

How You Can Support 'Half-the-Plate' Recommendation

Fruits & Veggies—More Matters Website

- Link and direct customers and consumers to www.FruitsandVeggiesMoreMatters.org so that consumers can find simple-to-do and easy-to-understand tips and advice to make half of your plate fruits and vegetables including; a recipe database with over 1,000 recipes, many of which can be made in 30 minutes or less, and a video center loaded with informational and entertaining short clips that offer fruit and veggie selection and storage and preparation advice and techniques. A nutrition database is also available filled with selection, storage, and nutrition information.
- Support and promote the *America's More Matters Pledge: Fruits & Veggies . . . Today and Every Day!* online pledge campaign encouraging and motivating consumers nationwide to promise to fill half their plates with fruits and vegetables. The [America's More Matters Pledge](#) offers tools needed to follow through with the pledge, including signing up to receive a recipe of the week and weekly healthy meal ideas.
- Challenge co-workers, staff, customers, clients, family, friends, and everyone you know to take the pledge with you! Promote *America's More Matters Pledge: Fruits & Veggies . . . Today and Every Day!* in newsletters, e-mails, blogs, and on social media websites like [Facebook](#) and [Twitter](#) to generate excitement and buzz and increase the pledge count.
- Populate the new [Fruit & Veggie Happenings page](#) with fruit and veggie related activities, promotions, contests and events to help extend your consumer marketing or education efforts. Photos, PDF's and information about the same event or activity occurring at multiple locations can also be uploaded making it very easy and convenient to populate the new interactive tool. Visitors to the Fruit & Veggie Happenings page simply type in their zip code to see a list of events relating to fruits and vegetables near them. This information will help them keep the promises they have made when taking the [America's More Matters Pledge](#).
- Follow Produce for Better Health Foundation on [Facebook](#) to learn about the latest USDA graphic developments and how we can continue to support this message.
- Follow Fruits & Veggies-More Matters on [Facebook](#) or [Twitter](#) to repost and retweet appropriate consumer messages or get ideas for your own social media outreach efforts.
- Check-out www.pbhcatalog.com for the latest Half-Your-Plate and supporting nutrition education materials.

Social Media Marketing Tools

- Use these sample posts on your consumer-oriented Facebook page:
 - The USDA launched its new food icon today replacing the food pyramid and supporting the Half-The-Plate concept! Learn how you can take the More Matters Pledge and support these new guidelines:
http://www.fruitsandveggiesmorematters.org/?page_id=12135
 - Learn how our Half-The-Plate concept makes it easier for you to follow the new USDA Dietary Guidelines of making half your plate fruits & veggies:
http://www.fruitsandveggiesmorematters.org/?page_id=58

- New USDA food pyramid replacement supports PBH's Fruits & Veggies—More Matters brand: <http://www.fruitsandveggiesmorematters.org>
- Use these sample tweets in your consumer-oriented Twitter feeds:
 - It's official—USDA new food icon supports making Half-Your-Plate fruits & veggies! Let us show you how: <http://tinyurl.com/bmodry>
 - Our Half-Your-Plate concept supports the new USDA food icon and Dietary Guidelines of making half your plate fruits & veggies: <http://tinyurl.com/bmodry>
 - Take the More Matters Pledge today and support the new USDA food icon making half your plate fruits & veggies: <http://tinyurl.com/2b2x4b8>
 - Fresh, frozen, canned, dried or 100% juice—it all counts toward making half your plate fruits & veggies! Take the More Matters Pledge today: <http://tinyurl.com/2b2x4b8>
 - Pledge today to add MORE fruits & veggies to your meals and support the new USDA guidelines: <http://tinyurl.com/2b2x4b8>
 - Forget the measuring cups—new USDA guidelines show making half your plate fruits & veggies: <http://tinyurl.com/bmodry>