



PROFESSIONAL Ambassadors

Today over half of all US adults — 66 percent — and a third of children and adolescents are either overweight or obese. Health costs associated with Americans' growing waistlines are astronomical, even without taking into account other diet-related diseases. Corresponding with escalating health care costs is \$7.3 billion spent annually in food advertising, with only 2% of all advertising spent on promoting fruits and vegetables.

Meanwhile, recommendations for fruit and vegetable intake have increased as a result of a growing body of research that suggests numerous potential benefits for prevention of disease, yet most Americans still need to double their fruit and vegetable consumption each day. Growers lack marketing dollars to advertise their products and have supported Produce for Better Health Foundation (PBH) with voluntary contributions since 1991 to help increase fruit and vegetable consumption.

PBH has developed programs and materials for consumers, health professionals, the media (including social media), growers, supermarkets, and other thought leaders to encourage greater fruit and vegetable consumption and advocate for the Fruits & Veggies—More Matters® national health campaign and program.

PBH is now launching a program to encourage our younger generation of nutrition professionals to join with us as a PBH Professional Ambassador to help us increase fruit and vegetable consumption for America's health! To be a PBH Professional Ambassador, we ask you to do 10 of any of these items outlined on the following page.



Sign Up!

- Sign-up as a [PBH Professional Ambassador](#)

Become Familiar With PBH Resources

- Consumer website: [FruitsAndVeggiesMoreMatters.org](#)
 - [Video Center](#)
 - [Recipes](#)
 - [Supermarket RD Insider Viewpoint](#)
 - [Daily Fruit & Vegetable News Feed](#)
 - [My Community Sharing Site](#) (Market your own programs here, see what's happening in your local area, find other national programs)
 - [About the Buzz](#) (consumer articles about fruits/veggie "rumors")
 - [Plate Makeovers](#)
- Influencer website: [PBHFoundation.org](#)
- Kids website: [FoodChamps.org](#)

Stay Informed

- Sign-up for [Consumer e-communications](#)
- Sign up for health professionals materials: [Fruit & Veggie Connection Magazine & Webinars](#)
- Watch one of our [Recent Webinars](#)
- Review our [All Forms](#) document

Follow Us!

- [Fruits & Veggies—More Matters on Facebook](#)
- [Fruits & Veggies—More Matters on Twitter](#)
- Participate in a monthly PBH Twitter party 4 pm ET, 1st Wed each month
- [Fruits & Veggies—More Matters on Pinterest](#)
- [Fruits & Veggies—More Matters on Instagram](#)

Share with Friends!

- Actively retweet/repost from PBH social media platforms
- Encourage friends to participate in a monthly PBH Twitter party 4 pm ET, 1st Wed each month
- Promote Fruits & Veggies—More Matters® Month in September
- Promote fruits and veggies during National Nutrition Month® in March
- Post your own fruit/vegetable cooking demos
- Post photos/recipes of your favorite fruit/veggie dishes

Share in Your Cafeteria!

- Talk with dining services about current efforts to offer healthy, tasty fruit and vegetable menu items
- Encourage that vegetable options be bundled into grab and go meals
- Encourage fun, creative, age-appropriate names for daily fruit/veggie options
- Encourage that fruit options be displayed attractively near registers
- Encourage that healthier menu options be displayed or promoted prominently
- Encourage more veggies as part of entrees
- Rebalance desserts: e.g. strawberries, or chocolate dipped strawberries instead of chocolate cake with one berry on top
- Promote Fruits & Veggies—More Matters Month
- Promote fruits and veggies during National Nutrition Month

Share in your Community!

- Promote Fruits & Veggies—More Matters at community or college fairs
- Similarly promote fruits and veggies during National Nutrition Month
- Include fruit and vegetable tips in your blog
- Share tips on proper fresh produce storage
- Share tips around 'healthy eating on the go'
- Share tips on 'eating on a budget'

What else?

- Tell us about other great stuff you've done to help promote fruits and vegetables and Fruits & Veggies—More Matters (Please attach a separate page.)

Check the items on this form you have completed during the calendar year and submit it to development@PBHFoundation.org by December 1 each year. You will receive a PBH Ambassador Certificate.

You might also win a free trip in the spring (to someplace warm) and have a chance to meet leaders in the effort to increase fruit and vegetable consumption at our annual conference.

