Produce for Better Health Foundation

Produce for Better Health Foundation (PBH) is a non-profit 501 (c) (3) consumer education foundation whose mission is to motivate Americans to eat more fruit and vegetables to improve public health. PBH partners with government agencies like CDC, non-profit organizations, health professionals, educators, and members of the fruit and vegetable industry to promote increased consumption of fruit and vegetables. We leverage private industry and public sector resources, influence policy makers, motivate key consumer influencers, and promote fruit and vegetables directly to consumers.

Fruits & Veggies—More Matters

Managed by PBH, Fruits & Veggies—More Matters® is the nation’s largest public-private fruit and vegetable nutrition education initiative. The foundation of Fruits & Veggies—More Matters is a brand logo and messaging designed to motivate Americans to eat more fruit and veggies. Fruits & Veggies—More Matters’ materials are widely featured in print, on websites, and in social media channels like Facebook, Twitter, Pinterest, YouTube, and blogs. Since its inception in 2007, it is estimated that the Fruits & Veggies—More Matters logo has been seen an average of 108 times by every American.
Welcome to *Fruit & Veggie Connection*, a magazine published twice a year for health professionals.

If I had to summarize this issue, it would be ‘classifying’ fruits and vegetables. We have four different classifications to share with you. First, we’ve classified fruits and vegetables based on similar phytochemical content which offers some rationale behind the recommendation to eat a colorful variety of fruits and vegetables. Secondly, we’ve listed produce items that grow in cooler versus warmer climates, with terrific maps from USDA showing where some of our common fruits and vegetables are grown in the US. Thirdly, you’ll find different botanical classifications, which demonstrates why some produce is botanically a fruit, but used as a vegetable. And lastly, you will find a list of which fruits and vegetables may be linked to Oral Allergy Syndrome because they are botanically similar to other common plant allergens.

New in this issue are some headlines from the produce trade press. You likely don’t have time to read these publications so we’ve shared headlines that we thought would be of interest. You’ll see the impact of weather on crops, new products that will be on the market soon, trends, and relevant product promotions.

We’re excited to share new PBH resources and activities outlined in this issue: a tool kit for September’s Fruits & Veggies—More Matters Month; highlights from our new report, *Moms’ Attitudes and Beliefs Related to Fruit & Vegetable Consumption*; and two new grant programs. One of the two grant programs is to teach nutrition and dietetic students how to conduct grocery store tours; the other is to conduct marketing research. See pages 26-27 for details.

Finally, congratulations to our Role Model winners and our Supermarket Dietitian of the Year honorees, featured on page 25! We thank these individuals and organizations for their support and hope you will be featured here next year!

As always, please let us know what else would be of value to you by sending comments and questions to FVConnection@pbhfoundation.org.

Elizabeth Pivonka, Ph.D., R.D.
President & CEO, Produce for Better Health Foundation
What We Know About Phytochemicals
Consumption of fruit and vegetables is an important part of a healthy diet and is associated with reduced risk of chronic diseases, including cardiovascular disease, stroke, and certain types of cancer. Fruit and vegetables contain a variety of vitamins, minerals, fiber and phytochemicals. Phytochemicals are compounds produced by plants that are believed to affect health, but are not traditional ‘essential’ nutrients. That is, if not consumed, clinical deficiency symptoms do not occur. They are, however, thought to be protective against disease, likely working synergistically with other compounds, including vitamins and minerals, in plants.

More than 5,000 individual phytochemicals have been identified in fruit, vegetables, and grains, but a large number are still unidentified. Scientists group phytochemicals according to their chemical structure. This often means that phytochemicals in a group act in the human body in a similar way. The majority of the phytochemicals found in fruit and vegetables appear to be in the sub groups of carotenoids, flavonoids and organosulfur compounds, as shown below. Health professionals should reiterate that while there is ample evidence about the influence of fruit and vegetables on health and disease, it is not likely due to any single phytochemical, vitamin, or mineral.

Common Consumer Question

**How many phytochemicals are enough?**

**Bottom Line** By eating a variety of fruit and vegetables of all colors, you will get a good mix of vitamins, minerals, and phytochemicals in your diet.

