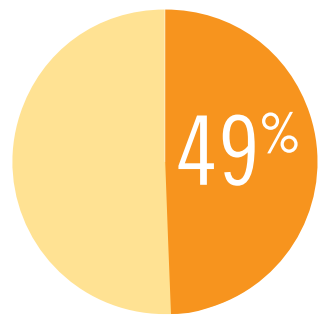
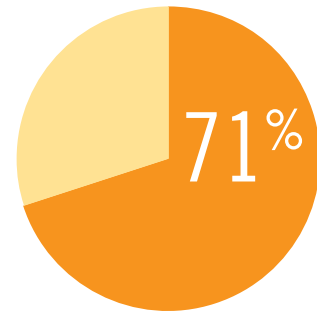


Motivation & Intentions

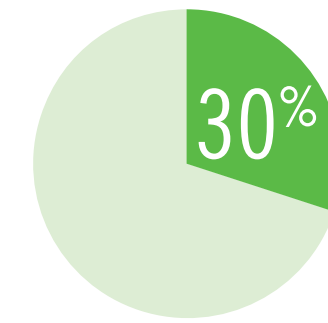


of Moms believe Fruits & Veggies—More Matters motivates them to feed their family more fruit and vegetables, up from 24% in 2007.



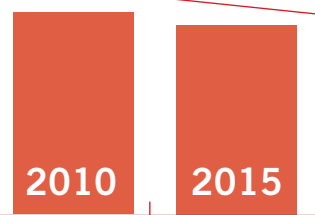
of Moms intend to serve more fruit and vegetables to her family in 2015, up 2% from 2007.

Awareness of Brand



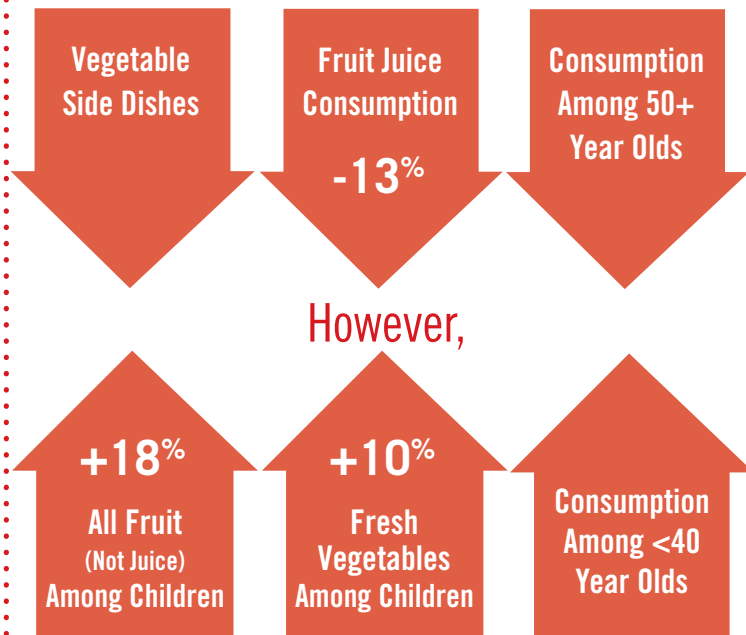
of Moms self-reported they are definitely aware of the Fruits & Veggies—More Matters® logo; up from 11% in 2007.

Behavior Change (Consumption)



Overall Per capita Consumption is **down 5%**

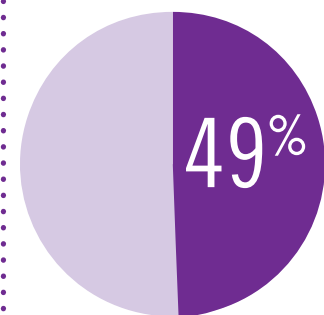
This decrease is driven primarily by:



However,

Scorecard

110 billion Consumer Impressions



of Moms say they are more likely to purchase a product after seeing the logo.

“On average, every American has been reached 336 times since the launch of Fruits & Veggies—More Matters®”

→ Through **circulars, packaging, media, websites, health professionals, and educators.**

\$294 billion Total Leveraged Dollars

“For each \$10,000 contribution, PBH leverages \$29 million in Fruits & Veggies—More Matters® marketing efforts from others”

14,858,553 Visits to FruitsAndVeggiesMoreMatters.org

<p>95% Strongly Agree</p> <p>The site motivates them to eat more fruit & vegetables.</p>	<p>95% Strongly Agree</p> <p>They found the information they were looking for.</p>	<p>98% Strongly Agree</p> <p>They will return to the site.</p>
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*All data is cumulative from the launch of Fruits & Veggies—More Matters® in March 2007 through December 31, 2015.