



PRODUCE FOR BETTER HEALTH FOUNDATION

Available Donor Benefits for Members of PBH's President Club 2016

Consumer/Target Audience Outreach

- (2) Commodity features in PBH's Recipe of the Week e-communication.
- Choice of product (non-branded) highlighted by PBH Chef Blogger.
- (2) PBH written [About the Buzz](#) articles on topic of choice.
- Opportunity to contribute an advertorial (full-page or half-page) in PBH's *Fruit & Veggie Connection* magazine for health professionals.
- Company logo featured in each quarterly edition of Retail Matters as a member of the President's Club.
- Company logo and name featured on one of PBH's tradeshow panels highlighting members of The President's Club. This panel will be utilized at all tradeshow PBH exhibits at throughout the calendar year.
- One member of the company is invited to join PBH and the Supermarket RDs for dinner during PBH's Supermarket RDS at Fresh Summit event held each year in conjunction with PMA's Fresh Summit.
- Access to [online toolkits](#) housed on PBHFoundation.org developed for retailers, growers, shippers, processors, employers and consumers.

Fruits & Veggies—More Matters Licensing

- Use of the Fruits & Veggies—More Matters logo on qualifying products, program or promotional materials with approval.
- PBH issued press release recognizing the launch of a new product or program that included the Fruits & Veggies—More Matters logo.
- PBH press release boilerplate for the company to use for a product or program that includes the Fruits & Veggies—More Matters logo.

Leadership

- Participation on PBH's [Board of Trustees](#).
- Opportunity to participate on PBH Committees and Task Forces.
- Proud Supporter signs available to use at exhibit booths, meetings or other venues as desired.

PBH/Fruits & Veggies—More Matters Information & Recognition

- Receive print and electronic copies of PBH consumer [research](#), newsletters and [press releases](#).
- Receive print copy of [Retail Matters](#) quarterly.
- Receive print and electronic copies of PBH's bi-annual magazine, [The Fruit & Veggie Connection](#).

- Recognition in PBH monthly e-newsletter, [PBH Direct!](#), acknowledging annual support.
- Recognition in PBH [annual report](#) acknowledging annual support.

Social Media

- Opportunity to co-host a Twitter Party with PBH.
- PBH follows your organization on Facebook, Twitter, Pinterest and Instagram (and on all future social media channels PBH and the company are a part of) and re-tweets, shares, and re-posts relevant and applicable information.
- Opportunity to have (2) open-ended questions posted on Fruits & Veggies—More Matters Facebook page.
- Opportunity to participate in PBH's monthly Twitter parties held the first Wednesday of each month. Participation counts toward earning Champion or Role Model recognition.

Website Recognition

- Company logo on home page of [MoreMatters.org](#) as a rotating feature.
- Hotlink to company website from [PBHFoundation.org](#).
- Hotlink to company's consumer website from the [our supporters](#) section on MoreMatters.org.
- Opportunity to place company logo next to two (2) [streaming videos](#) of choice featured on MoreMatters.org.