PBH
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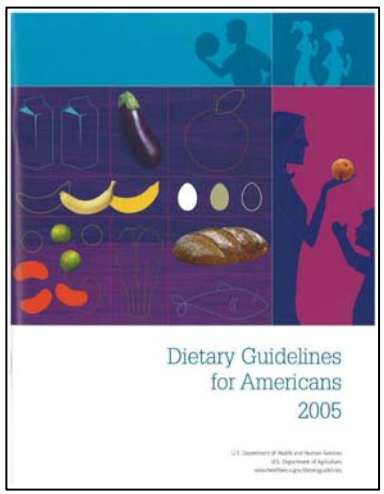
2005 Priorities…

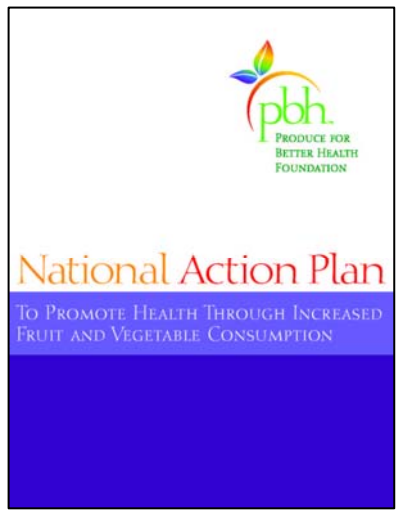
Dietary Guidelines

New Brand Identity (Development)

fruits & veggies more matters™

National Action Plan





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2006 Priorities…

Fruits & Veggies—More Matters (Planning & Retooling)

Dietary Guidelines

Gen X Moms

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2007 Priorities…

Fruits & Veggies—More Matters
(Launch & Monitoring)

Dietary Guidelines

Gen X Moms

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Planning Process

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Business Planning Cycle

3rd-4th Q	1st Q (Feb)	2nd Q (April)	3rd Q	4th Q (Oct)
Board Interviews	Strategic Planning Mtg Comprehensive 3-Year Review	Board Reviews & Approves Strategic Plan	Committees & Staff Develop Business Plan	Executive Committee Approves Business Plan
Quarterly Updates of Current Year Business Plan to Executive Committee				

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2007 Board Interview Summary

- PBH offers similar relevancy over time:
  - Unified Marketing Message
  - Networking Opportunity
  - Credibility/Research
- Streamlined effort/focus is respected
- PBH Challenges:
  - Funding/Showing ROI
  - Keeping Unity/Traction Behind Brand
  - Food Safety Diverts Attention Away

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2008-2010 Strategic Plan

Mission Statement

- To lead people to eat more fruit and vegetables because it matters for their better health.

PBH's Role in Accomplishing Mission

- To cultivate all partners, industry, consumer influencers, and thought leaders as advocates for Fruits & Veggies—More Matters.

PBH's One Main Thing

- Change behavior through moms.

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Change Behavior Through Moms

1. Implement comprehensive Fruits & Veggies—More Matters marketing, communications, and Education effort targeted to moms (Message)

2. Secure sustainable funding source for PBH (Sustainability)

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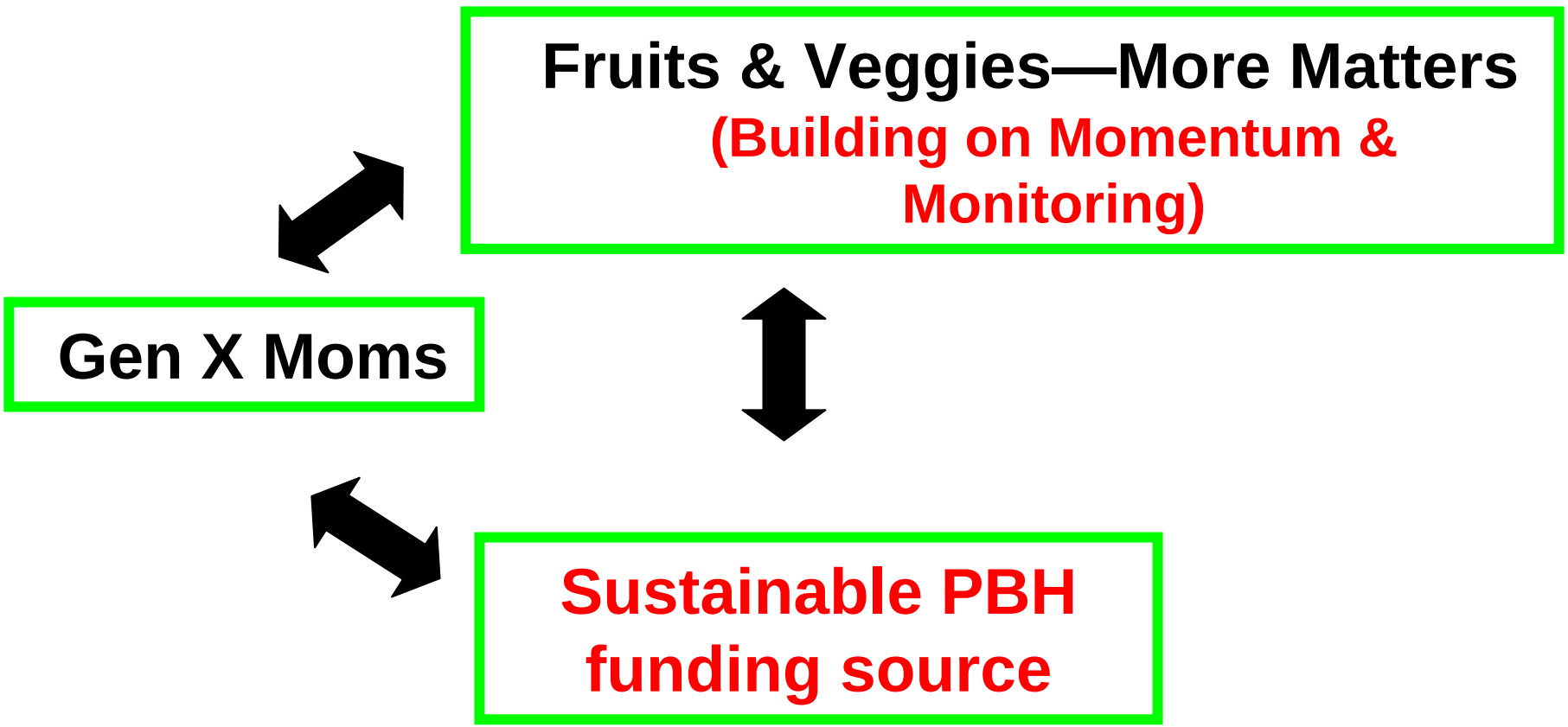
2008 PBH Priorities…



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2009 PBH Priorities…

Fruits & Veggies—More Matters
(Building on Momentum & Monitoring)

