



2015 Fruits and Veggies—More Matters Dashboard Report



Since 2007 (through 12/31/13)		
Leveraged Dollars	\$50.8 Billion	■
Total Impressions	33.5 Billion	■
Impressions per American	108	■
Consumption	1.8 cups/day	■
Mom Intent to 'Serve More'	70%, up from 69% in 2007	■
Mom Brand Awareness	30%, up from 11% in 2007	■

Alerts	
FVMM logo makes 53% of Moms more likely to purchase product, up from 40%	
39% of Moms very/extremely motivated by FVMM, up from 24% in 2007; brand awareness is at 30%	
Good progress and positive outlook for FV consumption in those <age 40, especially for fresh; those >age 50 are trending down over time.	
Mark your calendar for April 4-6, 2016 in Scottsdale, AZ for next PBH meeting!	

Other Notable Items	
2015 State of the Plate Report Available	
Childhood obesity rates drop in 18 states, between 2008-2011	
Best predictors of behavior change: self-efficacy, social support, and knowledge	
Studies have increasingly emerged demonstrating multiple effects of FV on disease-related molecular processes, signaling pathways, and cellular markers	
82% of veg & 90% of fruit eaten comes from home vs. eating out + stores/TV influence food decisions most	

Annual Performance Metrics (cumulative unless noted)						
Metric	Status	Q1	Q2	Q3	Q4	2015 Goal
Ave Monthly Web Visits	▲	406,780				327,000
Opt-In E-mail Participants	▲	85,317				90,000
Web Sites Referring	▲	2,951				maintain (3168 totl)
Licensees (Non retail/states)	▲	1 new				10 new
Industry Role Models (RM)	▲	[23]				55 RMs/30 champion
Packaging Labels (# SKUs)	▲	11 new (2419 totl)				100 new (2688 Total)
Total # Donors	▲	2 new				10 new (330 Total)
Complete Reports	▲	State of Plate				4
Input in Federal Nutrition Policy	▲	1 area				2 areas
Media Impressions (no multplr, print & electronic)	▲	23 B				35.8 B
Facebook/Twitter	▲	534K/47K				645K/50K
Pinterest/Instagram	▲	9.8/1.4K				12K/1.6K
Industry Contributions	▲	\$.824 M				\$2.128 M

2011	2012	2013	2014
108,304	134,769	124,367	297,000
49,260	62,425	68,715	81,461
2,880	172 new (3052 totl)	3,148	3,168
336	22 new	14 new	13 new (376 totl)
40 RM/19 champions	40 RM/23 champions	61 RM/42 champion	74 RM/36 champion
143 new (2123 totl)	170 new (2301 totl)	107 new (2408 totl)	180 new (2588)
			320
			2
5 areas	8 areas	6 areas	2 areas
3.1 B	10 B	12.1 B	32.55 B
23K/10K	84K/23K	193K/34K	430K/44K
\$1.208M	\$1.070 M	\$483 M	9.2/1.1K
\$1.817 M	1.987 M	\$2.234 M	\$2.296 M

President's Message	
Q1 was highlighted by highest ever monthly average visits (406K/month) to website, 55% higher than Q1 of 2014; and more than 23 B media impressions, nearly 3-fold higher than Q1 of 2014 and 6-fold higher than Q1 of 2013!	
Facebook likes (Q1=520K) were more than double Q1 last year and up 22% for the year. 90% of Twitter parties have trended. Continued aggressive retail outreach included hosting Business Exchange mtgs at PBH 2015 Ann Conf and bringing supermarket RD's to NGA. PBH granted funds to 8 universities to conduct Store Tour Training Program and 2 universities to conduct mkg research. PBH conducted 2 webinars, launched Formula 5 Marketing Competition, and released 2015 State of the Plate Report.	
Q1 collective support from industry is \$824K, or 38% toward goal of \$2.128M. This includes annual contributions at 28% of goal; sponsorships at 84% of goal; and conference registration income at 132% of goal. Annual meeting in Q1 was very successful in terms of reviews, attendance, and sponsorships. Plans are underway for 2016.	

