



## Retail Role Model & Champion Criteria

### *Are you a Fruits & Veggies—More Matters® Retail 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. Fruits & Veggies—More Matters ad support

- Use of the logo in weekly print circulars
- Use of the logo in weekly online circulars

#### 2. Fruits & Veggies—More Matters messaging in-store

- POS Signs
- Supplies (Roll bags, Labels, Stickers, etc.)
- Logo on approved private label packaging

#### 3. Fruits & Veggies—More Matters visibility and support on retail websites

- Link to [www.FruitsAndVeggiesMoreMatters.org](http://www.FruitsAndVeggiesMoreMatters.org)
- Create Fruits & Veggies—More Matters page or section

#### 4. Promotion of September, National Fruits & Veggies—More Matters Month

*(Meet 2-3 criteria for consideration as a Role Model)*

- Special Promotions
- Support via weekly print circulars
- Support via weekly online circulars
- POS Signs
- Promotion on retail website
- Promotion through additional media forms

**5. Expand message to additional media forms**

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

- Magazines
- Newsletters
- In-store radio
- Consumer brochures
- Broadcast

**6. Move Fruits & Veggies—More Matters outside the Produce Department**

*(Meet 1 criteria for consideration as a Role Model)*

- “All forms count” advertising and promotion
- Signs in other departments – flagging frozen, canned, dried, 100% juice

**7. Enhanced PBH involvement**

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

- Provide content for guest column on website
- Attend Annual Meeting/Committee meetings
- Serve on PBH committees
- Provide consumption data to support PBH activities/research

**8. Community outreach**

*(Meet 1 criteria for consideration as a Role Model)*

- Integrate Fruits & Veggies—More Matters message into other programs, such as demos, cooking classes, wellness clinics, store tours, PR activities, school visits, etc.
- Corporate wellness program for company associates with a Fruits & Veggies—More Matters component