



5341 Limestone Road, Wilmington, Delaware 19808
www.5aday.org Ph: 302.235.2329 Fax: 302.235.5555

Leading THE WAY TO healthy eating

Good Afternoon,

My name is Linda Brugler, Nutrition Marketing Manager for the Produce for Better Health Foundation. PBH is best known for its 5 A Day The Color Way health marketing campaign that is proudly promoted in supermarkets across America every day.

The campaign promotes eating more fruits and vegetables in fun and appealing ways to improve health. It targets Moms ages 24-54 and children ages 2-11.

PBH leads a national coalition of public agencies and produce industry organizations that work collaboratively to increase fruit and vegetable consumption through the 5 A Day for Better Health program.

Despite these efforts, the sad truth is that on any given day, almost half of all children eat no fruit, and 20% eat less than one serving of vegetables. Intake has to more than double for kids to get recommended amounts. For that to happen, the food-marketing playing field must be leveled in favor of healthier food choices.

PBH is proud to present several healthy food marketing initiatives that offer models for duplication:

- PBH and Wal-Mart partnered to conduct a series of fruit and vegetable marketing events, reaching large consumer audiences with its Color Way message and materials. PBH received the 2004 national Cause Marketing Halo Award for this unique collaboration, recognizing outstanding marketing efforts in which nonprofit organizations and corporate partner's team up to spread important messages for the greater good.
- PBH, Dole and Crayola partnered to provide retailers with an in-store program educating consumers and children on the benefits of the Color Way while driving increased produce sales. The one year program, now in its third year also distributes Color Way curriculum





5341 Limestone Road, Wilmington, Delaware 19808
www.5aday.org Ph: 302.235.2329 Fax: 302.235.5555

Leading THE WAY TO healthy eating

to local retailer school districts, reaching 1.5 million kids in 12,000 schools.

- PBH and Sesame Street partnered to feature Sesame's characters in marketing programs where fruits and vegetables are not only delicious and fun to eat, but good for you too.
- PBH and Shoney's partnered to integrate The Color Way campaign into their existing kids' marketing program. A joint recipe contest resulted in a Cool Fuel Cookbook of kid developed and tested recipes.
- PBH and McDonald's partnered to add more fruits and vegetables to the nation's menus. The new Fruit & Walnut salad meets 5 A Day's health criteria and the innovative Fruit Buzz promotion is creating demand for an offering that is by the way, good for you too.

As awareness of 5 A Day increases, so does the fruit and vegetable consumption need. ACNielsen Homescan research indicates 5 A Day awareness is increasing especially with introduction of The Color Way in 2003. It also indicates that those who are aware eat more fruits and vegetables on a daily basis.

We have examples that societal norms do change. But they don't change without action. To level the food marketing playing field PBH's National Action Plan recommends:

- Nutrition standards for foods that can be advertised to children.
- Incentives that reward marketing healthy foods, including fruits and vegetables to children.
- Healthy foods, including fruits and vegetables, be promoted in the programming and product tie-in promotions of entertainment media targeting children.
- The funding of a national healthy-eating advertising campaign.

PBH recognizes the challenge is great but the need to do so is even greater..... Thank you.

