



Support Produce for Better Health Foundation

Thank you for your interest in Produce for Better Health Foundation (PBH). The mission of PBH is to educate and lead the way to help Americans achieve increased daily consumption of fruits and vegetables for better health. PBH is a 501(c) (3) non-profit education organization, meaning PBH is not organized or operated for the benefit of private interests, and no part of the organization's earnings are given to the benefit of any private shareholder or individual. Additionally, PBH does not influence legislation, participate in any campaign activity for or against political candidates, and is not funded by federal or state governments. PBH is funded through contributions, in-kind services, and net revenue earned through the sale of nutrition education resources. **Your support is needed!**

Did you know that . . . ?

- More than 60 percent of the US adult population is now overweight or obese. This is double the rate since 1980. Overweight is defined as a BMI (Body Mass Index) of 25-29.9 or more. Obesity is defined as a BMI of 30 or more. For example, a person who is 5'4" would be overweight at 145 lbs and obese at 174 lbs.¹
- A third of US children and adolescents are either overweight or obese—today's children may be the first generation in history whose life expectancy is projected to be less than that of their parents, with poor diet being a primary contributor.²
- Billions of dollars are spent each year marketing foods of low nutritional value to children.³
- In 2005 the US spent \$2 trillion on health care with employers paying more than one-third of that cost. Nationwide corporate costs related to employees' obesity alone are \$45 billion annually.⁴
- Obese and overweight employees are typically absent 14 days a year more than normal-weight employees.⁵
- It is estimated that 50% of today's health care costs are attributable to health risks that can be modified by lifestyle behaviors such as diet and activity. In terms of diet, the largest gap between recommended dietary intake and what is actually consumed is in the area of fruits and vegetables. Americans simply do not eat enough of them.⁶
- A growing body of research suggests numerous potential benefits of fruits and vegetable consumption for preventing chronic diseases, including heart disease, stroke, high blood pressure, diabetes, some cancers, and obesity.

PBH's response is . . .

- **To be the "go-to-source" for reliable information and solutions that help consumers, especially Moms, increase their family's fruit and vegetable consumption for better health.**
- The information and resources provided by PBH also support corporate health and wellness programs.
- Organizations with employee wellness programs have a healthier workforce and lower health care costs.
- Established, successful wellness programs have resulted in overall health care cost savings of \$2.5 – 8.5 million per year.
- For every \$1 invested in a health and wellness program, \$3 is saved on health care costs.

Today . . .

- PBH co-chairs with the Centers for Disease Control and Prevention a distinctive national partnership, the National Fruit & Vegetable Alliance (NFVA) consisting of government agencies,

- PBH has successfully rallied the fruit and vegetable industry, federal agencies, state departments of health, non-profit organizations, and many health professionals and educators around a national call-to-action and health initiative: **Fruits & Veggies—More Matters®**. This national health initiative is the nation's largest public-private, fruit and vegetable nutrition education in existence.
- To date the Fruits & Veggies—More Matters public health initiative, launched in March 2007, has resulted in:
 - ✓ **167,380 million** media impressions*
 - ✓ **5.78 billion** retail impressions
 - ✓ **68,966** average monthly website visitors
 - ✓ **2,103** qualified products carrying the Fruits & Veggies—More Matters logo

* An impression is defined as the number of people who may have seen an article, heard something on the radio or in a podcast, watched something on television, or read something on a web page or blog.
- PBH promotes consuming all forms of fruits and vegetables: fresh, frozen, canned, dried, and 100% juice because all forms have nutritional benefits. This recommendation is also consistent with U.S. Dietary Guidelines.
- PBH has an extensive network of Fruits & Veggies—More Matters message intermediaries all working together to improve America's health through the consumption of fruits and vegetables:
 - ✓ 22,000 retailers/supermarkets
 - ✓ 50 State Fruit & Vegetable Nutrition Coordinators
 - ✓ Over 300 growers and processors within the fruit and vegetable industry
 - ✓ Several National Partners (members of the National Fruit & Vegetable Alliance): CDC, USDA, National Cancer Institute, American Heart Association, American Diabetes Association, American Cancer Society, American Frozen Food Institute, Canned Food Alliance, Produce Marketing Association, and United Fresh Produce Association.

