

# PBH Resources for Supermarket RD's

April, 2011

## 1. New Content:

- New Calendar of Events (for promotion ideas) and Radio Scripts:
  - ✓ Can be found in marketing tools:  
<http://www.pbhfoundation.org/retail/partners/retailers/retailmembers/>
- 2010 Dietary Guidelines suggest filling half your plate with fruits and veggies:
  - ✓ View [half your plate message](#) as a way to explain the quantity of fruits and vegetables.
  - ✓ There is also a [new Half-The-Plate poster](#) in the [PBH Nutrition Education Catalog](#) that offers a visual representation of this concept.
  - ✓ America's More Matters Pledge encourages making fruit/veg half your plate at [http://www.fruitsandveggiesmorematters.org/?page\\_id=7](http://www.fruitsandveggiesmorematters.org/?page_id=7)
- **America's More Matters Pledge: Fruits & Veggies . . . Today and Every Day**
  - ✓ Toolkits and pledge buttons are available at:  
[http://www.pbhfoundation.org/educators/professional/more\\_matters\\_pledge/](http://www.pbhfoundation.org/educators/professional/more_matters_pledge/)
  - ✓ See the pledge in action at [http://www.fruitsandveggiesmorematters.org/?page\\_id=7](http://www.fruitsandveggiesmorematters.org/?page_id=7)
- My Community sharing site: [http://www.fruitsandveggiesmorematters.org/?page\\_id=7](http://www.fruitsandveggiesmorematters.org/?page_id=7)
  - ✓ Use this site as a way to publicize activities/contests/tours.

## 2. Upcoming Activities/Content of Relevance:

- Updated [www.PBHFoundation.org](http://www.PBHFoundation.org) website in mid 2011
- PBH Committee Meetings/Task Force meetings: 8:00-11:00 am, October 14, 2011, Atlanta
- PBH Annual Meeting in Monterey CA on March 29-31, 2012; [Monterey Plaza Hotel & Spa](#)

## 3. Current Available Content for Your Customized Use: (suggest citing *Courtesy of FruitsAndVeggiesMoreMatters.org* or *Produce for Better Health Foundation*)

- About the Buzz archives (consumer articles about fruits/veggie "rumors"):  
[http://www.fruitsandveggiesmorematters.org/?page\\_id=1697](http://www.fruitsandveggiesmorematters.org/?page_id=1697)
- Retail materials: <http://www.pbhfoundation.org/retail/partners/retailers/>
  - ✓ These include [fact sheets](#), ["shell" press releases](#), [ad slicks and drop-in ad messages](#), [school tour materials](#), [Spanish materials](#), and [seasonal marketing tools](#) including [fruit and veggie of the month recipes and columns](#)
- 30 Minute Recipes: [http://www.fruitsandveggiesmorematters.org/?page\\_id=1547](http://www.fruitsandveggiesmorematters.org/?page_id=1547)
- On A Budget: [http://www.fruitsandveggiesmorematters.org/?page\\_id=5653](http://www.fruitsandveggiesmorematters.org/?page_id=5653)
- Consumer Column archives: <http://www.pbhfoundation.org/pulse/press/naps/>
- Insiders Viewpoint archives: [http://www.fruitsandveggiesmorematters.org/?page\\_id=1020](http://www.fruitsandveggiesmorematters.org/?page_id=1020)
- For ideas/content via our social media outreach, follow us on:
  - ✓ Facebook: <http://www.facebook.com/pages/Fruits-Veggies-More-Matters/103391981984>
  - ✓ Twitter: [http://twitter.com/Fruits\\_Veggies](http://twitter.com/Fruits_Veggies)
  - ✓ Stem and Stalk Mom's Blog: <http://www.fruitsandveggiesmorematters.org/?cat=27>

