

National Action Plan Fruit & Vegetable Grower, Processor & Shipper Resources

Put the following resources to work with your efforts to increase fruit and vegetable consumption.
Copy and paste the URLs into your browser for your convenience.

1. Produce Marketing Association: Consumer Research Online Subscription -- Reports categorized by topic and include a brief summary, top line data, and data tables. Every month a new consumer study is added, www.pma.com
2. Produce Marketing Association fact sheets on Hispanics/Asians, consumption, promotions calendar, availability charts, sales, etc. all at www.pma.com/factsheets