



## 2016 Fruits and Veggies—More Matters Dashboard Report



Since 2007 (through 12/31/15)		
Leveraged Dollars	\$294 Billion	■
Total Impressions	110 Billion	■
Impressions per American	336	■
Consumption	1.8 cups/day	■
Mom Intent to 'Serve More'	71%, up from 69% in 2007	■
Mom Brand Awareness	30%, up from 11% in 2007	■

Alerts	
FVMM logo makes 49% of Moms more likely to purchase product, up from 40%	
49% of Moms very/extremely motivated by FVMM, up from 24% in 2007	
Good progress and positive outlook for FV consumption in those <age 40, especially for fresh; those >age 50 are trending down over time.	
Mark your calendar for April 5-7, 2017 in Scottsdale, AZ for next PBH meeting!	

Other Notable Items	
2015= State of the Plate Report, Gap Analysis, Mom vs Dad Report, & National Action Plan Report Card; 2016 = Mom Report	
Best predictors of behavior change: self-efficacy, social support, and knowledge	
Studies have increasingly emerged demonstrating multiple effects of FV on disease-related molecular processes, signaling pathways, and cellular markers	
82% of veg & 90% of fruit eaten comes from home vs. eating out + stores/TV influence food decisions most	

Annual Performance Metrics (cumulative unless noted)						
Metric	Status	Q1	Q2	Q3	Q4	2016 Goal
Ave Monthly Web Visits	▲	392,000				390,000
Opt-In E-mail Participants	▲	98,579				106,000
Web Sites Referring	▲	3,170				maintain (3170 totl)
Licensees (Non retail/states)	■	(1)				10 new
Industry Role Models (RM)	▲	[15 tracking]				65 RMs/15 champion
Packaging Labels (# SKUs)	■	8 new (2677 Total)				80 new (2749 Total)
Total # Donors	■	(2) (354 Total)				10 new (354 Total)
Complete Reports	▲	1				1
Input in Federal Nutrition Policy	▲	1				3 areas
Media Impressions (no multplr, print & electronic)	▲	10.65				46 B
Facebook/Twitter	▲	800K/55K				1M/62K
Pinterest/Instagram	▲	11.2K/8.9K				11.5K/10K
Store Tour Training Grants	▲	7				12

President's Message	
Q1 resulted in average 392K monthly visits to MoreMatters.org, third highest quarter ever, and 2200 new 'opt-ins' (24% of goal). Strong 10B media impressions (23% of goal). Also strong social media with Facebook +11%, Twitter +3%, Pinterest +3%, and Instagram +40% for the year.	
Retail outreach included hosting 31 retailers at PBH 2016 Ann Conf & bringing 5 supermarket RD's to NGA. New Spring Store Tour Training Grantees=7, for cumulative total of 29 schools having trained 500+ nutrition/dietetic students. All past catalog nutrition education materials now on-line, 2 webinars conducted, and new Mom Report released. Successful Formula 5 marketing competition concluded at 2016 Ann Conf & 2 PBH Marketing Research Grants presented.	
Annual contributions = 25% of goal; sponsorships 91% of goal; and conference registration income 72% of goal. A 'Donate Now' button, along with 'why donate' and 'how your donation' will help, was added to MoreMatters.org in Q1.	

2012	2013	2014	2015
134,769	124,367	297,000	349,846
62,425	68,715	81,461	96,298
172 new (3052 totl)	3,148	3,168	3,170
22 new	14 new	13 new	12 new
40 RM/23 champions	61 RM/42 champion	74 RM/36 champion	70 RM/15 champion
170 new (2301 totl)	107 new (2408 totl)	180 new (2588)	81 new (2669)
		344	356
		2	4
8 areas	6 areas	2 areas	4 areas
10 B	12.1 B	32.55 B	43.7 B
84K/23K	193K/34K	430K/44K	719K/54K
\$1.070 M	\$.483 M	9.2/1.1K	10.8/6.4K
		4	18