The amount of fruit and vegetables recommended in the 2005 and 2010 Dietary Guidelines for Americans is higher for every age and gender than in early editions. The newer guidelines suggest about half of your plate or half of what you eat each day should be fruit and vegetables. Currently, there are no national recommendations for the amounts of phytochemicals needed to prevent disease. The Institute of Medicine has updated guidelines (Dietary Reference Intakes) on traditional nutrients, but more research is needed before decisions can be made on effective amounts for phytochemicals.
CAROTENOIDS
There are more than 600 carotenoids identified in nature and these compounds are the source of the yellow, orange, and red colors of many plants (though the chlorophyll in some green plants hides these yellow-orange-red pigments). Carotenoids can be broadly classified into two classes: carotenes (α-carotene, β-carotene, and lycopene) and xanthophylls (β-cryptoxanthin, lutein, and zeaxanthin.) These six carotenoids are the most studied because of their abundance in the food supply. β-cryptoxanthin, α-carotene, and β-carotene are provitamin A carotenoids that can be converted by the body to Vitamin A. Lutein, lycopene, and zeaxanthin do not have vitamin A activity. Chopping, pureeing, and cooking carotenoid-containing vegetables in oil generally increases the bioavailability of carotenoids. Lycopene gives tomatoes, pink grapefruit, watermelon, and guava their red color. α-carotene and β-carotene offer the yellow-orange pigments; β-cryptoxanthin offers red/orange.

CHLOROPHYLL
Chlorophyll is used by plants to trap light needed for photosynthesis and also gives plants their green color. It is fat soluble and insoluble in water, though little is known about its bioavailability and metabolism. Chlorophylls are the most abundant pigments in plants, with the richest sources being dark green leafy vegetables.

POLYPHENOLS
Flavonoids are the most abundant of the polyphenols. Several subclasses include: anthocyanins, flavans, flavanones, flavonols, flavones, and isoflavones. It is estimated that flavonoids account for approximately two thirds of the polyphenols in our diet and the bulk of the remaining are from phenolic acids. Many of the biological effects of flavonoids appear to be related to their ability to modulate cell-signaling pathways, rather than their antioxidant activity.

ORGANOSULFUR COMPOUNDS
Sulfur-containing compounds called glucosinolates are found in cruciferous vegetables. Myrosinase, a class of enzymes that catalyzes the hydrolysis of glucosinolates, is separate from glucosinolates in plant cells. When cruciferous vegetables are chopped or chewed, myrosinase interacts with glucosinolates and releases isothiocyanates.

BIOLOGICAL ACTIVITY
- Vitamin A activity
- Antioxidant activity
- Light filtering
- Intercellular communication
- Immune system function

BIOLOGICAL ACTIVITY
- May bind to and inhibit absorption of carcinogens
- Antioxidant activity

BIOLOGICAL ACTIVITY
- Direct antioxidant activity
- Metal chelation
- Help regulate cell growth, proliferation, and cell death (apoptosis)
- Stimulates detoxification enzyme activity
- Preserves normal cell-cycle regulation
- Inhibits cancer cell proliferation and induces apoptosis of cancer cells
- Inhibits tumor invasion
- Decreases inflammation
- Decreases vascular cell adhesion
- Increases arterial relaxation (vasodilation)
- Decreases platelet aggregation

BIOLOGICAL ACTIVITY
- Involved in metabolism and elimination of a variety of chemicals (drugs, toxins, carcinogens)
- Preservation of normal cell-cycle regulation
- Inhibits cancer cell proliferation
- Induces apoptosis in several cancer cell lines
- Anti-inflammatory activity
- Antibacterial activity
# Quick Reference to Foods Rich in Phytochemicals or Other Dietary Factors

