



FRUITS & VEGGIES—MORE MATTERS 2017 DASHBOARD REPORT

SINCE 2007 (through 12/31/16)

| | | |
|----------------------------|-----------------------|--|
| Leveraged Dollars | \$295 Billion | |
| Total Impressions | 160 Billion | |
| Impressions per American | 516 | |
| Consumption | 1.71 cups/day | |
| Mom Intent to “Serve More” | 71%, up 2% from 2007 | |
| Mom Brand Awareness | 21%, up 10% from 2007 | |

ALERTS

- FVMM logo makes 49% of Moms more likely to purchase product, up from 39%.
- 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 4-6, 2018 in Scottsdale, AZ for next PBH meeting!

OTHER NOTABLE ITEMS

- Children’s fruit consumption (minus 100% juice) is up 18% compared to 7 years ago and 10% for the consumption of fresh vegetables.
- 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 | 2017 GOAL | 2013 | 2014 | 2015 | 2016 |
|--|--------|----------------------------|----------------------------|----|----|------------------------|---------------------|-------------------|-------------------|-------------------|
| Average Monthly Web Visitors | | 358,387 | 321,265 | | | 390,000 | 124,367 | 297,000 | 349,846 | 364,092 |
| Opt-in Email Participants | | 116,278 | 118,229 | | | 124,000 | 68,715 | 81,461 | 96,298 | 112,550 |
| Web Sites Referring | | 3,193 | 3,193 | | | maintain (3,193 Total) | 3,148 | 3,168 | 3,170 | 3,193 |
| Licenseses (Non retail/states) | | (2 new) | (3 new) | | | 6 new | 14 new | 13 new | 12 new | 1 |
| Industry Role Models (RM) | | [60 tracking] | [80 tracking] | | | 70 RMs/15 Champions | 61 RM/42 champion | 74 RM/36 champion | 70 RM/15 champion | 83 RM/28 champion |
| Packaging Labels (#SKUs) | | 82 new (2879) | 6 new (2,885 Total) | | | 73 new (2870 Total) | 107 new (2408 totl) | 180 new (2588) | 81 new (2669) | 128 new (2797) |
| Total # of Donors | | (-2) (330 Total) | (4 new) (336 Total) | | | 5 new (340 Total) | | 344 | 356 | 335 |
| Complete Reports | | 1 (Primary Shopper Report) | 1 (Primary Shopper Report) | | | 2 | | 2 | 4 | 1 |
| Input in Federal Nutrition Policy | | 2 | 0 | | | 3 areas | 6 areas | 2 areas | 4 areas | 5 areas |
| Media Impressions (no multplr, print & electronic) | | 15 B | 27 B | | | 52 B | 12.1 B | 32.55 B | 43.7 B | 49.82 B |
| Facebook/Twitter | | 950K/59K | 972K/60.5K | | | 1M/63K | 193K/34K | 430K/44K | 719K/54K | 928K/59K |
| Pinterest/Instagram | | 12.1K/14.2K | 12.2K/14.5K | | | 13K/18K | \$.483 M | 9.2/1.1K | 10.8/6.4K | 11.9K/13.7K |
| Store Tour Training Grants | | 6 | 6 | | | 12 | | 4 | 18 | 16 |

PRESIDENT’S MESSAGE

Strong 27B media impressions YTD (52% of goal). New opt-in participants YTD=118K (95% of goal). Continued social media channel growth through Facebook, Twitter, Pinterest and Instagram. Eighty organizations within the FV Industry tracking to meet either Champion or Role Model recognition for the 2017 program year. Number of newly approved products to carry the Fruits & Veggies—More Matters logo exceeds goal YTD (88 new products, 2,885 total). Five webinars conducted YTD with the June offering yielding the highest number of attendees since the inception of this offering three years ago.

Q2 collective industry support = \$990,085; 50% of \$2.062M goal. Contributions = 40% of goal; sponsorships 96% of goal, conference registration income 108% of goal, in-kind gifts 3% of goal.

MoreMatters.org continues to be a trusted and valued portal for fruit and vegetable information. However, the site is operating at full-capacity on an outdated software platform. These are two significant factors impacting the decline in average monthly web visitors. PBH staff remains committed to doing the very best possible with these limited resources to attract, or more notably to maintain, the current average of site visitors. New content, as well, is continuously being added to the site and promoted, but all of these efforts equate to no more than a ‘band-aid approach’. Until monetary resources are allocated to update the software platform and enhance the capacity and functionality of the site, the average will continue to decline.

PBH REVENUE & EXPENSES FY-17

