



STRATEGIES, TOOLS, AND RESOURCES FOR MARKETERS

Display and Setting Tools

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MAKE FRUIT AND VEGETABLES THE DEFAULT

- ▶ Automatically add fruit and vegetables as a side dish to meals, with customers having to request an alternative. The fact sheet, [50 Ways to Add Fruit and Vegetables to Menus](#), provides breakfast, lunch, and dinner menu ideas; appetizer and snack tips; and ways to add a new twist to traditional favorites by adding fruit and vegetables.
- ▶ Include more fruit and vegetable side dishes and 100% juice as choices on the kid's/children's menu. To avoid food waste, start with fruit and veggie kid favorites, such as apple or banana slices, broccoli, corn, or 100% juice. For a complete list of favorite family fruit and veggies, as reported by Moms, see page 20 of PBH's [State of the Plate Report](#).
- ▶ Include fruit and vegetables as part of "value meals" or combos in place of low-nutrition options.
- ▶ Adopt the default option of substituting a healthy fruit in place of fries.

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INCREASE THE PROMINENCE OF FRUIT AND VEGETABLES

- ▶ Make fruit and vegetables prominent and visible at the point of purchase. For example, place more fruit and vegetables at the check-out counter instead of a candy display.
- ▶ Place healthy choices like fruit and vegetables in a prominent place on the menu, including photos.
- ▶ Consider table tents, menu inserts, or other signage that tells your customers how many cups of fruit and vegetables they are getting with each menu item.
- ▶ To promote fruit and veggies, use PBH's [Marketing Toolkits](#) which contain free, ready-to-use materials that can be customized with your company logo and downloaded for immediate use.
- ▶ Create well-organized fruit and vegetable displays so customers can easily navigate through the different options.

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INCREASE FRUIT AND VEGETABLE OPTIONS

- ▶ Include more fruit and vegetable side dishes and 100% juice options on restaurant menus.
- ▶ Attract health-conscious consumers, including families with children, with a menu that offers a variety of fruit and vegetables. An excellent resource can be found online, [Promotion Ideas for Foodservice Operators](#).

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DECREASE NON-FRUIT AND VEGETABLE ALTERNATIVES

- ▶ Offer fewer unhealthy food choices and more fruit and vegetable items to give your customers more healthy options to choose from.

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INCREASE THE
CONVENIENCE OF FRUIT
AND VEGETABLES

- ▶ Promote single-serve packages of frozen vegetables and fruit cups as convenience items for consumers to use at home, work, or school.
- ▶ Add pre-plated salads to the list of convenience items offered/sold as quick, grab-and-go items.
- ▶ Create and market single-serving packages of frozen fruit for use in the home or in cafeterias that have freezer units, especially those that are near the checkout counter, to encourage last-minute purchases of healthy dessert or snack items.
- ▶ Explore the cost-effectiveness of selling single-serving packages of salads in a supermarket.
- ▶ Market products in food deserts where fruit and vegetable availability may be lacking or limited. The [Healthy Food Financing Initiative](#) provides federal funding and technical assistance to grocery stores, small retailers, corner stores, and farmers markets selling healthy food to underserved communities.

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PROVIDE TIMELY
REMINDERS

- ▶ Promote half-portion sizes of side dishes. Experiment to see if offering a price difference affects sales.
- ▶ Be attentive to plate and portion sizes when preparing meals. Adding healthfully prepared vegetables and fruit can make the plate look full with fewer calories.
- ▶ Offer promotions that include additional veggie sides or fruit desserts for only a small extra cost.
- ▶ Offer fruit and vegetables, not as an additional item, but as a partial replacement for menu items.
- ▶ Display posters of fruit and vegetables or have host staff ask customers if they would like to add a salad to their order. The [Fruits & Veggies—More Matters Poster Set](#) has colorful images of fruit and veggies that can be displayed to remind customers to include a salad as part of their meal.
- ▶ Experiment with simple, personal selling efforts in the produce section or in the frozen food aisle—ask clerks to hand out Fruits & Veggies—More Matters brochures as a reminder to customers to eat healthfully.

Incentive and Price Tools

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OFFER STRATEGIC
DISCOUNTS

- ▶ Provide discounts to consumers to increase fruit and vegetable consumption (and sales).
- ▶ Offer customers who purchase high-calorie products a discount to purchase a low-calorie version of that product.

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CONSIDER PRICE
PERCEPTION AND
FAIRNESS

- ▶ Promote “pennies-a-day” pricing as a way to show consumers how they can meet their recommended daily allowance of fruit and vegetables for \$2.00-\$2.50 per day. Feature suggestions from PBH’s tip sheet, [Life is About Tradeoffs](#), which lists practical ways for consumers to make health-conscious trade-offs, like cutting back on entertainment and eating more meals at home.

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OFFER BONUS
QUANTITIES

- ▶ Offer bonus packs of fruit and vegetables so consumers feel they are getting a good deal on their purchases.
- ▶ Give consumers an option to add a salad to a meal at a reduced price.
- ▶ Offer menu items that include a half-size entrée with a salad.

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USE SMALL MONETARY
INCENTIVES

- ▶ Work with schools to provide incentives, such as stickers, toys, event tickets, or ways to earn and redeem points for inexpensive giveaway items, to encourage students to eat more fruit and vegetables. The [PBH Catalog](#) has a wide variety of inexpensively priced (and age-appropriate) products that make great student incentives.

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USE SOCIAL REWARD

- ▶ Post reminders in grocery stores and other locations to help parents develop effective “praise” practices they can use with their young children.