National Action Plan Review

Gen X Moms

Sustainable PBH funding source

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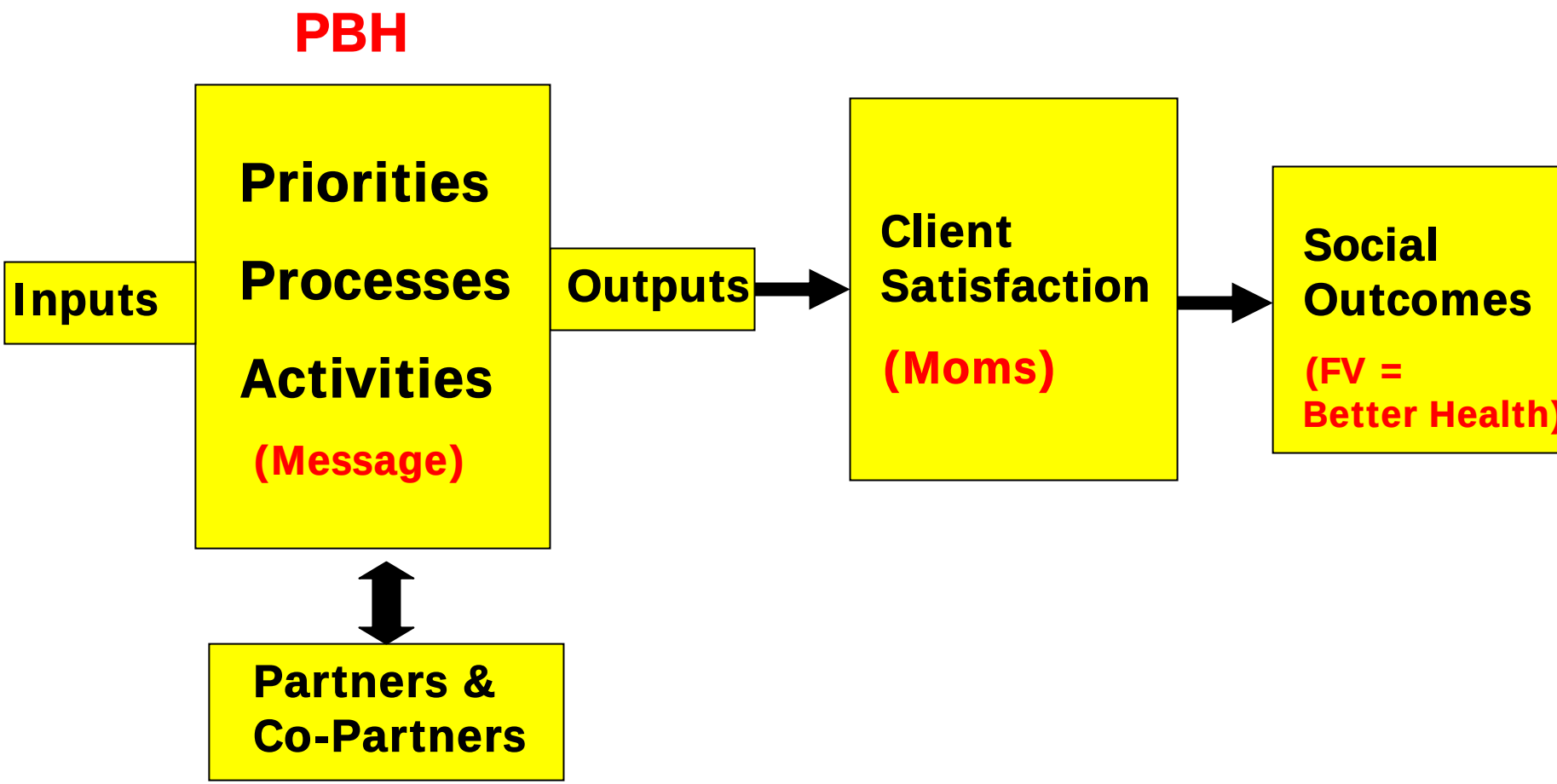
Non-Profit Value Chain



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Current Inputs

- 2007 Sources of PBH Income:
  - 51% Annual Giving
  - 18% Net Catalog Sales
  - 15% In-Kind
  - 12% Sponsorships
  - 2% Net Special Events
  - 1% Interest/Dividends
  - 1% Grants

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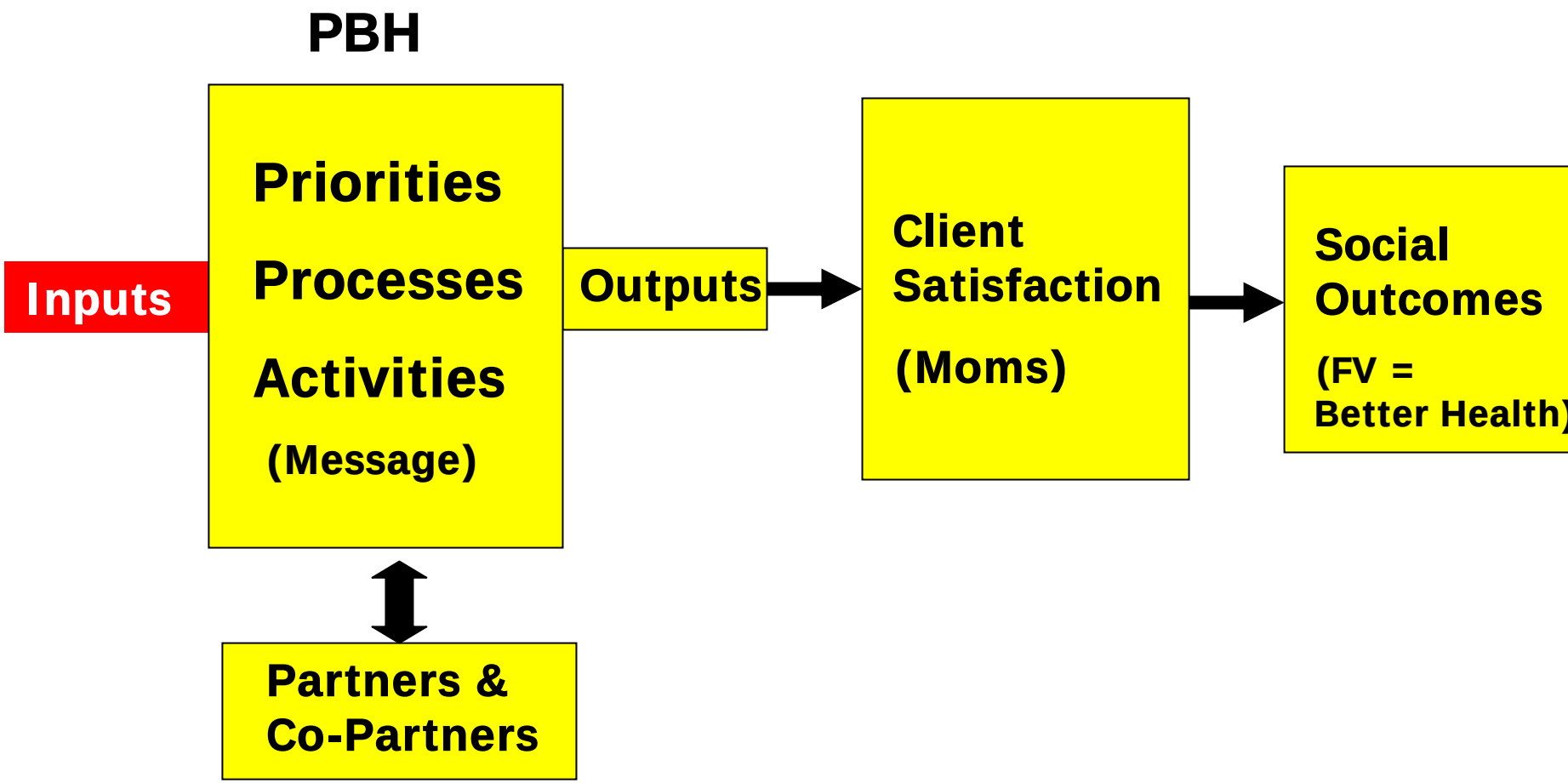
Non-Profit Value Chain



