



Fruits & Veggies—More Matters Role Model and Champion Criteria

Submit your application to ImaRoleModel@pbhfoundation.org
by **January 5th** for the previous year's work



The following criteria must be met for consideration as a Fruits & Veggies—More Matters Retail Champion or Role Model. Please provide examples, including photos, with your application submission.

1. **Support PBH through a minimum annual contribution of \$1,500**
(Must maintain active membership for the entire year)
2. **Support Fruits and Veggies—More Matters through brand logo use:**
(Only need to meet 1 criteria for consideration as a Champion or Role Model — whichever is most applicable to your organization)
 - Use of the Fruits & Veggies—More Matters logo in weekly print circulars
 - Use of the Fruits & Veggies—More Matters logo in weekly online circulars
3. **Fruits & Veggies—More Matters messaging in-store:**
(Meet 1 criteria for consideration as a Champion; 2+ for Role Model)
 - POS Signs
 - Supplies (Roll bags, Labels, Stickers, etc.)
 - Use of the Fruits & Veggies—More Matters logo on approved private label packaging
4. **Fruits & Veggies—More Matters visibility and support on retail website:**
(Only need to meet 1 criteria for consideration as a Champion or Role Model)
 - Copy/text about Fruits & Veggies—More Matters on web site
 - Link to FruitsAndVeggiesMoreMatters.org

Some additional criteria must also be met for Role Model consideration as listed on the following page.



5. Spread the word about Fruits & Veggies—More Matters on social media:
(Meet 1 criteria for consideration as a Champion; 2+ for Role Model)

Retweet/repost Fruits & Veggies—More Matters social media messaging

Blog about Fruits & Veggies—More Matters information, recipes, and/or tips

Join and/or promote Fruits & Veggies—More Matters monthly Twitter parties

6. Expand Fruits & Veggies—More Matters message to additional media forms: (Meet 1 criteria for consideration as a Role Model)

Magazines

Newsletters

In-store radio

Consumer brochures

Broadcast



7. Promotion of September, National Fruits & Veggies—More Matters Month:
(Meet 2 criteria for consideration as a Role Model)

Special Promotions

Support via weekly print or online circulars

POS Signs

Promotion on retail website

Promotion through additional media forms



8. 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

9. Community Outreach:

(Meet 1 criteria for consideration as a Role Model)

Integrate Fruits & Veggies—More Matters message into 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