#### 4. Build your website around these targeted areas:

- Fruit & Veg Video Center: <http://www.fruitsandveggiesmorematters.org/video/VideoCenter.php>
- Daily F/V/Health News feed alerts: [http://www.fruitsandveggiesmorematters.org/?page\\_id=8767](http://www.fruitsandveggiesmorematters.org/?page_id=8767)
- My Community sharing site: [http://www.fruitsandveggiesmorematters.org/?page\\_id=7](http://www.fruitsandveggiesmorematters.org/?page_id=7)
- America's More Matters Pledge: [http://www.fruitsandveggiesmorematters.org/?page\\_id=7](http://www.fruitsandveggiesmorematters.org/?page_id=7)
- e-newsletter sign-up about fruit/veg: [http://www.fruitsandveggiesmorematters.org/?page\\_id=89](http://www.fruitsandveggiesmorematters.org/?page_id=89)

#### 5. Stay informed via our "publications"

- ✓ **PBH Direct** – monthly email keeping you up to date on PBH happenings. Email [akissel@pbhfoundation.org](mailto:akissel@pbhfoundation.org)
- ✓ **Fruit & Veggie Voice (consumer e-newsletter)** - [http://www.fruitsandveggiesmorematters.org/?page\\_id=89](http://www.fruitsandveggiesmorematters.org/?page_id=89)
- ✓ **Retail Matters** – quarterly print newsletter that provides information to Retailers. Email [akissel@pbhfoundation.org](mailto:akissel@pbhfoundation.org)

#### 6. Check our websites

- ✓ Foundation site for "consumer intermediaries" [www.pbhfoundation.org](http://www.pbhfoundation.org)
- ✓ Consumer site [www.FruitsAndVeggiesMoreMatters.org](http://www.FruitsAndVeggiesMoreMatters.org)
- ✓ Catalog site [www.pbhcatalog.com](http://www.pbhcatalog.com)
- ✓ Kids site [www.foodchamps.com](http://www.foodchamps.com)

#### 7. YouTube Links

- ✓ 20 videos: <http://www.youtube.com/user/FruitsVeggiesMore?feature=mhum#p/u>
- ✓ PSAs:
  - <http://www.youtube.com/watch?v=D2LvrhgAPWU> Color of Life
  - <http://www.youtube.com/watch?v=g390zSk2bQE> Paper Dolls
  - <http://www.youtube.com/watch?v=arXfqg05zrs> School Daze
  - <http://www.youtube.com/watch?v=s03f2k395Lw> Cam Ward

**8. PBH Research at:** <http://www.pbhfoundation.org/members/membership/board/communications/>

- New reports:
  - ✓ 2011 Annual Meeting Presentations can be found at the link noted above. You will specifically find two presentations about PBH's annual Gen X/Y Mom Survey (the first PDF is the short version; the second listed survey is the longer version).
  - ✓ *2010 State of the Plate, 2010 Study on America's Consumption of Fruits & Vegetables:* [www.pbhfoundation.org/research/stateplate.pdf](http://www.pbhfoundation.org/research/stateplate.pdf)
  - ✓ *2010 Gap Analysis, The Fruit & Vegetable Consumption Challenge: How Federal Spending Falls Short of Addressing Public Health Needs:*  
Executive summary is at [www.pbhfoundation.org/research/2010gapexecsumm.pdf](http://www.pbhfoundation.org/research/2010gapexecsumm.pdf).  
The full report is at [www.pbhfoundation.org/research/2010gapanalysis.pdf](http://www.pbhfoundation.org/research/2010gapanalysis.pdf).
  - ✓ *National Action Plan to Promote Health Through Increased Fruit and Vegetable Consumption, 2010 Report Card:* [Executive Summary](#), the [Full Report Card](#), or view the [Grades Only](#).
  - ✓ *Gen X Moms' Attitudes and Beliefs Related to Fruit & Vegetable Consumption 2006-2009:* [http://www.pbhfoundation.org/pdfs/pulse/research/pbhresearch/Gen\\_X\\_Report\\_FINAL.pdf](http://www.pbhfoundation.org/pdfs/pulse/research/pbhresearch/Gen_X_Report_FINAL.pdf)

**9. Background & References**

- PBH 2010 Annual Report: <http://www.pbhfoundation.org/pulse/success/financials/>
- Licensing and brand guidelines for Fruits & Veggies—More Matters: <http://www.pbhfoundation.org/members/graphics/licensing/>