

Role Model Criteria Retailer Checklist

Are you a Fruits & Veggies—More Matters® Retail Role Model?

Below are the key criteria that would make your organization a role model.

- Fruits & Veggies—More Matters logo ad support.
 - Basic ads – routinely use logo/message
 - Special promotions for Fruit and Vegetable Month or other

- Fruits & Veggies—More Matters messaging in-store.
 - POS Signs
 - Supplies (Roll bags, Labels, Stickers, etc.)

- Fruits & Veggies—More Matters promotion on retail websites.
 - Link to www.fruitsandveggiesmoremattes.org
 - Create Fruits & Veggies—More Matters page or section

- Expand message to additional media forms
 - Magazines
 - Newsletters
 - In-store radio
 - Consumer brochures
 - Broadcast

- Move Fruits & Veggies—More Matters outside Produce Department
 - All forms count advertising - promotion
 - Signs in other departments – flagging frozen, canned, etc.
 - Private Label – promotions and packaging

- Enhanced PBH involvement
 - Provide content for guest column on website
 - Attend Board/Committee meetings
 - Serve on PBH committees
 - Provide consumption data to support PBH activities/research

- Community outreach
 - Integrate Fruits & Veggies—More Matters message into other programs, such as demos, cooking classes, wellness clinics, store tours, PR activities.
 - Corporate wellness program for company associates with a Fruits & Veggies—More Matters component.