<table>
<thead>
<tr>
<th>VEGETABLES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DARK GREEN</strong> — e.g., Chard, leafy greens, lettuce, green pepper, spinach</td>
<td>Carotenoids (lutein and zeaxanthin), chlorophyll, fiber</td>
</tr>
<tr>
<td><strong>YELLOW &amp; ORANGE</strong> — e.g., Carrots, pumpkin, squash, sweet potato</td>
<td>Carotenoids (α-carotene, β-carotene, β-cryptoxanthin), fiber</td>
</tr>
<tr>
<td><strong>CRUCIFEROUS</strong> — e.g., Arugula, bok choy, broccoli, Brussels sprouts, cabbage, Chinese cabbage, cauliflower, collard greens, horseradish, kale, kohlrabi, mustard, radish, rutabaga, turnips, wasabi, and watercress.</td>
<td>Carotenoids (lutein and zeaxanthin), chlorophyll, isothiocyanates, indoles, lignans, fiber, phytosterols</td>
</tr>
<tr>
<td><strong>LEGUMES</strong> — e.g., Soy and dried beans, peas, lentils</td>
<td>Flavonoids (isoflavones), fiber, phytosterols</td>
</tr>
<tr>
<td><strong>ALLIUM</strong> — e.g., Chives, leeks, garlic, onions, shallots</td>
<td>Flavonoids (flavonols), fiber, organosulfur compounds</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FRUITS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BERRIES</strong> — e.g., Strawberries, raspberries, blueberries</td>
<td>Flavonoids (anthocyanins, flavonols, flavonols), lignans, fiber, resveratrol</td>
</tr>
<tr>
<td><strong>GRAPES</strong> — Red and purple grapes</td>
<td>Flavonoids (anthocyanins, flavonols, flavonols), fiber, resveratrol</td>
</tr>
<tr>
<td><strong>CITRUS</strong> — e.g., Grapefruits, oranges, lemons, limes</td>
<td>Flavonoids (flavanones), fiber</td>
</tr>
<tr>
<td><strong>RED</strong> — e.g., Apples, cherries, cranberries, pomegranates, tomatoes, watermelon</td>
<td>Flavonoids (flavanols, flavonols), fiber, Carotenoids (lycopene), fiber</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NUTS AND SEEDS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NUTS</strong> — e.g., Almonds, pine nuts, walnuts</td>
<td>Fiber, phytosterols, essential fatty acids</td>
</tr>
<tr>
<td><strong>LEGUMES</strong> — e.g., Peanuts</td>
<td>Fiber, phytosterols, resveratrol, essential fatty acids</td>
</tr>
<tr>
<td><strong>SEEDS</strong> — e.g., Flaxseeds, sesame seeds</td>
<td>Lignans, fiber, phytosterols, essential fatty acids</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHOLE GRAINS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WHOLE GRAINS</strong> — e.g., Brown rice, barley, oats, rye, whole wheat</td>
<td>Lignans, fiber, phytosterols</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPICES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Turmeric</td>
<td>Curcumin</td>
</tr>
<tr>
<td>Parsley</td>
<td>Chlorophyll, flavonoids (flavones)</td>
</tr>
<tr>
<td>Garlic</td>
<td>Organosulfur compounds</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Common Consumer Questions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Does the color of a fruit or vegetable indicate what phytochemicals it contains?</strong></td>
<td>Color is a good, but not exclusive, indicator of phytochemical</td>
</tr>
<tr>
<td></td>
<td>content. Many, but not all, phytochemicals are pigments that give</td>
</tr>
<tr>
<td></td>
<td>plants color. Some phytochemicals are colorless, and some are</td>
</tr>
<tr>
<td></td>
<td>responsible for taste. Sometimes one color may mask another color.</td>
</tr>
<tr>
<td></td>
<td>Products in a color group will have varying amounts of the same</td>
</tr>
<tr>
<td></td>
<td>phytochemical.</td>
</tr>
<tr>
<td><strong>What affects the amount of phytochemicals in foods?</strong></td>
<td>Both genes and the environment affect the amount of</td>
</tr>
<tr>
<td></td>
<td>phytochemicals in foods. Some varieties have higher amounts of</td>
</tr>
<tr>
<td></td>
<td>phytochemicals than others. Other factors in the environment,</td>
</tr>
<tr>
<td></td>
<td>like soil, altitude, climate, temperature, plant maturity, the</td>
</tr>
<tr>
<td></td>
<td>presence of predators, and processing and preparation methods can</td>
</tr>
<tr>
<td></td>
<td>all influence phytochemical content.</td>
</tr>
<tr>
<td><strong>What part of a fruit or vegetable contains the phytochemicals?</strong></td>
<td>Phytochemicals are found in all edible portions of a fruit or</td>
</tr>
<tr>
<td></td>
<td>vegetable, although they are frequently concentrated in the skin,</td>
</tr>
<tr>
<td></td>
<td>so eating them with their peels on is a plus.</td>
</tr>
<tr>
<td><strong>Do fresh fruits and vegetables have more phytochemicals than canned, frozen, or dried?</strong></td>
<td>Not necessarily. For example, the carotenoids in vegetables</td>
</tr>
<tr>
<td></td>
<td>and fruit can be absorbed by the body more efficiently once</td>
</tr>
<tr>
<td></td>
<td>cooked. The process of removing water during dehydration can</td>
</tr>
<tr>
<td></td>
<td>also help concentrate phytochemicals in dried fruit and</td>
</tr>
<tr>
<td></td>
<td>vegetables.</td>
</tr>
<tr>
<td><strong>Are phytochemicals stored in the body?</strong></td>
<td>Carotenoids are fat-soluble compounds, like vitamins A, D, E, and</td>
</tr>
<tr>
<td></td>
<td>K, and they can be stored in body fat the same way. Also like</td>
</tr>
<tr>
<td></td>
<td>vitamins, one is much less likely to accumulate toxic levels from</td>
</tr>
<tr>
<td></td>
<td>whole foods than from concentrated supplements.</td>
</tr>
<tr>
<td><strong>Do phytochemicals work with traditional nutrients to promote health?</strong></td>
<td>Flavonoids are more water-soluble, like B-vitamins and vitamin C.</td>
</tr>
<tr>
<td></td>
<td>They get washed out of the body and are rarely stored, so food</td>
</tr>
<tr>
<td></td>
<td>sources of flavonoids may have to be eaten more frequently than</td>
</tr>
<tr>
<td></td>
<td>foods containing fat-soluble carotenoids in order to get their</td>
</tr>
<tr>
<td></td>
<td>benefits.</td>
</tr>
<tr>
<td></td>
<td>There are still many unanswered questions in this area, but</td>
</tr>
<tr>
<td></td>
<td>studies show the greatest health benefits seem to come from</td>
</tr>
<tr>
<td></td>
<td>eating fruit and vegetables as opposed to taking the isolated</td>
</tr>
<tr>
<td></td>
<td>nutrients. It appears that the nutrients, and some phytochemicals</td>
</tr>
<tr>
<td></td>
<td>from food, might work together to produce a greater effect than</td>
</tr>
<tr>
<td></td>
<td>they may have produced in isolation.</td>
</tr>
</tbody>
</table>
We still have much to learn about the bioavailability of phytochemicals in our bodies, but scientists have identified several ways that phytochemicals work. Many phytochemicals are strong antioxidants that help moderate the damage to cells resulting from oxidation, which is a normal process the body uses to produce energy. Phytochemicals are also involved in many of the metabolic pathways that regulate the body's functions. Some seem to work by preventing bacteria from sticking to places they should not be or preventing blood cells from sticking together and flowing freely. Also, some phytochemicals reduce inflammation that occurs in the walls of arteries. Phytochemicals may also enhance the body's ability to detoxify chemicals, slow or stop the growth of cancer cells and even kill cancer cells.