Planning and Habit Tools

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CREATE
PRE-COMMITMENT
TOOLS

- ▶ Develop a list of common grocery items that include healthy products like fruit and vegetables, and distribute them to consumers while they are shopping.
- ▶ Make a grocery list available online that shoppers can use as a handy planning and shopping tool.
- ▶ Provide online applications or web resources that allow consumers to check on the nutritional value of the food products in your store.
- ▶ Show consumers how to use [Menu a Day](#) to plan healthy meals for a family of 4 that cost under \$10. There are 30 dinners in all—each week’s menu is complete with recipes, nutrition information, and a printable list of grocery items.

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CREATE SIMPLE
TRACKING TOOLS

- ▶ Develop simple tools to assist consumers in tracking their eating choices—strive for resources that can be easily done on paper or accessed and maintained online or through the use of apps.
- ▶ Provide in-store copies of the [Kids’ Fruit & Veggie Tracking Sheet](#) to encourage young children to keep a record of the number of fruit and veggies eaten each day. These tracking sheets can be purchased online at [PBH Catalog](#).

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CREATE PERSONAL
STRATEGIES

- ▶ Create promotional messages reminding your customers that “Your guests probably aspire to healthier eating, too” to prompt them to purchase more fruit and vegetables when planning parties. Find plenty of online tips and recipes that consumers will love at [Healthy Entertaining](#).
- ▶ Promote messages reminding consumers to “not give up healthy eating on the weekend,” because people do much more grocery shopping on weekends.

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PROMOTE
HABIT-STARTING
OPPORTUNITIES

- ▶ Kick start healthy eating, especially at New Year’s or during National Nutrition Month in March or Fruits & Veggies–More Matters Month in September, with promotions related to consuming more fruit and vegetables.
- ▶ Encourage consumers to start new food habits based on the general message of “eat more fruits and veggies.” Promote the [MyPlate](#) graphic as an easy-to-use visual guideline in materials marketed to consumers.
- ▶ Improve the effectiveness of the general MyPlate guideline with a specific message to “eat half a plate of fruits and veggies at every meal.” (If every meal is too onerous, people can start with one meal.)
- ▶ Facilitate positive changes in eating behavior when consumers are on vacation and eating out in hotels, resorts, and on cruise ships, by expanding the number of fruit and vegetable offerings being offered.
- ▶ Use cross-merchandising that places fruit and veggie displays in other shopping areas such as the cereal or soup aisles.

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ENCOURAGE ONLY FRUIT AND VEGETABLE SNACKING WHILE WATCHING TV

- ▶ Promote fruit and vegetables as healthy snacks while watching television, in your consumer materials.
- ▶ Improve the nutritional quality of foods marketed to children, in accordance with the guidelines set forth in the Council of Better Business Bureaus' (CCBB) [Children's Food and Beverage Advertising Initiative](#).

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FACILITATE PREFERENCE CHANGE

- ▶ Offer discounts or coupons on fruit and vegetables in all forms—fresh, canned, frozen, dried, or 100% juice so consumers have more variety *and* forms to choose from.
- ▶ Sponsor in-store, taste-tasting promotions to encourage consumers to try different fruit and vegetable products.
- ▶ Display recipe cards that show consumers how to prepare meals using fruit and vegetables in different ways. For healthy recipes that can be downloaded and customized with your company logo, visit [PBH's Marketing Toolkits](#).
- ▶ Sponsor chefs to create simple, tasty, and nutritious dishes featuring fruit and vegetables and promote those recipes through company circulars, in-store displays and signs, consumer columns, cooking demonstrations, etc.

Messaging Tools

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USE APPROPRIATE NUTRITION LABELING

- ▶ Use the Fruits & Veggies—More Matters logo on qualified products. (In a recent survey, 47% of Gen X Moms reported that they are more likely to purchase a product carrying the logo.) To find out how your company can become licensed, visit us online at [Licensing](#).

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PROMOTE NATURALNESS

- ▶ Create promotional materials to show how farmers grow fruit and vegetables.
- ▶ Promote the sale of locally grown, in-season fruit and vegetables. (Be sure to mention that fresh is only 1 of 5 healthy forms of fruit and vegetables and that all forms matter for good health.)
- ▶ Talk about how to store a bountiful harvest by canning, freezing, or drying fruit and vegetables for use in the winter months.

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HIGHLIGHT SOCIAL NORMS

- ▶ Use prominent shelf position to display fruit and vegetables to convey the idea that they are appropriate items to choose.
- ▶ In your marketing and promotional efforts, associate certain social groups (or even celebrities) with eating healthy foods like fruit and vegetables.
- ▶ Highlight healthy options that are a customer “favorite.”
- ▶ Create media campaigns that convey the message that fruit and vegetables are tasty and desirable. Let PBH do some of the marketing work for you—find POS sign templates, advertising templates and drop-ins, radio copy, etc., ready for your use in [PBH's Marketing Toolkits](#). (Many are customizable with your logo!)

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LEVERAGE LOSS AVERSION

- ▶ Promote clear, specific messages that consumers could be missing opportunities to improve their health if they are not eating healthfully, stressing the importance of a balanced diet that includes plenty of fruit and vegetables.

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USE STRONG, APPEALING BRANDING

- ▶ Add cartoon characters on food packaging to promote fruit and vegetables to kids.
- ▶ To explore how fruit and vegetables could be branded as luxury products, develop marketing concepts through consultations with distributors and chefs, and test them at low price points through conjoint analysis with consumers.
- ▶ Nearly half of Gen X Moms report that they are more likely to purchase a product carrying the Fruits & Veggies—More Matters logo, so leverage this branding power by using the logo on qualified products and in your print/web materials. Visit [PBH Licensing](#) for more information.