



Industry Role Model & Champion Criteria

Are you a Fruits & Veggies—More Matters® Role Model?

Note: The yellow highlighted criteria must be met for consideration as a Fruits & Veggies—More Matters Champion and Role Model. Additional criteria must also be met for consideration as a Role Model.

1. Supports Fruits and Veggies—More Matters brand by:

(Only need to meet 1 criteria for consideration as a Role Model or Champion – whichever is most applicable to your organization)

- Using brand on edible products that meet PBH's Products Promotable criteria
- Using brand for non-edible products and services where appropriate.

2. Fruits & Veggies—More Matters messaging

(meet any 2 criteria for consideration as a Champion; more than 2 for consideration as a Role Model)

- Advertising
- Public relations
- Speaking platforms
- Promotional materials
- Placing Fruits & Veggies—More Matters at the forefront of a promotion with your own brand(s).

3. Fruits & Veggies—More Matters visibility and support on industry website

(Only need to meet 1 criteria for consideration as a Role Model or Champion)

- Link to www.FruitsAndVeggiesMoreMatters.org
- Copy/text about Fruits & Veggies—More Matters on web site

4. Expand message to additional media forms

(Meet 1-2 criteria for consideration as a Role Model)

- Magazines
- Consumer brochures
- Broadcast

5. Helping to spread the word about PBH and Fruits & Veggies—More Matters by:

(Meet 1-2 criteria for consideration as a Role Model)

- Being an advocate for PBH and/or Fruits & Veggies-More Matters
- Participation in sponsorships (Fruit & Vegetable Commodity Research Database, Annual Meeting, PBH Direct, Retail Matters newsletter, etc.)
- Introducing PBH to your partners
- Actively trying to recruit new donors for PBH

6. Community Outreach

(Meet 1-2 criteria for consideration as a Role Model)

- Integrate Fruits & Veggies—More Matters logo/brand messages into newsletters, education efforts, etc.
- Include Fruits & Veggies—More Matters logo/brand messages into speaking platforms
- Corporate Wellness program for company associates with a Fruits & Veggies—More Matters component

7. Enhanced PBH involvement

(Meet 1-2 criteria for consideration as a Role Model)

- An active PBH Board of Trustees donor
- Serve on a PBH committee or task force
- Attend the annual meeting and dinner auction fundraiser