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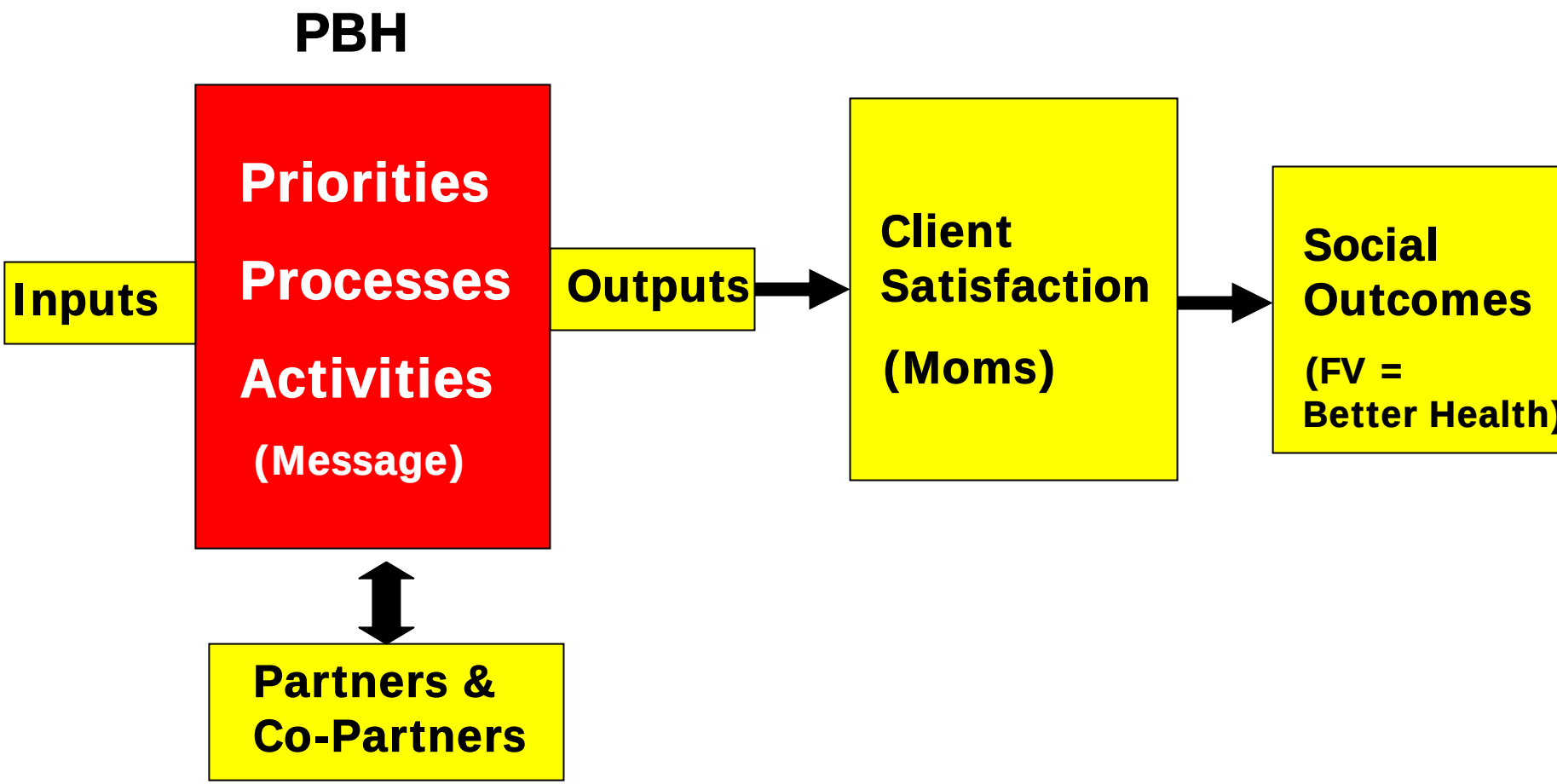
Non-Profit Value Chain



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The Message (Activities)

Reach Gen X moms (and her family)

- … direct via the internet
- … through retail support
- … through grower/shipper/processor support
- … through state/nat'l public health support
- … through educators & health professionals
- … through the media

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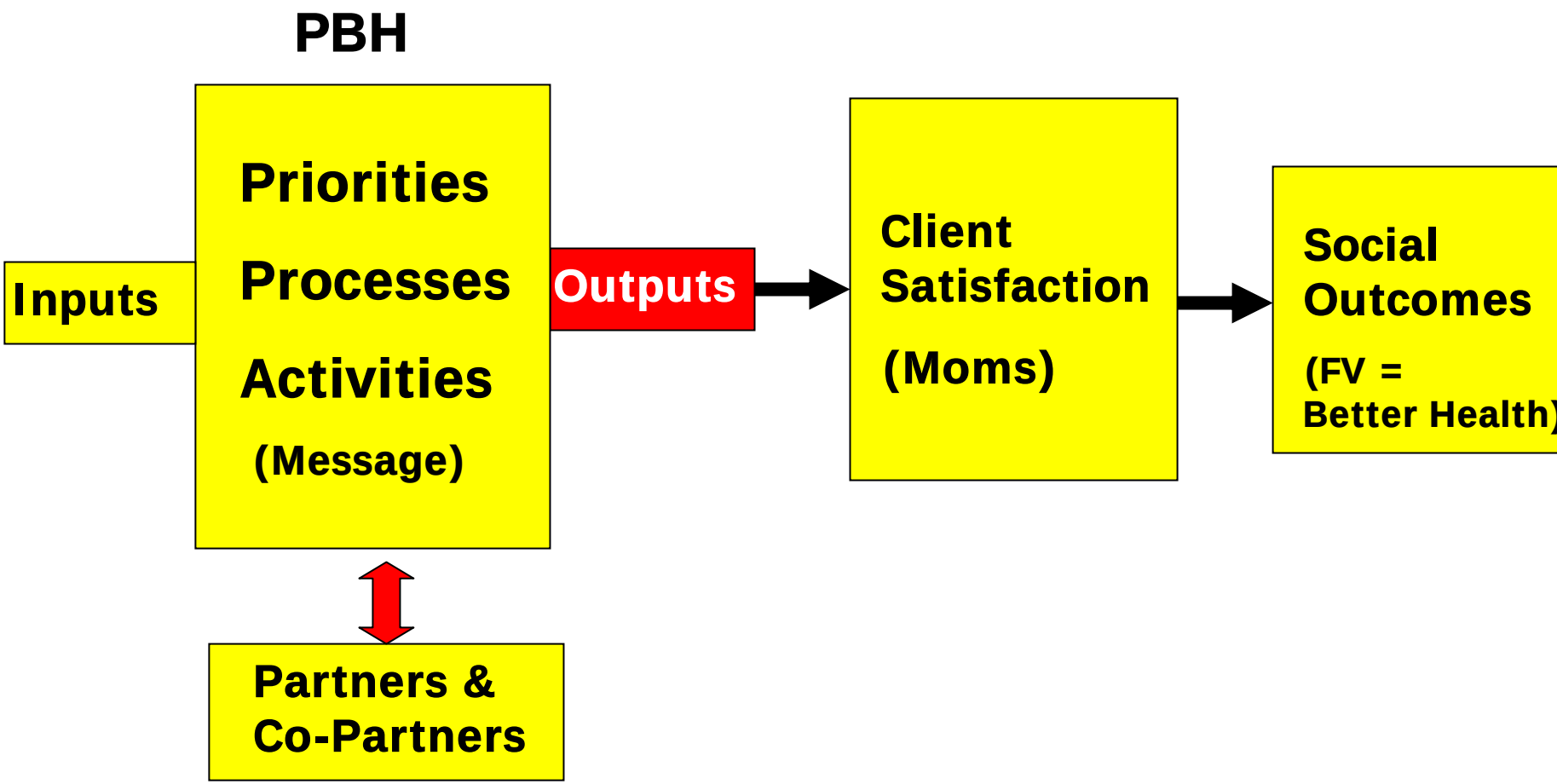
Non-Profit Value Chain



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PBH Outputs

Reach Gen X moms (and her family)

- … internet (websites, web mktg, newsletter)
- … retailers (licensing, brand tool kits, & NL)
- … suppliers (packaging & brand tool kit)
- … state/nat'l health (licensing & brand asst.)
- … educators & health professionals (catalog)
- … media (press releases, research)

