

**Produce for Better Health Foundation  
2016 Business Plan**

<b>Goal I: Implement comprehensive Fruits &amp; Veggies—More Matters marketing, communication and education effort targeted to key stakeholder groups, inclusive of moms.</b>	
<b>Objectives</b>	<b>Strategies /Tactics</b>
1. Help stakeholders better understand consumers in order to help increase fruit/vegetable consumption.	<ul style="list-style-type: none"> <li>a. Continue to do research to understand Moms with children 10 years of age and under changes in attitudes, knowledge, and behavior, and her preferred communications and needs related to barriers.</li> <li>b. Monitor brand awareness and brand affinity for Fruits &amp; Veggies—More Matters.</li> <li>c. Continue to stay-abreast and monitor fruit and vegetable consumption of moms and her family versus the full population through the NPD data. Every 5 years obtain, analyze and report on the data (next report due in 2020).</li> </ul>
2. Utilize PBH websites to provide a variety of fruit and vegetable information to support key stakeholder groups.	<ul style="list-style-type: none"> <li>a. Continue to drive members of key stakeholder groups to <a href="http://www.FruitsAndVeggiesMoreMatters.org">www.FruitsAndVeggiesMoreMatters.org</a></li> <li>b. Continue to position <a href="http://www.PBHFoundation.org">www.PBHFoundation.org</a> as a resource for private and public sectors.</li> <li>c. Offer F/V content to other influential websites.</li> <li>d. <b>Begin to implement action items from Grassroots Advocacy Plan, inclusive of online giving.</b></li> <li>e. <b>Explore added messaging around ‘1/2 the food in your grocery cart should be f/v’ to help boost/compliment the FVMM message.</b></li> </ul>
3. Support the fruit and vegetable industry, supermarkets, and foodservice organizations to help them increase fruit and vegetable consumption.	<ul style="list-style-type: none"> <li>a. Strengthen existing relationship with supermarket dietitians and health and wellness personnel.</li> <li>b. <b>Expand beyond supermarket dietitians and begin to build relationships with other RDs (non-supermarket) who can help to push out the PBH/FVMM messages (perhaps invite to PBH events).</b></li> <li>c. Help to promote healthy initiatives, programs, contests, etc. to consumers.</li> <li>d. Continue to promote key Fruits &amp; Veggies—More Matters messages (all forms, ½ plate) to consumers.</li> <li>e. Continue to implement the Fruits &amp; Veggies—More Matters Role Model and Champion and the Supermarket RD of the Year recognition programs.</li> <li>f. Attend and participate in various industry focused events, conferences and tradeshows.</li> <li>g. <del>Develop a foodservice channel outreach and development strategy.</del></li> <li>h. <b>Implement an alternate channel outreach and development strategy targeting C-stores; continue research on drug stores and value/dollar stores.</b></li> </ul>

<p>4. Support health and nutrition focused programs in public health to help them increase fruit and vegetable consumption.</p>	<ul style="list-style-type: none"> <li>a. Investigate new opportunities to influence consumers through intermediaries.</li> <li>b. Provide information in formats that can be used to educate clients, students, patients, and consumers on fruits and vegetables.</li> <li>c. Continue to implement the Fruits &amp; Veggies—More Matters Role Model and Champion recognition program.</li> <li>d. Attend targeted public health focused events, conferences, and tradeshows.</li> <li>e. Identify consumer influencers (RDs and non RDs) on PBH social media channels, bloggers linking to FVMM.org, and within the Academy of Nutrition and Dietetics and create an outreach plan to garner their support of the PBH mission and message points.</li> <li>f. Identify the RDs currently writing for health, wellness and physical activity publications and contact them about partnering to help push out the PBH messages.</li> <li>g. Modify the current PBH Professional Ambassador program to include more ways they can help to push out the PBH message.</li> </ul>
<p>5. Promote the increased consumption of fruits and vegetables to consumers through various media and social media channels.</p>	<ul style="list-style-type: none"> <li>a. Maintain a steady and consistent communication presence with the media and consumers.</li> <li>b. Begin to implement grassroots advocacy plan through social media channels.</li> <li>c. Continue to identify key social media influencers and strengthen relationships.</li> <li>d. Enhance marketing and communication efforts to support FoodChamps.org and PBHFoundation.org through social media channels</li> <li>e. Leverage PBH’s credibility and unifying voice to tailor messages for various channels.</li> </ul>
<p><b>Goal II: Regularly monitor and update the National Action Plan.</b></p>	
<p><b>Objectives</b></p>	<p><b>Strategies /Tactics</b></p>
<p>1. Monitor National Action Plan</p>	<ul style="list-style-type: none"> <li>a. Continue to monitor the elements and metrics in the National Action Plan.</li> <li>b. Work as a National Strategic Partner with USDA to help disseminate the ‘half your plate as fruit/veg’ message.</li> <li>c. Stay abreast of the Lets Move efforts, acting when PBH can add value.</li> <li>d. Identify PBH’s role in future large-scale nutrition-related discussions.</li> </ul>
<p>2. Monitor Policy</p>	<ul style="list-style-type: none"> <li>a. Monitor research and policy related to fruits, vegetables, nutrition, diet, etc., and provide appropriate input (i.e., research).</li> </ul>
<p>3. Monitor Research</p>	<ul style="list-style-type: none"> <li>a. Keep abreast of research focused on fruits, vegetables, nutrition, diet, etc., and develop strategic partnerships to assist with filling research gaps.</li> <li>b. Review existing functional claims for fruits and vegetables, make appropriate edits/additions and make easily available to PBH donors.</li> <li>c. Work with key researchers from universities to conduct select literature reviews.</li> </ul>

Goal III: Secure sustainable funding source for PBH.	
Objectives	Strategies /Tactics
1. Secure \$2 million from the industry	<ul style="list-style-type: none"> <li>a. Communicate value, successes, PBH assets to encourage continued or new support.</li> <li>b. Encourage greater industry involvement and financial support for PBH with the assistance of individuals as part of the Ambassador Program</li> <li>c. Implement successful annual conference.</li> <li>d. Implement a Champion/Role Model program for corporations having a corporate wellness program, inclusive of an emphasis on fruits and vegetables.</li> <li>e. Implement 25<sup>th</sup> Anniversary Funding Campaign, inclusive of marketing/communications.</li> </ul>