



## 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             | 347,491             |    | 390,000              |
| Opt-In E-mail Participants                           | ▲      | 98,579             | 107,500             | 108,752             |    | 106,000              |
| Web Sites Referring                                  | ▲      | 3,170              | 3,123               | 3,159               |    | maintain (3170 totl) |
| Licensees (Non retail/states)                        | ■      | (1)                | (1)                 | 1                   |    | 10 new               |
| Industry Role Models (RM)                            | ▲      | [15 tracking]      | [19 tracking]       | [45 tracking]       |    | 65 RMs/15 champion   |
| Packaging Labels (# SKUs)                            | ▲      | 8 new (2677 Total) | 49 new (2718 Total) | 70 new (2739 Total) |    | 80 new (2749 Total)  |
| Total # Donors                                       | ■      | (2) (354 Total)    | (5) (351 Total)     | (7) (349 Total)     |    | 4 new (360 Total)    |
| Complete Reports                                     | ▲      | 1                  | 1                   | 1                   |    | 1                    |
| Input in Federal Nutrition Policy                    | ▲      | 1                  | 1                   | 4                   |    | 3 areas              |
| Media Impressions (no multplr, print & electronic)   | ▲      | 10.65 B            | 39.44 B             | 41.24 B             |    | 46 B                 |
| Facebook/Twitter                                     | ■      | 800K/55K           | 864K/57K            | 901K/58K            |    | 1M/62K               |
| Pinterest/Instagram                                  | ▲      | 11.2K/8.9K         | 11.5K/11.3K         | 11.8K/13.1K         |    | 11.5K/10K            |
| Store Tour Training Grants                           | ▲      | 7                  | 16                  | 16                  |    | 12                   |

| President's Message  |  |
|--|--|
| Facebook made changes to paid ad and post programs, which also impacted search optimization. Together these were a drag on monthly MoreMatters.org visits, social media, and media impressions for 2-3 months before problem was identified. Changes have since been implemented and Sept/Oct have seen our typical positive growth. Web visitors, Facebook (+25%), & Twitter (+8%) are lagging, however. Still, Pinterest (+9%), Instagram (+106%), new opt-ins (+13%) have all surpassed goal; media impressions are 90% of goal.              |  |
| PBH hosted 31 retailers at 2016 Ann Conf, 5 supermarket RD's at NGA, and 17 at Fresh Summit. Total 2016 Store Tour Training Grantees=16, 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, 5 webinars conducted, 2015 Mom Report released, 11 'plates' developed. 2 PBH Marketing Research Grants presented at Ann Conf. 49 teams plan to participate in <i>Formula 5</i> , 2017. AARP collaborating on 2017 PBH research. |  |
| Q2 collective industry support=\$1.436, 68% of \$2.125M goal. Contributions = 70% of goal; sponsorships 103% of goal; conference registration income 81% of goal; in-kind gifts 10% of goal.   |  |

| 2012                | 2013                | 2014              | 2015              |
|---------------------|---------------------|-------------------|-------------------|
| 134,769             | 124,367             | 297,000           | 349,846           |
| 62,425              | 68,715              | 81,461            | 96,298            |
| 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          |
|                     |                     | 9.2/1.1K          | 10.8/6.4K         |
|                     |                     | 4                 | 18                |

