



Industry Role Model & Champion Criteria

Share with us how you support Fruits & Veggies—More Matters®!



The following criteria must be met for consideration as a Fruits & Veggies—More Matters Champion and Role Model.

1. Supports Fruits and Veggies—More Matters brand:

(Only need to meet 1 criteria for consideration as a Role Model or Champion — whichever is most applicable to your organization)

- Using brand on edible products that meet PBH's Products Promotable criteria
- Using brand for non-edible products and services where appropriate.



2. Fruits & Veggies—More Matters messaging:

(meet any 2 criteria for consideration as a Champion; 2+ for Role Model)

- Advertising
- Public relations
- Speaking platforms
- Promotional materials
- Placing Fruits & Veggies—More Matters at the forefront of a promotion with your own brand(s).



3. Fruits & Veggies—More Matters visibility & support on industry website:

(Only need to meet 1 criteria for consideration as a Role Model or Champion)

- Link to FruitsAndVeggiesMoreMatters.org
- Copy/text about Fruits & Veggies—More Matters on web site

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

Additional criteria:



4. Expand message to additional media forms:

(Meet 1-2 criteria for consideration as a Role Model)

- Magazines
- Consumer brochures
- Broadcast

5. Spreading the word about Fruits & Veggies—More Matters on Social Media:

(Meet 1-2 criteria for consideration as a Champion; 2+ for Role Model)

- Liking Fruits & Veggies—More Matters on Facebook
- Following Fruits & Veggies—More Matters on Twitter
- Following Fruits & Veggies—More Matters on Pinterest
- Retweeting and reposting Fruits & Veggies—More Matters social media messaging
- Blogging about Fruits & Veggies—More Matters information, recipes, tips
- Joining and promoting Fruits & Veggies—More Matters monthly Twitter parties

6. Helping to spread the word about PBH and Fruits & Veggies—More Matters:

(Meet 1-2 criteria for consideration as a Role Model)

- Being an advocate for PBH and/or Fruits & Veggies—More Matters
- Participation in sponsorships (Fruit & Vegetable Commodity Research Database, Annual Meeting, PBH Direct, Retail Matters newsletter, etc.)
- Introducing PBH to your partners
- Actively trying to recruit new donors for PBH

7. Community Outreach: (Meet 1-2 criteria for consideration as a Role Model)

- Integrate Fruits & Veggies—More Matters logo/brand messages into newsletters, education efforts, etc.
- Include Fruits & Veggies—More Matters logo/brand messages into speaking platforms
- Corporate Wellness program for company associates with a Fruits & Veggies—More Matters component

8. Enhanced PBH involvement: (Meet 1-2 criteria for consideration as a Role Model)

- An active PBH Board of Trustees donor
- Serve on a PBH committee or task force
- Attend PBH's Annual Conference: *The Consumer Connection*

