Industry Support for PBH Reaches All-Time High

In 2011, industry support for PBH and the Fruits & Veggies—More Matters’ national health initiative reached a record high, as more companies, organizations, and individuals than ever before achieved Role Model or Champion status. Among retailers, there were 9 Role Models and 12 Champions. In addition, 30 growers, shippers, and processors were named Industry Role Models, and an additional 7 became Industry Champions.

To become a Role Model or Champion, a company needs to demonstrate a wide range of support for the Fruits & Veggies—More Matters health initiative in categories such as:

- Placing the logo on packaging, products, or in-store materials
- Including Fruits & Veggies—More Matters in promotions, promotional materials, or in-store signs
- Incorporating Fruits & Veggies—More Matters in advertising
- Using the Fruits & Veggies—More Matters in public relations efforts
- Incorporating Fruits & Veggies—More Matters in speaking engagements
- Placing copy or creating a page about Fruits & Veggies—More Matters on a consumer website
- Linking to the Fruits & Veggies—More Matters website

A complete listing of the 58 fruit and vegetable industry members who were honored as 2011 Role Models or Champions can be found on page 4 of this newsletter. This list also includes the names of 10 of PBH’s Public Health Partners who also achieved Role Model or Champion status in 2011.

For more information about how to become a Fruits & Veggies—More Matters Role Model or Champion, visit PBHFoundation.org.

PBH Reports Strong Performance Results in 2011

At the end of every year, PBH evaluates its accomplishments against its performance goals. For 2011, the results show that PBH exceeded expectations in delivering programs.

- Website and social media traffic increased significantly. For the FruitsAndVegetablesMoreMatters.org website, there was a 31% increase in web visits; a 22% increase in opt-in participants; a 33% jump in the number of links from.gov/.org sites, and a doubling of links from.com sites over the previous year. In addition, monthly visits to FruitsAndVegetablesMoreMatters.org grew to 113,612 in September, an all-time high.
- The number of Facebook fans increased nine fold, and Twitter followers tripled compared to 2010.
- The number of Fruits & Veggies—More Matters media impressions continued to be strong in 2011, totaling 3.1 billion by year’s end.
- Partnerships with members of the fruit and vegetable industry and public health groups were strengthened in 2011. PBH was pleased to honor a record-setting 46 organizations as Role Models and 22 as Champions.
- PBH staff continued to track key areas in the National Action Plan, and provided input into federal nutrition topics, such as the farm bill, school meals, SNAP education, and food marketing to children.
- Two scientific literature reviews were developed and posted on PBHFoundation.org. One report focused on the health benefits of eating fruits and vegetables, while the other dealt with behavior change research on the health benefits of eating fruits and vegetables, posted on PBHFoundation.org. One report focused how to fill the plate with fruits and vegetables. As detailed in the 2011 Annual Report, PBH also continued to be a catalyst for change last year, while leveraging the financial support we receive from industry donors.

With your continued support of PBH, we look forward to working together for another productive year that will bring us closer to the goal of a healthier America through increased consumption of fruits and vegetables.

Copies of PBH’s 2011 Annual Report will be mailed to PBH donors in early April. To view an online copy, visit PBHFoundation.org.

In good health,
The Retail Matters Team

Welcome to Retail Matters

Last year, PBH celebrated its 20th anniversary. A look at our newly released 2011 Annual Report outlines how PBH is continuing to build on the foundation’s past success and accomplishments, while responding to the changing needs of our donors, and promoting healthy eating through fruits and vegetables. Last year, PBH was quick to support the new ChooseMyPlate initiative by becoming a USDA National Strategic Partner. To help our donors promote the core messages of this important initiative, PBH created several new resources, including the MyPlate Makeover Challenge, downloadable marketing toolkits, and other consumer-oriented materials showing how to fill half the plate with fruits and vegetables. As detailed in the 2011 Annual Report, PBH also continued to be a catalyst for change last year, while leveraging the financial support we receive from industry donors.

