



2015 Fruits and Veggies—More Matters Dashboard Report



Since 2007 (through 12/31/14)		
Leveraged Dollars	\$155 Billion	■
Total Impressions	66 Billion	■
Impressions per American	214	■
Consumption	1.8 cups/day	■
Mom Intent to 'Serve More'	70%, up from 68% in 2007	■
Mom Brand Awareness	30%, up from 11% in 2007	■

Alerts	
FVMM logo makes 53% of Moms more likely to purchase product, up from 40%	
39% of Moms very/extremely motivated by FVMM, up from 24% in 2007; brand awareness is at 30%	
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 4-6, 2016 in Scottsdale, AZ for next PBH meeting!	

Other Notable Items	
2015 State of the Plate Report, 2015 Gap Analysis, Mom vs Dad Report, & 2015 National Action Plan Report Card Completed	
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	2015 Goal
Ave Monthly Web Visits	▲	406,780	396,615	374,366		327,000
Opt-In E-mail Participants	▲	85,317	87,031	89,185		90,000
Web Sites Referring	▲	2,951	3,198	3,153		maintain (3168 totl)
Licensees (Non retail/states)	▲	1 new	5 new	8 new		10 new
Industry Role Models (RM)	▲	[23]	[25]	[78]		55 RMs/30 champion
Packaging Labels (# SKUs)	■	11 new (2419 totl)	33 new (2621 totl)	56 new (2644 totl)		100 new (2688 Total)
Total # Donors	▲	2 new	4 new	7 new (351 Total)		10 new (354 Total)
Complete Reports	▲	State of Plate	GAP Analysis	Dad & NAP		4
Input in Federal Nutrition Policy	▲	1 area	3 areas	4 areas		2 areas
Media Impressions (no multplr, print & electronic)	▲	23 B	34 B	42 B		35.8 B
Facebook/Twitter	▲	534K/47K	593K/49.8K	664K/52K		645K/50K
Pinterest/Instagram	▲	9.8/1.4K	10K/1.6K	10.7K/2.8K		12K/1.6K
Industry Contributions	■	\$.824 M	1.172 M	1.418		\$2.128 M

2011	2012	2013	2014
108,304	134,769	124,367	297,000
49,260	62,425	68,715	81,461
2,880	172 new (3052 totl)	3,148	3,168
336	22 new	14 new	13 new (376 totl)
40 RM/19 champions	40 RM/23 champions	61 RM/42 champion	74 RM/36 champion
143 new (2123 totl)	170 new (2301 totl)	107 new (2408 totl)	180 new (2588)
			344
			2
5 areas	8 areas	6 areas	2 areas
3.1 B	10 B	12.1 B	32.55 B
23K/10K	84K/23K	193K/34K	430K/44K
\$1.208M	\$1.070 M	\$483 M	9.2/1.1K
\$1.817 M	1.987 M	\$2.234 M	\$2.296 M

President's Message	
Continued high monthly average website visits (374K/month), 32% higher than Q3 of 2014, and more than 42 B media impressions, 70% higher than Q3 of 2014 and almost 5-fold higher than Q3 of 2013! Facebook likes (Q2=664K) are up 54% for the year. Continued aggressive retail outreach included hosting Business Exchange mtgs at PBH 2015 Ann Conf and bringing supermarket RD's to NGA (Q1) & prep for Fresh Summit in Oct. PBH granted funds to 18 universities to conduct Store Tour Training, ultimately reaching 400 dietetic students and 4K consumers. Two universities are conducting mkg research with PBH grants. PBH conducted 2 webinars, launched Formula 5 Marketing Competition, released 2 magazines, State of the Plate Report, GAP Analysis, Dad vs. Mom Report, and National Action Plan Report Card.	
Q3 collective support from industry = \$1.418, 67% toward goal. Includes annual contributions at 69% of goal; sponsorships, 105% of goal; & conference registrations, 132% of goal. Budgeted income reduced by \$88K due to mergers, lower crop yields, & port strike. Expenses reduced accordingly.	