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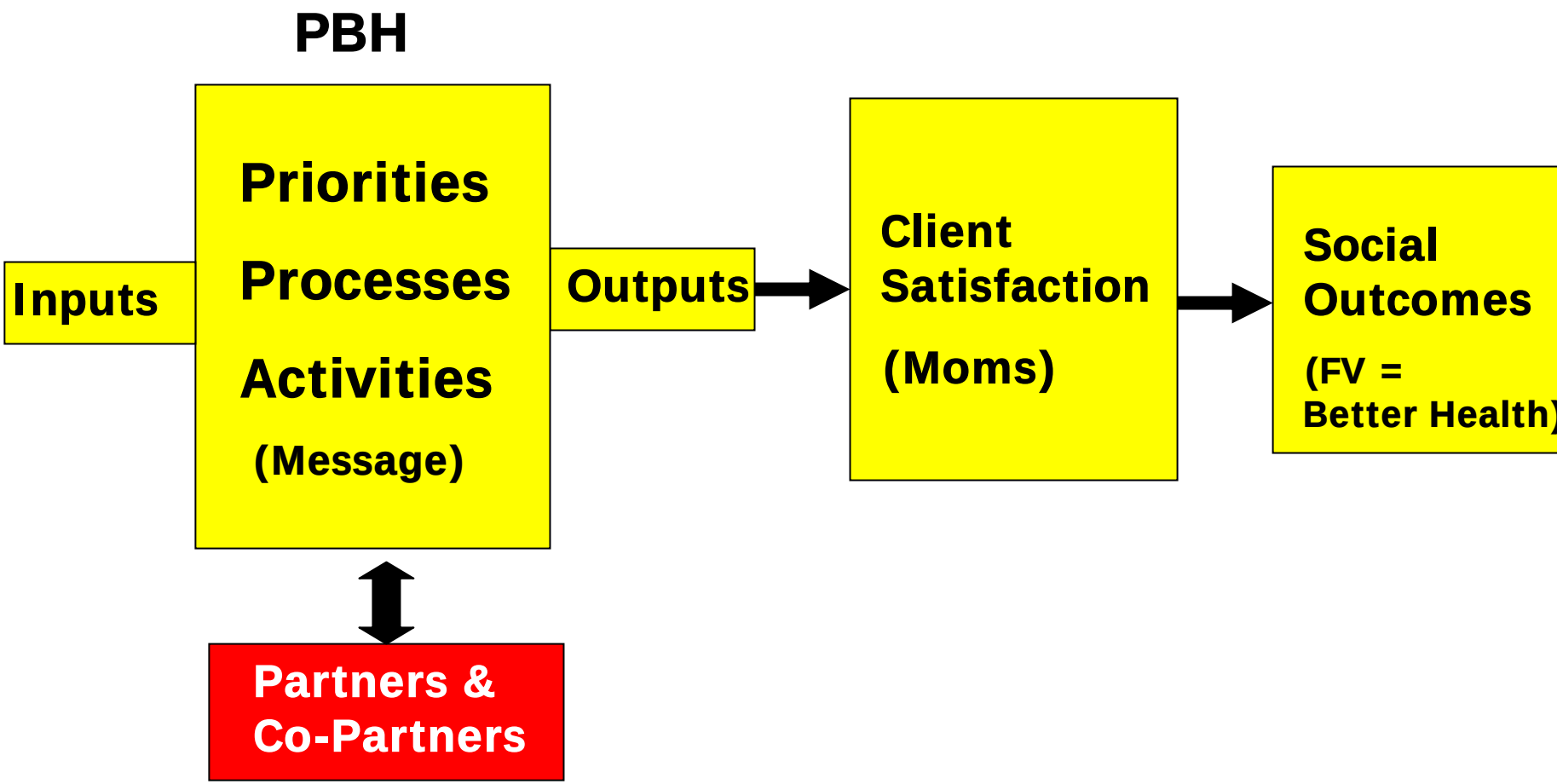
Non-Profit Value Chain



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Partners & Co-Partners

Reach Gen X moms (and her family)

- … internet
- … retailers
- … suppliers
- … state/nat'l health
- … educators & health professionals
- … media

Schnuck Markets – Retail Role Model

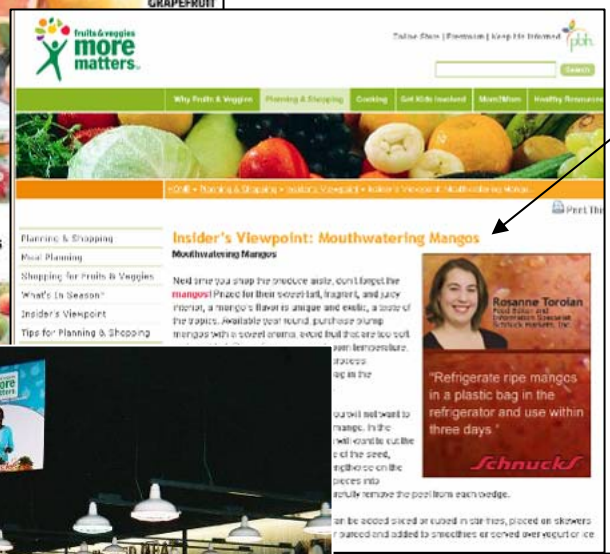
Weekly Ad Support

Participate in PBH activities & website

POS Sign Program

Community outreach

Engaging departments beyond “Produce”



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FoodChamps.org

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Michael Marks

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5 A Day Logo Phase Out

Transition to Fruits & Veggies—More Matters®

Phase out all 5 A Day The Color Way and 5 to 9 A Day Logos by **January 1, 2009**.

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What You Can Do

- Incorporate Fruits & Veggies-More Matters
  - into your communications vehicles to employees and consumers
  - in POS materials, programs, promotions for retailers
  - on other in-store signage and in circulars
  - onto your website, link to fruitsandveggiesmorematters.org
  - in displays in your organization's foyer, employee's lunchroom or conference room highlighting September's observance
- Place Opeds/Letters to Editors by supermarket consumer affairs directors in local newspapers
- Collaborate with State F/V Nutrition Coordinator
- Forward PBH's Keeping Moms Informed e-newsletter to your employees or distribution lists
- Adopt A School(s)