PBH Weighs In

PBH CATALOG SPOTLIGHT

Fruits & Veggies—More Matters Banner

Keep the Fruits & Veggies—More Matters message front and center for your customers by displaying this colorful banner in your store. It’s great for inside and outside use! This 60” x 34” banner is printed on both sides and comes with 4 corner grommets for easy hanging. Made of durable 100% vinyl, this banner is perfect for long-term or repeated use.

MM-BANNER $75.00

To view more catalog products, visit www.PBHCatalog.org.

The profit from our catalog sales helps to support the mission of PBH, so your dollars definitely matter!

Retail Matters
Delivering Fresh Tips & Trends to PBH Retailers

PBH CATALOG SPOTLIGHT

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MM-BANNER $75.00

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The profit from our catalog sales helps to support the mission of PBH, so your dollars definitely matter!
As today’s food industry becomes more complex and offers consumers more choices, Domex Superfresh Growers® remain singularly focused on providing safe and healthy apples, pears, and cherries. The food choices offered to today’s consumer are driven by convenience and involve too many poor health options. This food environment mandates that consumers receive a terrific eating experience every time they eat our fruit. Our 100+ years of experience growing fruit is driven by our passion to help today’s consumers make healthy eating choices while enjoying the experience.

During the past decade, apple variety has truly blossomed. The success of new “club” varieties in the market demonstrates consumers’ desire for better eating fruit and has helped reinvigorate the entire segment. Superfresh Growers is actively engaged in developing and growing the fruit consumers demand. Our newest variety, Autumn Glory®, is the embodiment of what consumers crave in fruit experience. Whether it is through development of one of our new “club” varieties, improving on the eating experience of the category standard bearers, or communicating knowledge and eating tips with consumers via Twitter, Facebook, or SuperfreshGrowers.com, we are focused on increasing consumption by improving the eating experience.

Superfresh Growers proudly supports Produce for Better Health Foundation in their continuing efforts to increase awareness of healthy eating choices for all Americans. It is critical to the health of our nation’s families that growers and retailers support the efforts of PBH by providing safe, flavorful, and satisfying fruits and vegetables at every opportunity.

Superfresh Growers® is owned by the Kershaw—a 5th generation farming family—and grows or controls 15% of the total conventional and organic apple, pear, and cherry volume in the Pacific Northwest. Together with our own production and that of our trusted partnerships with independent family farms, we ensure the quality, volumes, and varieties you need when you need them. We provide category management, promotional analysis, global logistics capabilities, consumer education materials, and more, all while continuing a commitment to quality relationships and consumer satisfaction.

Do you have photos of actual product packaging that carries the Fruits & Veggies—More Matters logo? Send us your image for publication in an upcoming issue of Retail Matters. For more information, contact Toni Eaton, Production Manager, at (302) 235-2329, ext. 316, or teaton@PBHFoundation.org.
Team Up to Promote 100% Juice Blends

Barsotti and Warner Home Video are partnering with Warner Home Video to celebrate its two new 100% juice blends, Twisted Berry and Twisted Orange. Customers who purchase the new Looney Tunes Show Season 1, Volume 3 DVD can get a $3.00 rebate by mail when they purchase any one bottle, any size, of Barsotti’s 100% juice blends, including its two new blends which contain 1 serving of fruit and 1 serving of veggies in each 8 oz. glass. Other Barsotti products included in this rebate offer are California Valencia Orange Juice, Carrot Juice, and Organic Carrot Juice. All of these juice blends are freshly pressed, not from concentrate, and contain no added sugar, artificial flavors, or preservatives. Visit http://www.barsottijuice.com/looneytunes/ for complete promotion details. The promotion runs from March 13, 2012 through September 30, 2012.

Consumers can also participate in Barsotti’s Wacky Daffy Funny Face Contest to win a free Looney Tunes Show Season 1, Volume 3 DVD. To enter this contest, consumers can email a photo of their wackiest, twistiest, and funniest face to wackyface@barsottijuice.com. One winner will be selected each month, from April through September, based on humor and originality. Winning photos from the Wacky Daffy Funny Photos will be displayed on the Barsotti website. Complete contest details can be found online at the company’s website.

