

## **Role Model Criteria Grower/Shipper/Processor**

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

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

1. Supports Fruits and Veggies—More Matters brand by:
  - Using brand on edible products that meet PBH's Products Promotable criteria.
  - Using brand for non-edible products and services where appropriate.
  - Placing Fruits & Veggies—More Matters at the forefront of a promotion with your own brand(s).
  
2. Use brand in a **variety** of communication vehicles.
  - Advertising
  - Public relations
  - Speaking platforms
  - Packaging
  - Promotional materials
  - Copy/text about Fruits & Veggies—More Matters on web site
  - Website link to [fruitsandveggiesmorematters.org](http://fruitsandveggiesmorematters.org)
  
3. Make fruit and vegetable consumption convenient for consumers:
  - Develop affordable, effective technologies for selling pre-cut, conveniently packaged fruits and vegetables at venues such as convenience stores and food kiosks (i.e. airports, sports venues and train stations).
  - Make fruits and vegetables more convenient and portable, to easily fit into consumers' busy lives (i.e. pre-cut, single serve and smaller portion sizes).
  - Develop and use packaging features to extend shelf life, improve marketability of products, and make it easier for consumers to purchase and use products successfully (such as re-sealable packages or packages that tell a

customer when a product is past its prime to help ensure consumers receive only the freshest, best-tasting produce available).

Innovate in products, packaging and preparation to market fruits and vegetables as main dishes rather than side dishes.

Use packaging or stickers to provide consumers with simple recipes and serving suggestions, appropriate health messages, or product handling and storage information.

4. Healthy lifestyle values (eating well and physical activity) are deeply rooted in the organization's culture.

Does your company have a newsletter to employees that includes health messaging or tips and ideas on how to incorporate fruits and veggies into your daily lives?

Does your company encourage physical activity and eating well? How? Does it give incentives for this?

Does your company make statewide or nationwide employee/volunteer/grass roots base available to "spread the word" in its efforts to increase consumption of fruits and vegetables, including using the Fruits & Veggies—More Matters brand?

Other

5. Enhanced PBH involvement

Is someone from your company a member of PBH's Board?

Do they serve on a committee?

Does someone from your company attend the *Celebration of Life* annual fundraiser?

Do you participate in sponsorships (PBH Direct, web video, Produce First, Retail Matters newsletter)?

Are you willing to introduce PBH to your other partners?

Have you actively tried to recruit new donors for PBH?