

PBH Online Resources for Consumer Affairs Directors



**Produce for Better Health Foundation
October 2011**



PUT PBH'S TOOLS & MATERIALS TO WORK FOR YOU!

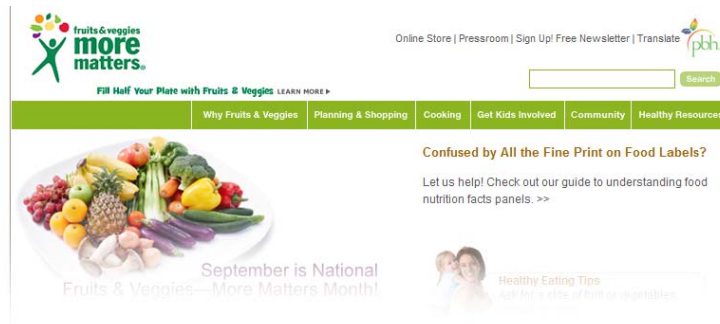
Looking for new ways to engage consumers and increase your company's return on investment?

Look to Produce for Better Health Foundation (PBH) as your one-stop, go-to resource, offering great online resources designed to help you reach today's busy consumers *and* boost your company's fruit and vegetable sales!

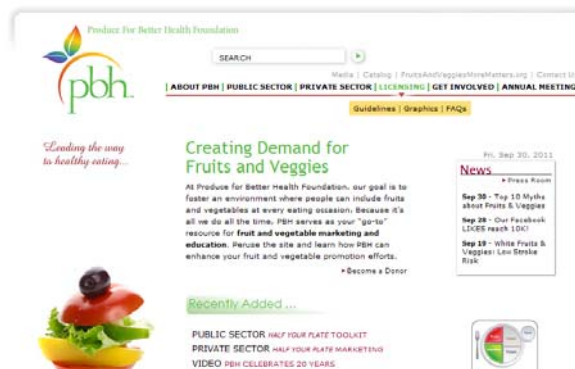
PBH WEBSITES

PBH has *award-winning* websites to meet all of your nutrition information and marketing needs!

*Consumer Website ~ [Fruits & Veggies—More Matters](#)



*Consumer Intermediaries Website ~ [PBH Foundation](#)



***PBH Nutrition Education Catalog Website ~ [PBH Catalog](#)**



***Food Champs Website (for kids ages 2-8) ~ [Food Champs](#)**



NEW PBH WEB CONTENT

Here are **10 NEW** PBH resources available online that you won't want to miss:

1. Search through our [Fruit & Vegetable Recipe Database](#) for over 1,000 healthy meal and snack ideas. Sign up to receive our [Recipe of the Week](#) via email.
2. Learn more about [PBH's MyPlate Makeover Challenge](#). Encourage your customers to participate in this contest to share *their* ideas about ways they are adding more fruits and vegetables to their meals!
3. Incorporate the [Half-Your-Plate Social Media Marketing Ideas & Tools](#) in your consumer marketing and promotional activities.
4. Visit PBH's donor website, [PBH Foundation](#), which was recently updated with a new look and easier navigational capability! Be sure to take a look at our special [Retail Section](#) and the [Fruit & Veggie Opportunity Gap](#) worksheet (to determine the potential for increasing your company's ROI through increased fruit and vegetable sales).
5. Review PBH's radio scripts and a new Calendar of Events with promotion ideas in our [Marketing Tools](#) section.

6. Look through the [Half Your Plate Messages](#) for ways to explain the recommended amount of fruits and vegetables to consumers. PBH also offers a new [Half-The-Plate Poster](#) and other materials featuring USDA's new MyPlate icon that can be found in the [PBH Nutrition Education Catalog](#).
7. Read up on [America's More Matters Pledge](#) for ways to encourage consumers to fill half their plate with fruits and veggies.
8. Check out [America's More Matters Pledge](#) toolkits and pledge buttons.
9. See the More Matters Pledge in action—view the [Fruit and Veggie Happenings](#) going on in your local community.
10. Post information on the [My Community](#) sharing site to publicize your company's local or national fruit and vegetable activities, contests, or tours.

CUSTOMIZABLE MATERIALS

PBH offers a wide variety of *free* downloadable materials and resources that can be customized to fit your company's marketing needs and style formats.

These customizable materials include:

[About the Buzz](#) ~ These weekly articles provide consumers with timely and accurate information about fruit and veggie “rumors.”

[Retail Marketing Materials](#) ~ These resources include fact sheets, “shell” press releases, ad slicks, drop-in ad messages, school tour materials, Spanish materials, and seasonal marketing tools with fruit and veggie of the month recipes and columns.

[Quick Recipes: in 30 Minutes or Less](#) ~ Check out our easy-to-prepare recipes that are perfect for today's busy lifestyle, including our Seasonal Recipe Archive.

[Fruits & Veggies On A Budget](#) ~ The perfect resource for meal planning, shopping, storage, preparation, and cooking tips designed to help consumers get the most from their money when buying fruits and veggies!

[Consumer Columns](#) ~ Each column highlights the nutrition benefits of individual commodities and include an approved Fruits & Veggies—More Matters® recipe for each one. These columns will give you the ability to communicate with customers once a month for a year. Great in ads and newsletters, these columns are also perfect for use in nutrition-based loyalty programs!

[Food Champs](#) ~ This fun, interactive website with games, activities, and recipes was designed especially for children ages 2-8. This website offers great resources for you to share with Moms, including free downloadables of [Printable Recipe Cards](#) and an activity sheet for a [Supermarket Scavenger Hunt](#).