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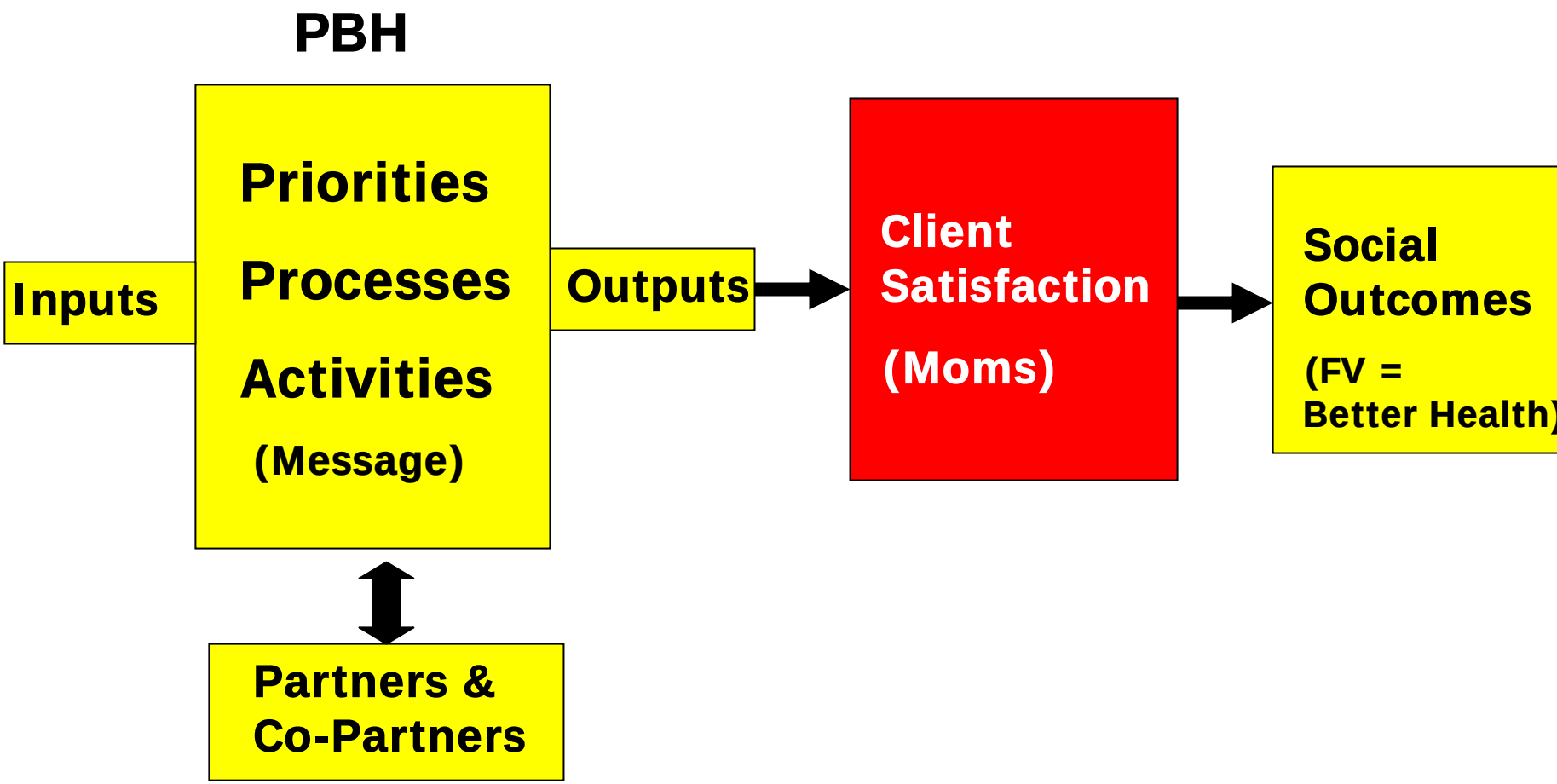
Non-Profit Value Chain



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Client Satisfaction

- Web exit surveys, traffic patterns
- Change in attitude, knowledge, behavior of Gen X moms over time
- Assess Moms who go online for healthy eating information
- Logo familiarity

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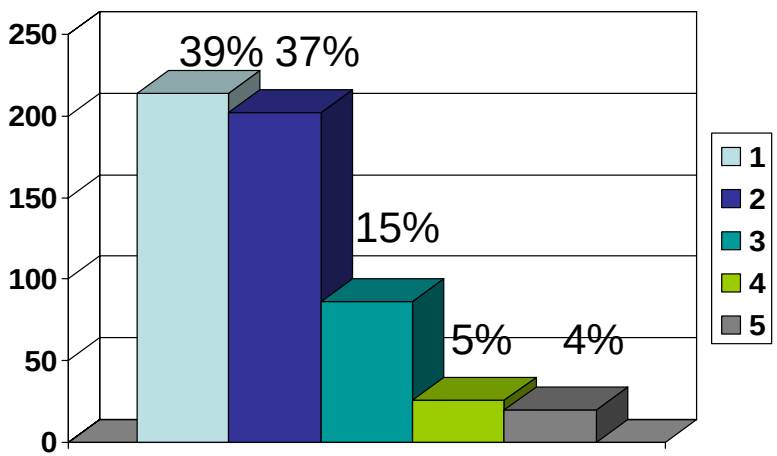
"I found the information that I was looking for."



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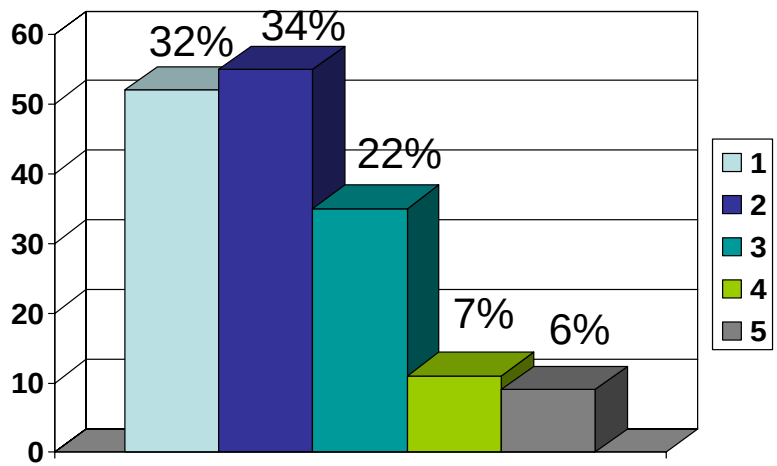

GEN X

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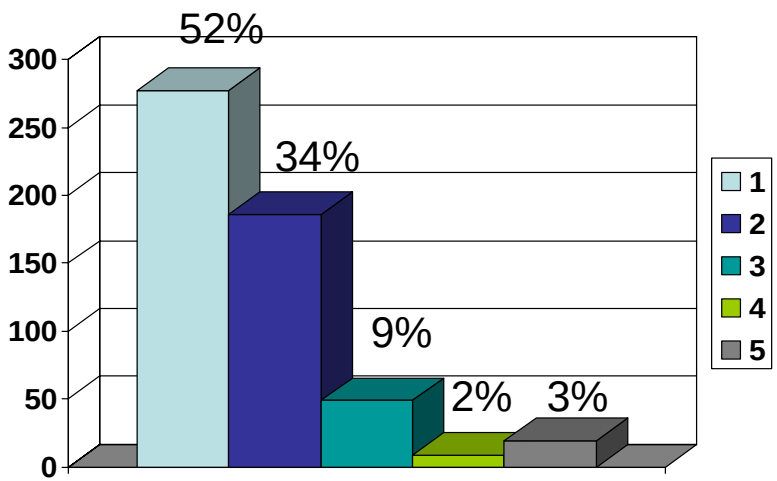
"I intend to use this information."



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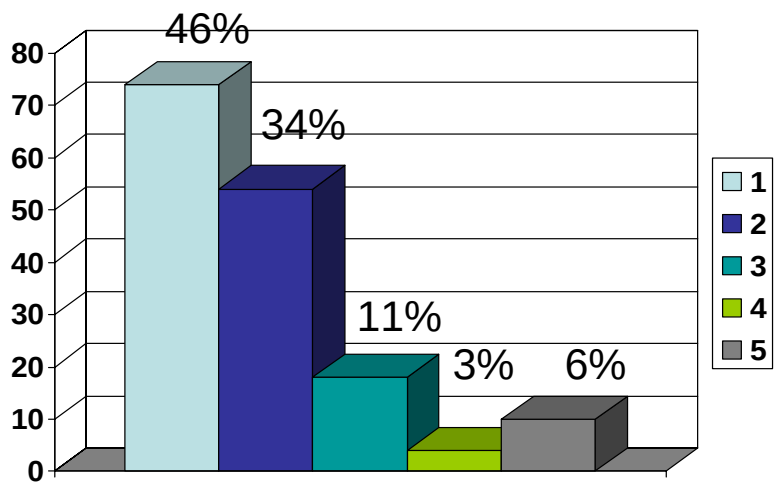

GEN X

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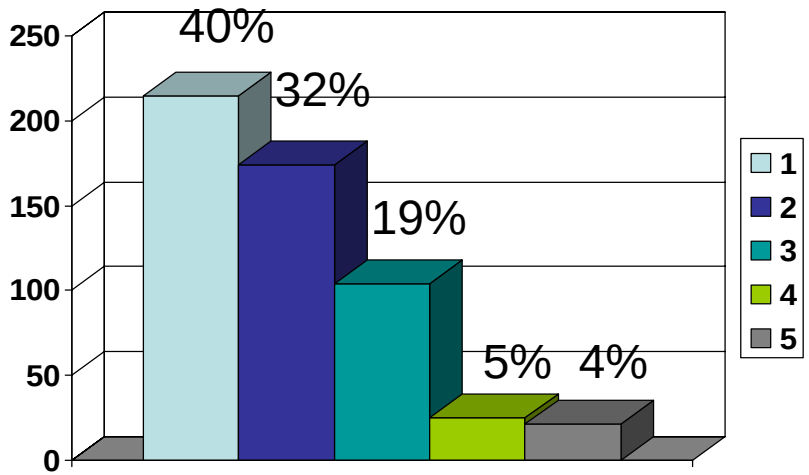
"This site motivates me to increase my family's fruit and vegetable intake."



