

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:

(Donor must show regular support in 1 category listed below)

- 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.

(Donor must show regular support in 2 or more categories listed below)

- Advertising
- Public relations
- Speaking platforms
- Packaging
- Promotional materials
- Copy/text about Fruits & Veggies—More Matters on web site
- Website link to fruitsandveggiesmorematters.org

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

(Donor must show support in 1 category listed below per year)

- Does your company have a newsletter to employees which includes Fruits & Veggies—More Matters web links, tips, or messaging?

Non-Retailer
Role Model Criteria

- Does your company encourage 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

4. Enhanced PBH involvement

(Donor must show regular support in 2 or more categories listed below)

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

- Do they serve on a committee?

- Does someone from your company attend PBH’s annual Dinner-Auction-Dance 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?

**Contact Kathleen Ruf, PBH’s Licensing and Partnership Manger
for more information at kruf@pbhfoundation.org.**