



THERE IS STRENGTH IN NUMBERS:

Over **400+** industry members are licensed to use the Fruits & Veggies—More Matters® logo and brand messages!

Top 10 Ways **GROWERS/SHIPPERS** Can Support Fruits & Veggies—More Matters®!

#1. Consumer Promotions

Be sure to include the logo and brand messages in your consumer promotions, whether in-store or on-line – **it does resonate with consumers, especially moms!** Keep consumers up to date on your promotions by posting them on FruitsAndVeggiesMoreMatters.org.



#2. Packaging

Over 2,000 fruit and vegetable packages are approved to carry the logo. Statistics show that **45% of mothers say they are more likely to purchase a product with the logo on it.**



#3. Free, Customizable Marketing Toolkits

Sometimes it's nice to have others do the work for you ... that is the essence of our marketing toolkits! All of the elements in each toolkit are free, downloadable, and customizable.



#4. Promote and Take the MORE MATTERS PLEDGE

PBH supports *Let's Move!* through a pledge campaign launched in September called, **America's More Matters Pledge: Fruits & Veggies ... Today and Every Day!** Want to get in on the action? It's as easy as 1, 2, 3 ...

1. Link to the More Matters' Pledge page
2. Take the pledge yourself, or as an organization
3. Use elements of the toolkit in your consumer marketing and outreach efforts.

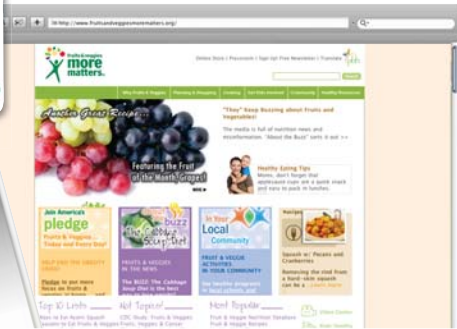
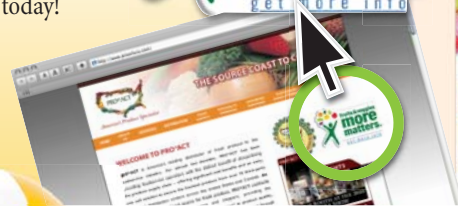


#5. Celebrate March and September

Mark your calendar! **March is National Nutrition Month** and **September is National Fruits & Veggies—More Matters Month**. Identify ways in which you can support both months! And be sure to tell us about it! We love to showcase the activities and support of our donors!

#7. Link Websites

Link to www.FruitsAndVeggiesMoreMatters.org. Our web button makes this task a breeze! Contact Toni Eaton, teaton@pbhfoundation.org, today!



"I used the Creative Pocket kit for a nutrition lesson last year, and the kids loved it! All of the pieces work well together. The best feature of the kit is that is re-usable!"

Nicole West
Fourth-grade teacher
& mother

#8. Community Outreach

- **Each state has a Fruit & Vegetable Nutrition Coordinator** who is always happy to work with retailers on community outreach activities and events. Your state coordinator is easily accessible by phone or email. Need to know the coordinator in your state? Contact Kristen Stevens, kstevens@pbhfoundation.org.
- **Adopt-a School in your community** by donating a bundle of fruit and vegetable nutrition education materials and resources available from the PBH Nutrition Education Catalog. Contact Don Schuler to customize your bundle, dschuler@pbhfoundation.org. (You may also want to consider donating the equipment needed for a salad bar.)

#9. Facebook and Twitter

Become a fan and like us on Facebook:

<http://www.facebook.com/pages/Fruits-VeggiesMore-Matters/103391981984>



Follow us on Twitter and Retweet our Tweets:

http://twitter.com/Fruits_Veggies



MARCH 31 - APRIL 2, 2011



2011 Annual Meeting,
Golf Tournament, &
Gala on the Coast
MONTEREY PLAZA HOTEL & SPA



#10. Annual Gala

Consider attending our Annual Gala—a dinner/auction fundraising event! Join us for a fun evening and mingle with members of the fruit and vegetable industry while bidding on fabulous auction items. The Gala is held each spring in California.