Why Support PBH?

Your return on investment is measured annually through PBH's scorecard, measuring messaging impact, sustainability (funding), and ultimately, changes in consumption.

- You will support millions of Moms who want to do what's best for their family but need help to increase their families' consumption of fruits and vegetables. By assisting moms to help their families be healthier through fruits and veggies, you will also impact the health and well-being of all Americans. Visit www.FruitsAndVeggiesMoreMatters.org.
- The core messages of the Fruits & Veggies—More Matters public health initiative plays a critical role in building a culture of health within your own organization. Organizations that focus on reducing chronic health conditions of employees successfully reduce their company's overall health care and absenteeism costs.
- Your commitment to PBH's mission will be recognized in multiple ways, consistent with your annual contribution benefit level.
- Your company can take pride in being socially responsible and investing in a worthwhile cause: improving America's health.
- By becoming a PBH donor and licensed user of the Fruits & Veggies—More Matters brand, you join hundreds of organizations and thousands of health professionals committed to improving America's health through increased consumption of fruits and vegetables. You will gain immediate access to:

- ✓ The national Fruits & Veggies—More Matters logo for your marketing strategies. In a 2010 PBH survey of 1,000 Gen X Moms (nutrition and health “gatekeeper” of the family), the question was asked about Mom’s feelings and thoughts on the logo when seen on packaging.
 - 74% responded that they felt the product was healthy
 - 55% felt the product provided at least 1 serving of fruit and/or vegetables
 - 66% felt the product was nutritious
 - 45% of Moms responded they were more likely to purchase a product if the logo was on the packaging.
- ✓ PBH research on fruits and vegetables (nutrition, consumer, and consumption research) on www.pbhfoundation.org
- ✓ Retail-focused and retail-specific marketing tools; a list of all current licensed retailers is attached
- ✓ Supplier-focused marketing tools
- ✓ Regular e-communications from PBH on foundation activities and relevant industry-related updates
- ✓ A minimum contribution of \$1,000 is needed for an organization to become a licensed donor. A contribution of \$10,000, or more, makes your organization eligible to hold a seat on PBH’s Board of Trustees. Benefits exclusive to board members are:
 - Become involved in one of five PBH committees that guide the development and implementation of the foundation’s strategic and business plans
 - Attend PBH’s annual meeting and board dinner with top leaders in the industry
 - Link from the foundation’s website, www.pbhfoundation.org, to your corporate site

Become a champion for a healthier America by supporting PBH today!

**www.pbhfoundation.org
www.FruitsAndVeggiesMoreMatters.org**

See PBH’s annual results of donor’ support to date on the attached PBH Scorecard.

¹ <http://www.cdc.gov/nchs/fastats/html>

² <http://www.cdc.gov/nchs/fastats/html>

³ <http://www.adage.com/datacenter>

⁴ <http://www.medicalnewstoday.com>

⁵ <http://www.ncbi.nlm.nih.gov/pubmed/10176095>

⁶ <http://www.medicalnewstoday.com>



Licensed Supermarket Retailers
(as of 6.15.10)

Representing over 22,000 stores nationwide

A&P	Piggly Wiggly
Affiliated (NE)	Price Chopper
Affiliated (TX)	Publix
AG Baton Rouge	Raley's
Ahold	Ray's
Associated FS	Redner's
AWG	Roche Bros.
AWI	Piggly Wiggly
Big Y	Price Chopper
Bozzuto's	Roundy's
Brookshire Bros.	Safeway
Certified Midwest	SaveMart
DECA	Schnucks
Donelan's	ShopRite
EW James	Spartan
Food Lion	Stater Bros.
Giant Eagle	Sunset
Hannaford	Times
Harris Teeter	Ukrop's
Hugo's	United
King Kullen	Wal-Mart
Knowlan's	Wegmans
KVAT	Weis
Lowe's	Winn-Dixie
MARCS	Times
Marsh	Ukrop's
Meijer	United
Niemann Foods	

PBH SCORECARD

CONSUMPTION

Behavior Change (Consumption)

Fruit and Vegetable Consumption (NPD Data) → Over the past 5 years, children under the age of 6 have increased their fruit consumption by 11% and their vegetable consumption by 3%. Children ages 6-12 increased their fruit consumption by 7% and their vegetable consumption by 2%.

