



2016 Fruits and Veggies—More Matters Dashboard Report



Since 2007 (through 12/31/15)		
Leveraged Dollars	\$294 Billion	■
Total Impressions	110 Billion	■
Impressions per American	336	■
Consumption	1.8 cups/day	■
Mom Intent to 'Serve More'	71%, up from 69% in 2007	■
Mom Brand Awareness	30%, up from 11% in 2007	■

Alerts	
FVMM logo makes 49% of Moms more likely to purchase product, up from 39%	
49% of Moms very/extremely motivated by FVMM, up from 24% in 2007	
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 5-7, 2017 in Scottsdale, AZ for next PBH meeting!	

Other Notable Items	
2016 = Mom Report; 2015= State of the Plate Report, Gap Analysis, Mom vs Dad Report, & National Action Plan Report Card	
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	2016 Goal
Ave Monthly Web Visitors	▲	392,000	351,877			390,000
Opt-In E-mail Participants	▲	98,579	107,500			106,000
Web Sites Referring	▲	3,170	3,123			maintain (3170 totl)
Licensees (Non retail/states)	■	(1)	(1)			10 new
Industry Role Models (RM)	▲	[15 tracking]	[19 tracking]			65 RMs/15 champion
Packaging Labels (# SKUs)	■	8 new (2677 Total)	49 new (2718 Total)			80 new (2749 Total)
Total # Donors	■	(2) (354 Total)	(5) (351 Total)			4 new (360 Total)
Complete Reports	▲	1	1			1
Input in Federal Nutrition Policy	▲	1	1			3 areas
Media Impressions (no multplr, print & electronic)	▲	10.65 B	39.44 B			46 B
Facebook/Twitter	▲	800K/55K	864K/57K			1M/62K
Pinterest/Instagram	▲	11.2K/8.9K	11.5K/11.3K			11.5K/10K
Store Tour Training Grants	▲	7	16			12

2012	2013	2014	2015
134,769	124,367	297,000	349,846
62,425	68,715	81,461	96,298
172 new (3052 totl)	3,148	3,168	3,170
22 new	14 new	13 new	12 new
40 RM/23 champions	61 RM/42 champion	74 RM/36 champion	70 RM/15 champion
170 new (2301 totl)	107 new (2408 totl)	180 new (2588)	81 new (2669)
		344	356
		2	4
8 areas	6 areas	2 areas	4 areas
10 B	12.1 B	32.55 B	43.7 B
84K/23K	193K/34K	430K/44K	719K/54K
\$1.070 M	\$.483 M	9.2/1.1K	10.8/6.4K
		4	18

President's Message	
Strong 39B media impressions YTD (86% of goal), 5B+ than same time last year (YOY). Ave monthly visitors to MoreMatters.org YTD =352K, -11% YOY. New opt-in participants YTD=11.2K (101% of goal), double YOY (Cumulative opt-ins=107.5K). Continued social media growth with Facebook +20%, Twitter +6%, Pinterest +6%, and Instagram +78% YTD. Twitter lags but others on-track or nearing goal. Staff investigating Snapchat. PBH hosted 31 retailers at 2016 Ann Conf & 5 supermarket RD's at NGA. New fall Store Tour Training Grantees=9, added to 7 from spring, for cumulative total of 38 schools having trained 800+ nutrition/dietetic students, giving store tours to 6,000. All catalog nutrition education materials now on-line, 3 webinars conducted, and 2015 Mom Report released. 2 PBH Marketing Research Grants presented at Ann Conf. Formula 5 2017 announcement released. AARP collaborating on 2017 PBH research.	
Q2 collective industry support=\$1.166M, 55% of \$2.125M goal. Contributions = 48% of goal; sponsorships 98% of goal; conference registration income 81% of goal; in-kind gifts 9% of goal.	