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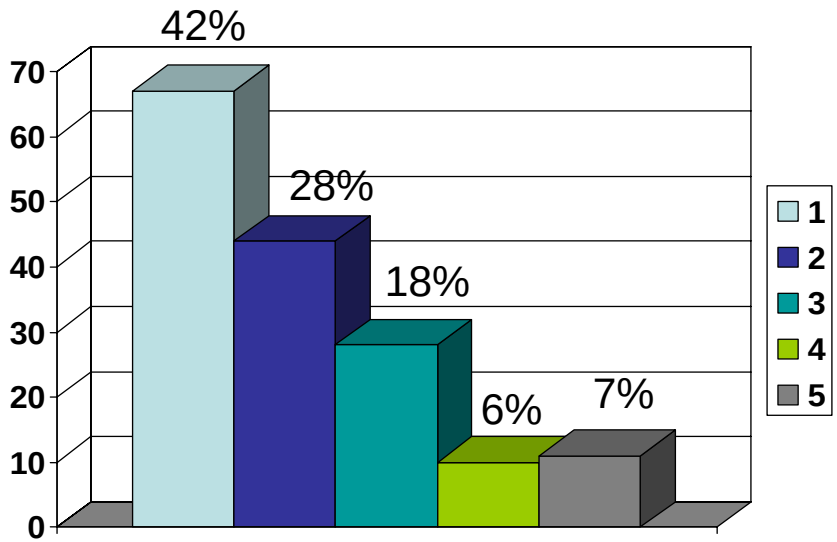

GEN X

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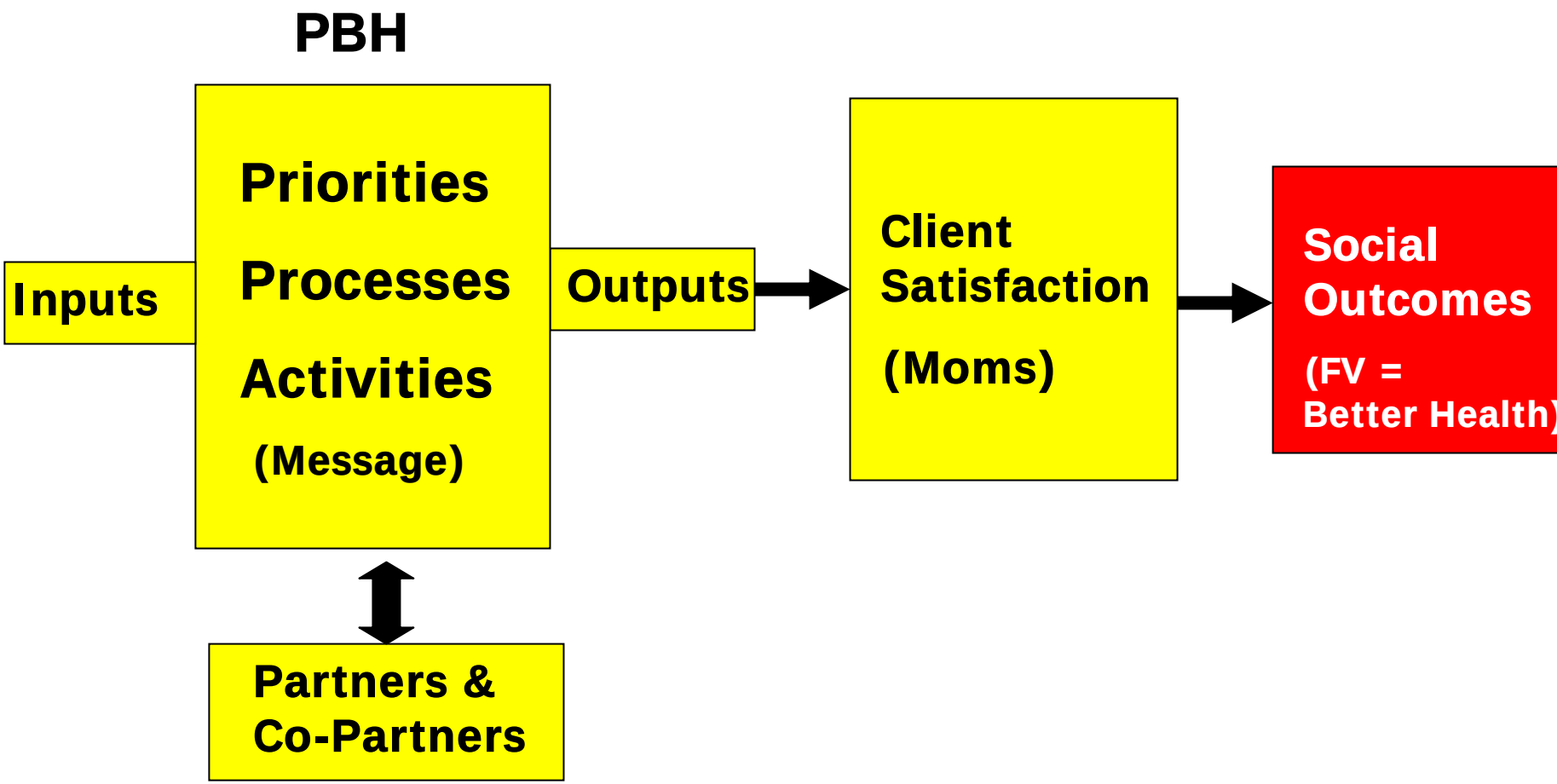
Non-Profit Value Chain



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Social Outcomes

- Change in consumption of f/v in Gen X moms (and her family) vs. the rest of the pop'n over time (3 years)
  - Retail loyalty card data
  - Other annual benchmarks