***Note:** When using any materials from these websites, please give PBH credit as the source of information by including the following tagline, “Courtesy of FruitsAndVeggiesMoreMatters.org” or “Courtesy of Produce for Better Health Foundation.”

SOCIAL MEDIA TOOLS

It's easy to stay connected with PBH (and get great ideas and content, whenever you need them) via our social media outreach.

***Friend us on [Facebook](#)**



***Follow us on: [Twitter](#)**



***Join in on the discussion: [Stem and Stalk Blog](#)**



IDEAS FOR ADDING CONSUMER MATERIALS TO YOUR WEBSITE

[Fruit & Vegetable Daily News](#) ~ Scroll down and read today's live feed alerts and hot topics relating to fruits and vegetables.

[America's More Matters Pledge](#) ~ Review materials designed to encourage consumers to take the pledge for healthier eating.

[Fruit & Vegetable Video Center](#) ~ This popular site features 300 videos with Michael Marks, Your Produce Man, demonstrating tips on how to select, store, and prepare fruits and veggies.

Fruit & Vegetable Video Center



PBH'S "ONLINE PUBLICATIONS"

All of the following publications are available via direct email from PBH or online at one of our websites. Be sure to sign up for our emails and check our websites for instant access to these informative materials!

PBH Direct! ~ This monthly email keeps you up to date on PBH happenings. To receive this newsletter, send your contact information to akissel@PBHFoundation.org.

Fruit & Veggie Voice ~ Our bi-weekly consumer newsletter contains easy, practical ways to pack healthier eating into everyday meals. It offers the latest information on fruit and vegetable nutrition and the best ways to shop for and prepare tasty foods that include fruits and vegetables.

Retail Matters ~ PBH's quarterly newsletter is filled with retail-specific information about marketing fruits and veggies which can help you improve your company's bottom line. View back issues at [Retail Matters Archives](#). To have your name added to the Retail Matters' mailing list, email your contact information to akissel@pbhfoundation.org.

YOUTUBE ~ PBH is sharing some of its videos on YouTube. Watch [PBH's 20th Anniversary Video](#) and the following PSAs by PBH: [Color of Life](#), [Paper Dolls](#), [School Daze](#), and [Cam Ward](#).

SUPERMARKET ROLE MODEL AND CHAMPION CRITERIA

Each year at our annual meeting, PBH recognizes those companies and organizations that have consistently shown a wide range of support for the Fruits & Veggies—More Matters® public health initiative. Learn more about [PBH's criteria](#) for becoming a Fruits & Veggies More Matters' Supermarket Role Model or Champion.



SUPERMARKET INSIDER'S VIEWPOINT

You'll find lots of expert supermarket advice online in our *Insider's Viewpoint* columns. These columns can also be found on PBH's Facebook page and Twitter, as well as twice a month in our consumer e-newsletter.

Previous columns are also available online at *Insider's Viewpoint Archives*.



To participate in our regular supermarket dietitian's column, email epivonka@pbhfoundation.org.

PBH RESEARCH REPORTS

PBH regularly conducts literature reviews, surveys, and consumer research related to fruit and vegetable consumption. This research is a key benefit that PBH provides to members of the fruit and vegetable industry. The data, analysis, and findings are used to help advance the consumption of fruits and vegetables as a way to improve America's public health. These reports are available online at [PBH Research](#).

[2011 Annual Meeting Presentations](#) ~ PDFs of eight presentations made at PBH's 2011 Annual Meeting are available for downloading. One of these reports detailing data on consumer research can be found in the *2011 Gen X/Y Mom Survey update*.



[State of the Plate: 2010 Study on America's Consumption of Fruits & Vegetables](#) ~ This report covers consumer research conducted by The NPD Group regarding fruit and vegetable consumption in America.



[National Action Plan to Promote Health Through Increased Fruit and Vegetable Consumption, 2010 Report Card](#) ~ This report card examines the progress that has been made in the strategies outlined in the 2005 National Action Plan. View the [Executive Summary](#), the [Full Report Card](#), or the [Grades Only](#).



[Gen X Moms' Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2006-2009](#) ~ This survey of Gen X Moms identifies the psychosocial factors associated with fruit and vegetable consumption by Gen X Moms: the value they place on adding more fruits and vegetables to their family's meals and the problems they face in making this change.

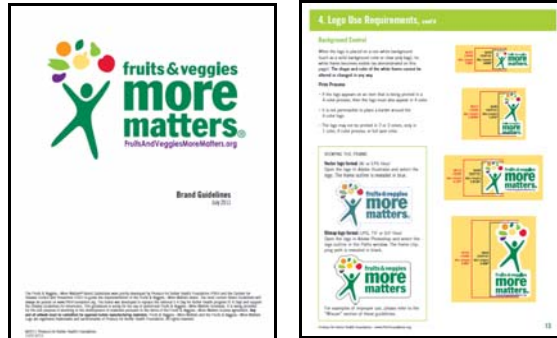


ADDITIONAL PBH REFERENCE MATERIALS

[PBH's Annual Report 2010](#) ~ This report highlights PBH's activities during 2010, including our latest research and survey findings and PBH's outreach efforts involving consumers and members of the fruit and vegetable industry.



Fruits & Veggies—More Matters Brand Guidelines, July 2011 ~ PBH encourages licensees to use the Fruits & Veggies—More Matters logo and brand in their advertising, product packaging, promotional materials, POS signs, etc. These Brand Guidelines are used by PBH to ensure that all logo uses meet these standards, protecting the integrity of the Fruits Veggies—More Matters brand and logo.



UPCOMING ACTIVITIES

March 29-31, 2012

PBH Annual Meeting in Monterey, CA, at the [Monterey Plaza Hotel & Spa](#)