



THE LOGO IS CURRENTLY USED:

- By **400+** industry & public health licensees
- By **hundreds** of educators & health professionals
- In **26,000** grocery stores
- In **WIC** offices & schools
- On packages of **2,000** qualifying food products

Top 10 Ways

SUPPLIERS

Can Support Fruits & Veggies—More Matters®!

#1. Stay Informed About Our Activities



Sign up to receive communications from PBH: *PBH Direct!*, *Fruit & Veggie Voice*, and *Retail Matters*.

#2. Check Out Our Websites

We are always updating the content, functionality, and enhancements of our websites. Visit them often to stay abreast.



FruitsAndVeggiesMoreMatters.org

#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.



FoodChamps.org



PBHFoundation.org

#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. Link Websites

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

#6. 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. Worksite Wellness Program

Looking for new ideas to incorporate into your worksite wellness program? We have lots of **great tips and ideas** on www.FruitsAndVeggiesMoreMatters.org. Consider displaying posters, making informational brochures available, or handing out a meal planning guide to your employees. Check out these fruit and vegetable **nutrition education materials and resources, plus more**, at www.pbhcatalog.com.



#8. Community Outreach

- Tell your customers about fruit and vegetable events or promotions in your store by posting information on www.FruitsAndVeggiesMoreMatters.org.
- 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 and/or the equipment needed for a salad bar. Contact Don Schuler to customize your bundle, dschuler@pbhfoundation.org.

"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 it is re-usable!"

Nicole West
Fourth-grade teacher
& mother

#9. Fruit & Veggie Voice E-newsletter

Offer to your shoppers the option to receive our bi-weekly e-newsletter, *Fruit & Veggie Voice*. Over 22,000 opt-in participants currently receive it.



#10. 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