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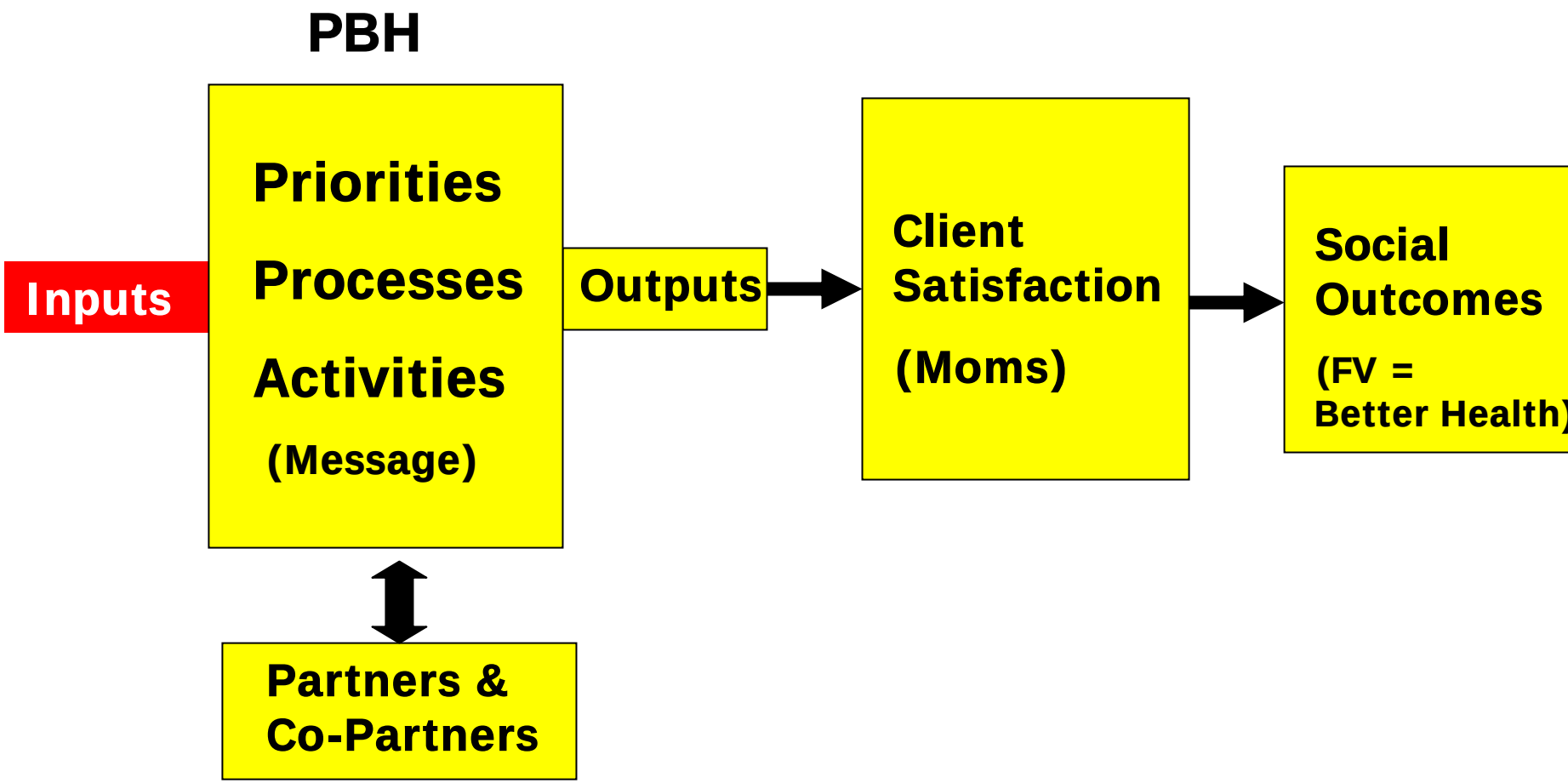
Non-Profit Value Chain



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Inputs (Sustainability)

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Sustainability Task Force

- August 6, 2008
- Reviewed current program revenue
- Reviewed what's been tried & discontinued
- Reviewed what's been considered, but not tried
- Discussed future potential revenue

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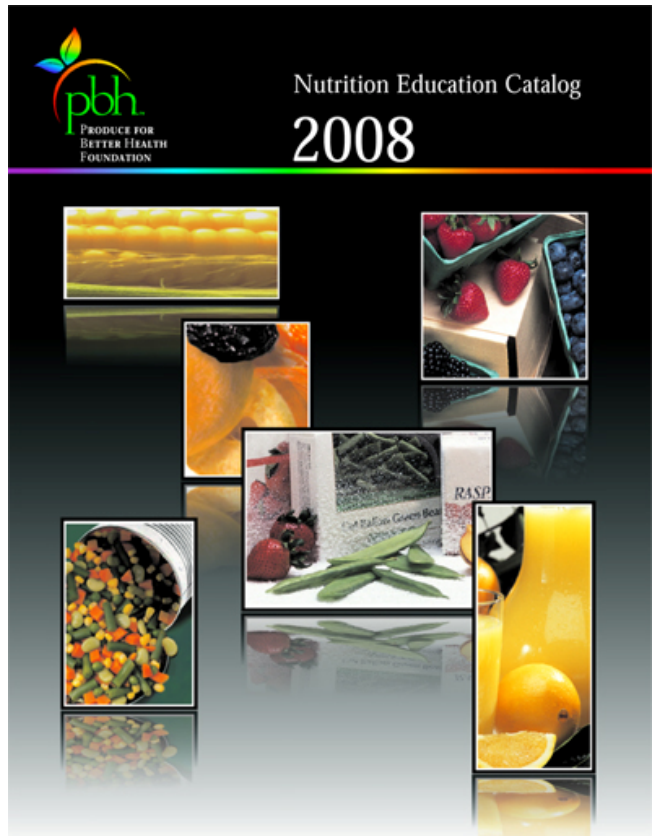
Implement newly identified sustainability funding model

A. <u>2008 Goal:</u> Secure $3.0M in gross catalog sales



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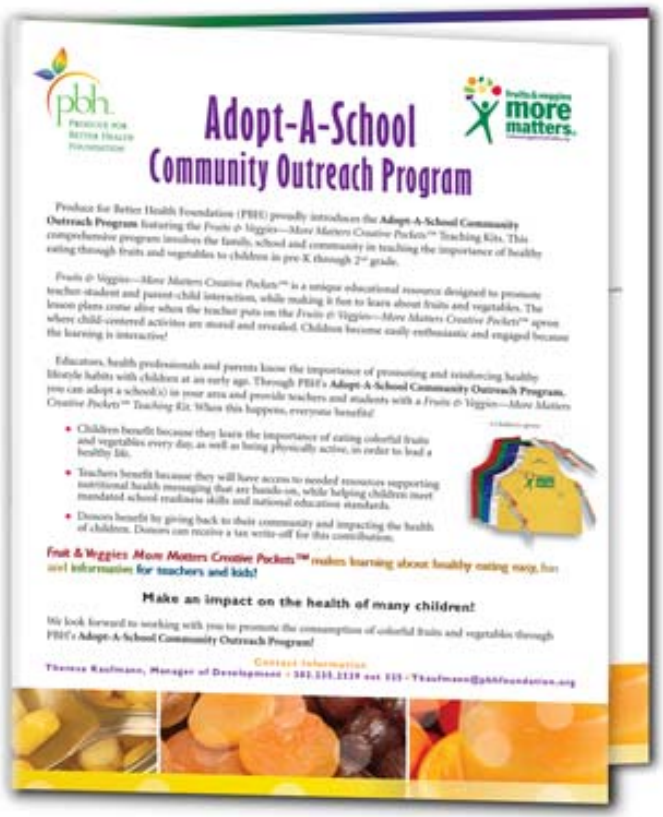
Adopt-A-School Program

Support your local school by donating relevant nutrition education materials



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Implement newly identified sustainability funding model

B. 2008 Goal: Identify avenue to pursue regarding a viable state/federal funding mechanism.

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Impact of Social Marketing

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Verb

- **What:** National integrated, multi-media youth campaign to increase physical activity
- **Budget:** $125 MM- $60 MM ($350 MM total over 2002-2007)
- **Target Audience:**
  - tweens, 9-13 (primary)
  - parents (secondary)
- **Examples:**

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Kids who are physically active are a step ahead when it comes to their health. They feel better about themselves, too. It's easy to get them moving. How about a family fun run? Hey, even walking the dog counts. Get your kids active. Get the whole family to join in. Remember, active means healthy. What could be simpler?