Movement on Behavior Change Model → A series of 11 psychosocial questions have been asked of 1,000 Gen X moms each year, beginning with a baseline in 2007. Each year the percentage of mothers who strongly agree with each of the 11 questions is averaged and compared with the 2007 baseline. By January of 2009, in the middle of the economic downturn, these attitudes declined by 3% from baseline. In 2010, attitudes had improved over baseline by 4%, indicating a return to positive momentum among mothers to increase fruit and vegetable consumption among family members.

Impact of Education Materials

→ Use of Fruits & Veggies—More Matters® education materials results in xx% improved attitudes/beliefs about fruits and vegetables among the children of Generation X Moms. (Note: Proposals will continue to be submitted to measure the impact of nutrition education materials on consumption of fruits and vegetables.)

Awareness of Brand

→ In the 2010 Generation X Mom custom survey, results showed that 18% saw or heard about Fruits & Veggies—More Matters® compared to 12% in 2007.

Consumption Levels With An Intensified Campaign

→ A USDA grant proposal was submitted in early 2009 to measure the dose/response of a marketing & communications campaign on consumption, but was not funded. Grant opportunities will continue to be reviewed, and proposals submitted accordingly.

MESSAGING

Retail Intermediaries	
Circular Impressions #	→ 6.87 billion
Circular Opportunity Gap	→ 5.6 billion
Website Link Value	→ \$19,309 (91,950 visits)

fruitsandveggiesmorematters.org Web Statistics	
Unique visitors #	→ 1,590,895
Average time on site (minutes)	→ 2:53
Total # Opt-In Participants	→ 20,350

PBH SCORECARD

<u>MESSAGING (continued)</u>	
Grower/Shipper/Processor Intermediaries	fruitsandveggiesmorematters.org Satisfaction
Package Impressions # → Data Pending	Site motivates them to increase their fruit and vegetable consumption → 77% agree/strongly agree
Logo on Packaging → Logo has strong brand association, particularly relating to "Healthy" and "Nutritious." 40% of Gen X Moms are more likely to purchase a product which has the logo on packaging.	Found info looking for → 80% agree/strongly agree
Website Link Value → \$27,062 (128,867 visits)	Will return to site → 87% agree/strongly agree
Media (Print)	Health & Educator Intermediaries
Total Impressions # → 244.687 million	Total Impressions # → 38,290,000
Total Impressions Value → \$37.192 million	Website Link Value (Gov/Non-profits) → \$24,710 (117,715 visits)

<u>SUSTAINABILITY</u>	
2009 Revenue Sources	
Industry Contrib./Spnship. →	61% of total revenue
Catalog →	31% (net sales) of total revenue
In-kind Contributions →	7% of total revenue
Interest & Dividends →	<1% of total revenue

<u>TOTAL CONSUMER IMPRESSIONS = 7,154,567,895</u>	
On average, every American has been reached 23 times since the launch of Fruits & Veggies—More Matters®	
Via Retail Circulars	6,870,000,000
Via Packaging	Pending
Via Media (print only)	244,687,000
Via Website	1,590,895
Via Health Professionals & Educators	38,920,000

<u>TOTAL LEVERAGED DOLLARS = \$10,819,067,889</u>	
For each \$10,000 contribution, PBH leverages \$10.6 million in Fruits & Veggies—More Matters® marketing efforts from others	
Value of Retail Circular Impressions	\$10,442,400,000
Value of Media Impressions	\$37,192,400
Value of Website Links	\$71,091
Value of Catalog Sales	\$4,672,557

*All data is cumulative from the launch of Fruits & Veggies—More Matters® in March 2007 through December 31, 2009.