PBH Adds Three Online Resource Guides

Are you looking for nutrition education information to encourage your customers to buy more fruits and vegetables? PBH offers a diverse and comprehensive set of resources, tools, and strategies on its websites, all designed to help you find just the information you need. As a way to organize this information and target resources to specific stakeholders, PBH has created and posted individual resource guides online for each of the following groups: worksite wellness managers; schools; and consumer affairs directors. Each guide includes hyperlinks to information on PBH’s websites as well as external links to other websites of interest. Access to these resource guides is available by going to www.PBHFoundation.org.

Half-Your-Plate Sponsorships

According to the American Dietetic Association, eating vegetables with dip increases vegetable intake in kids by 80%!

Direct consumers to the kid-approved recipes (including dips) on our consumer website, www.FruitsAndVeggiesMoreMatters.org, and create an interactive dipping bar to celebrate the fresh fruits and vegetables of summer.

A consumer recently asked how to encourage her teenager to choose healthy snacks when she is not around.

Inform parents that making fruits and veggies available to their children is the best thing they can do. Research has shown that availability is the key factor that is associated with higher intakes of fruits and vegetables (in one study it increased consumption by 104%), especially in children and adolescents. Advertise pre-sliced/pre-packaged fruits and vegetables for easy grab-and-go options for teenagers, and provide parents with healthy breakfast ideas from the Fruits & Veggies—More Matters website to give their children a more nutritious start to their day.

Help parents create their own healthy meal pictures with the Half-Your-Plate tool kit available at www.FruitsAndVeggiesMoreMatters.org. Create sample healthy plate images (or use healthy plates available on the Fruits & Veggies—More Matters website) to show consumers pictures of easy meals focusing on fruits and vegetables. Challenge consumers to participate in our MyPlate Makeover Challenge, too!

Guide consumers to follow Fruits & Veggies—More Matters on Twitter and Facebook for daily news, tips, free recipes, healthy menus, and a supportive community! Inform consumers about the Ask The Expert section on this consumer website where they can get answers to all of their fruit, veggie, nutrition, exercise, and healthy lifestyle questions!

Half-Your-Plate Sponsorships Back by Popular Demand!

In 2011, PBH began offering Half-Your-Plate sponsorships to promote the USDA launch of its new food icon, and to help consumers fill half their plate with fruits and vegetables by demonstrating what a healthy “plate” could look like for dinner, lunch, snacks, etc. The plate examples are highlighted on FruitsAndVeggies—More Matters website and on Facebook and Twitter. So far, 25 Half-the-Plate examples have been posted, and 5 more are currently in production for release later this spring.

This sponsorship opportunity has been very popular and is once again available for 2012. The sponsorship includes a commodity of choice as part of a “plate” that meets Fruits & Vegetables—More Matters and U.S. Dietary Guidelines nutrient criteria; menu/recipe development and consumer recipe testing; nutrient and cost analysis; shopping lists, assembly directions, and preparation time; and photography. Photos and cost/nutrient analysis of sponsored “plates” will also be available for the sponsor’s own use. PBH will feature these healthy “plates” in cookbooks, tear sheets, and in its ongoing media efforts to promote the message about filling half your plate with fruits and vegetables for healthy eating.

For more information about PBH’s 2012 Half-Your-Plate Sponsorships, contact Rene Bullion at rbullion@PBHFoundation.org or Cyndy Dennis at cdennis@PBHFoundation.org.

 Barsotti Juice Company is partnering with Warner Home Video to celebrate its two new 100% juice blends, Twisted Berry and Twisted Orange. Customers who purchase the new Looney Tunes Show Season 1, Volume 3 DVD can get a $3.00 rebate by mail when they purchase any one bottle, any size, of Barsotti’s 100% juice blends, including its two new blends which contain 1 serving of fruit and 1 serving of veggies in each 8 oz. glass. Other Barsotti products included in this rebate offer are California Valencia Orange Juice, Carrot Juice, and Organic Carrot Juice. All of these juice blends are freshly pressed, not from concentrate, and contain no added sugar, artificial flavors, or preservatives. Visit http://www.barsottijuice.com/looneytunes/ for complete promotion details. The promotion runs from March 13, 2012 through September 30, 2012.