CDC

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Verb

- **What:** National integrated, multi-media youth campaign to increase physical activity
- **Budget:** $125 MM- $60 MM ($350 MM total over 2002-2007)
- **Target Audience:**
  - tweens, 9-13 (primary)
  - parents (secondary)
- **Results:**
  - 70% awareness of campaign in year 1
  - 20% increase in free-time activity among several “at-risk” segments
  - Causal link between activity levels and those aware of campaign and those that were not

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Truth

- **What:** National integrated, multi-media youth smoking prevention campaign
- **Budget:** 100 mm 1st year; 30 MM annually
- **Primary Target Audience:** youth 12-17
- **Example:** http://www.youtube.com/watch?v=7abIkin2mA8&NR=1
- **Results:**
  - Accelerated 18% decline in youth smoking rates between 2000 and 2002; 22% of decline attributable directly to campaign (300,000 fewer smokers due to campaign) (4% due to campaign)
  - Dose-response relationship between level of exposure to campaign and changes in smoking

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Office of National Drug Control Policy

- What: National integrated, multi-media youth anti-drug media campaign
- Budget:
  - 2000 -- $180 MM
  - 2005 -- $ 90 MM
- Target Audience:
  - Teens (14-16) "Above the Influence"
  - Tweens/Parents "The Anti-Drug"
- Example: http://www.youtube.com/watch?v=4WLEwRdi0QU&NR=1

  http://www.mediacampaign.org/mg/television.html
- Results: 23% decline in adolescent drug use rates between 2001-2006

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1% or Less

- What: Comparison of use of mass media (1996) vs paid ads, PR, and community outreach (1995) to switch from whole to low-fat milk
- Budget: $43,000 (1996) and $61,000 (1995)
- Ad Budget: $26,000 (1996) and $24,000 (1995)
- Target Audience: Adults?
- Results: 34% switched (1996); 38% (1995)
- Cost/person: $0.1 (1996); $0.22 (1995)

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Western Australia

- What: 2002-2005, state-based multi-strategy social marketing campaign to boost awareness of 5 & 2 Veg & Fruit awareness & consumption
- Advertising Budget: $330,000-$800,000 (total pop'n 2 M)
- Target Audience: Adults > 18
- Results: Adult increase of 0.8 servings over 3 years of campaign (19%)

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Western Australia

CM Pollard *et al.*

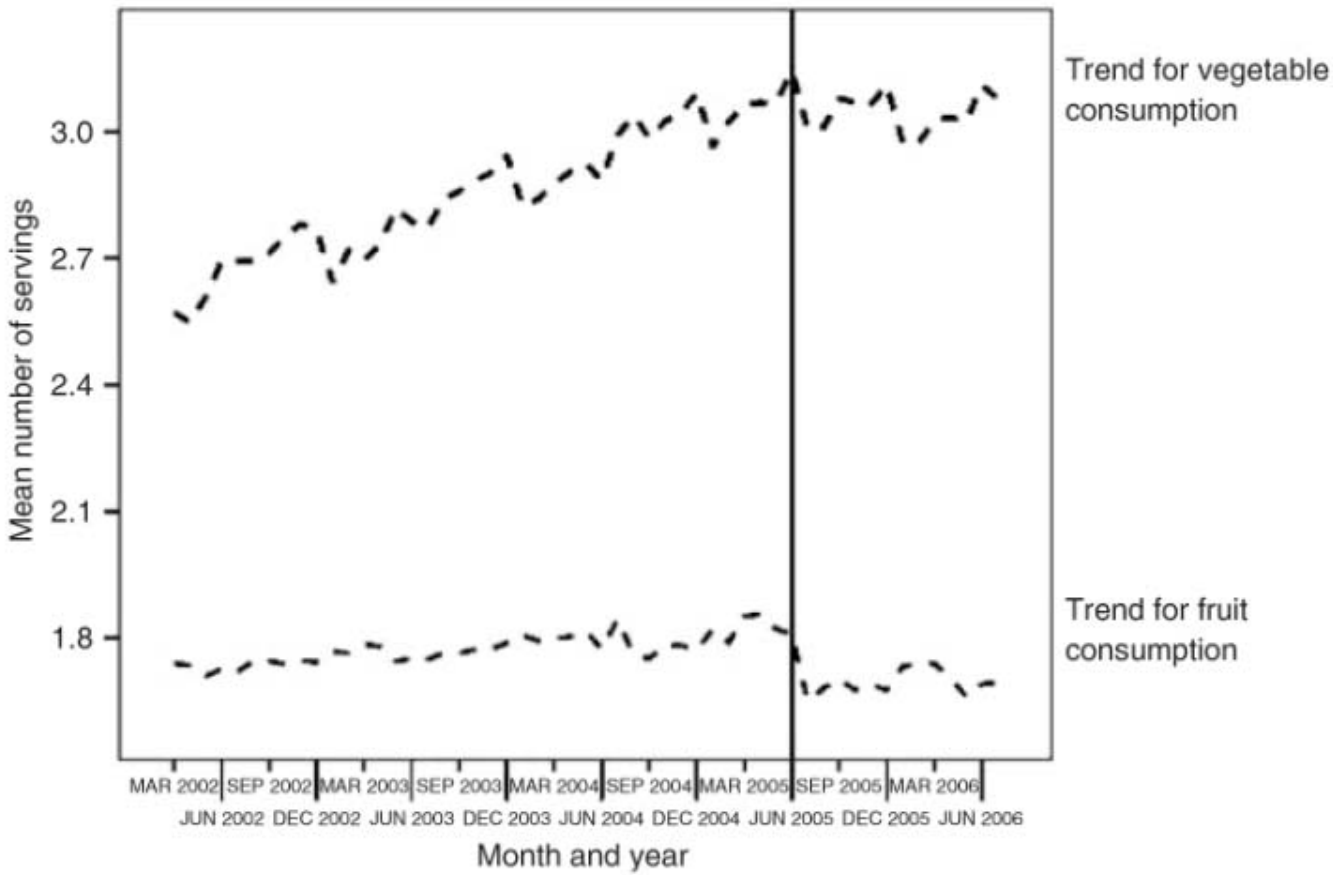

Fig. 2 Trends for fruit and vegetable consumption, persons aged 18 years and older, Western Australia, March 2002 to July 2006

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Recall that ….

- **public health campaigns are more successful when campaign managers:**
  - conduct formative research
  - segment audiences
  - design messages targeted to specific audiences
  - use many message channels
  - conduct process evaluation while campaign is running
  - use outcome evaluation*

* (Noar, S.M., *"A 10-year retrospective of research in health mass media campaigns: where do we go from here?"* 2006)

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A Matter of Magnitude

- Verb: $60-125 MM/yr – 20% growth; 2 yrs
- Truth: $30-$100 MM/yr – 4% decline; 3 yrs
- Anti-Drug: $90-180 MM/yr – 23% decline in 5 years
- 1% or Less: $.043-$.061 MM– 34% & 38% switched in 6 weeks
- W. Australia: $0.565 MM/yr – 19% growth in 3 years (4.2 to 5.0 servings)
- USDA Disappearance – 19% growth in 35 years

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Relative Cost

- Verb: $2.86-$6 /person/yr
- The Anti-Drug: $1.64 /person/yr
- W. Australia: $0.23-$0.56 /person/yr
- 1% or Less: $0.1-$0.22 /person

- Truth: $1.43-$4.76 /person/yr
- PBH: $0.29/Gen X Mom/yr

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A Matter of Magnitude

- If budget: $50-$200 MM
  - Possible 19% increase in consumption among target audience of 21 million Gen X moms (7% of pop'n) and her families (28% of pop'n) = 5.3% increase in overall consumption
  - Current f/v sales: $32 B x 5.3% = $33.7 B
  - Net: $1.7 B/yr after 3 years
- If budget: $50-$200 MM
  - Possible 19% increase in consumption among adults only (72% of pop'n) = 13.7% increase in overall consumption
  - Current f/v sales: $32 B x 13.7% = $36.4 B
  - Net: $4.4 B/yr after 3 years

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A Matter of Magnitude

- Fruits & Veggies—More Matters
- Message Channels
  - Industry
  - Federal & State Government
  - Public health/educators/moms
- Funding
  - 2012 Farm Bill

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A Matter of Magnitude