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At a special recognition luncheon held during our Annual Meeting, PBH honored the following companies, organizations, agencies, and individuals for their outstanding work to increase fruit and vegetable consumption in 2011. The total number of honorees reached an all-time high, with 39 companies achieving Fruits & Veggies—More Matters Role Model status, and 19 earning Champion status. PBH also recognized 9 Public Health Role Models and 1 Public Health Champion for their efforts to increase fruit and vegetable consumption within the education and public health community in 2011.

RETAIL ROLE MODELS
Ahold
DeCA
Food Lion
Meijer
Redner’s
Rohrer Brothers
Safeway
Schnuck Markets
SuperValu

INDUSTRY ROLE MODELS
Alberto-Culver Specialty Brands
American Frozen Food Institute
Barsotti Juice Company
Blue Book Services
California Avocado Commission
C.H. Robinson Worldwide, Inc.

RETAIL CHAMPIONS
Basha’s
Big Y
Brookshire Brothers
Coborn’s

A message from Paul Palmby, Newly Elected PBH Chairman

As I begin my year as Chairman of the Produce for Better Health Foundation Board of Trustees, I do so with nervous anticipation. I am very honored to have been asked to serve. On a professional level, I come to the organization as a canned and frozen food processor with more than 25 years in the industry and a strong belief that our mission of increasing consumption of fruits and vegetables in all forms is one that the entire industry can embrace. On a personal level, I believe passionately that PBH is the right organization with a consistent and credible message to help educate the public about the numerous health benefits of increasing their consumption of fruits and vegetables. We are an organization that can only be effective with the support of the industry, and we must continue to be that advocate for the healthy products that we provide.

As we look forward, it is clear we are in an industry that is central to initiatives and products that we provide. The efforts of PBH really do matter and can only happen with the generous support of our donors. PBH is that respected and credible advocate that will benefit us all. Our industry can only benefit from such a voice.

Introducing and Honoring . . .

PBH Honors 2011 Fruits & Veggies—More Matters Role Models & Champions

Produce for Better Health Foundation welcomes Paul Palmby as our new Chairman of the Board, and extends our sincere appreciation to our immediate past chair, Roger Perpaul of Stemilt. We appreciate your dedication to and support of PBH and the Fruits & Veggies—More Matters national health initiative.

New Scientific Overview Unveiled by PBH

At the 2012 Annual Meeting, PBH released its latest scientific overview, Behavioral Economics and the Psychology of Fruit and Vegetable Consumption. This report summarizes the latest research findings on consumer behavior and details how different behavior-change interventions can increase fruit and vegetable consumption. The report also contains links to online resource guides that outline actionable strategies and tools that various stakeholders can use to encourage consumers to make better consumption decisions by including more fruits and vegetables in their diet. Individual resource guides are available for marketers, parents, schools, policymakers, and researchers. The report and the resource guides will be available for download in early April at www.PBHFoundation.org.

COMING SOON . . . in Q2 2012

IN THE Q2 EDITION OF RETAIL MATTERS
- Photos and Highlights from PBH’s 2012 Annual Meeting
- PBH Sponsorship Opportunities for 2013
- Dates and Location for 2013 PBH Annual Meeting

LOOK FOR ELIZABETH PIVONKA, PBH PRESIDENT/CEO, SPEAKING AT:
- AFFI Board Meeting, April 15-18
- CLFP Board Meeting, April 30-May 3

LOOK FOR PBH STAFF AT THESE CONFERENCES AND TRADESHOWS:
- National Head Start Association Annual Conference, May 20-23
- NAECY National Institute, June 10-13

Interested in becoming licensed to use the Fruits & Veggies—More Matters® brand?
Contact Toni Eaton at teaton@PBHFoundation.org or at 302-235-2329, ext. 316.