**How do phytochemicals work in the body?**

**Bottom line** Most people tend to eat the same fruit and vegetables. Each fruit or vegetable has a unique mixture of nutrients and phytochemicals. Eating across and within each color group every day is a great way to get the health benefits fruit and vegetables can provide.


Phytochemical Information Center, Produce for Better Health Foundation, http://www.pbhfoundation.org/about/res/pic

---

**Advertorial**

**Borton Fruit**

**Exceptional Quality Since 1912**

*Borton Fruit’s Premium Apples, Pears & Cherries are grown in Washington State. With over 100 years in the industry, you can feel confident our products have been planted, picked, packed and stored while maintaining the utmost food safety standards, providing our customers with unquestioned safe, quality and healthy fruit.**

**Pink Lady**

**Anjou**

**Dark Sweet Cherry**

*Recipes, Nutritional Info & Much More Available at: BORTONFRUIT.COM*
Eating seasonal fresh produce has often been touted as one way to find the best produce at the best price. But ‘seasonal’ varies depending on where you live and the length of your growing season. One rule of thumb is to know what temperature various fruit and vegetables like. Once you know that, then you’ll be able to determine if they were grown locally or in other preferred temperature locations. Look at the classifications below and then compare that to what you know about the seasonal climate in growing areas on pages 11-12.

**Vegetables**

**Cool Season Vegetables**

**Warm Season Vegetables**
- Bean (Lima, Snap), Cantaloupe, Chayote, Corn, Cowpea (Southern Pea), Cucumber, Eggplant, Honeydew, Okra, Pepper (Bell, Hot), Pumpkin, Soybean (Edible), Squash, Sweet Potato, Tomato, Watermelon.

**Fruit**

**Cool Climate Fruit**
- Colder locations are more appropriate for late blooming species like apples, cherries, quince, and European plums. Strawberry, raspberry, blueberry, cranberry, and blackberry perform better under cool climates.

**Warm Climate Fruit**
- In general, citrus requires a great deal of summer heat and relatively frost free sites. Warmer growing locations are good for early blooming species, such as almonds, apricots, Japanese plums, pears, and peaches and tropical or sub-tropical fruits, including: dates, figs, pomegranate, avocado, guava, passion fruit, banana, carambola, chayote, guava, custard apple.


Where are key produce items grown in the U.S.?

### Apples

- **Major Apple Area**
- **Minor Apple Area**

Yellow numbers indicate the percent each state contributed to the total national acreage. States not numbered contributed less than 1% to the national total.

- Major areas combined account for 75% of the total national acreage.
- Major and minor areas combined account for 99% of the total national acreage.
- Major and minor areas and state acreage percentages are derived from NASS 2007 Census of Agriculture data.

Note: Counties shaded in gray contain data that are not published by NASS, and hence were not used in delineating the major and minor agricultural areas. Additional information on these agricultural data can be found at: [http://www.agcensus.usda.gov/](http://www.agcensus.usda.gov/).

### Citrus

- **Major Citrus Area**
- **Minor Citrus Area**

Yellow numbers indicate the percent each state contributed to the total national acreage. States not numbered contributed less than 1% to the national total.

- Major areas combined account for 75% of the total national acreage.
- Major and minor areas combined account for 99% of the total national acreage.
- Major and minor areas and state acreage percentages are derived from NASS 2007 Census of Agriculture data.

Note: Counties shaded in gray contain data that are not published by NASS, and hence were not used in delineating the major and minor agricultural areas. Additional information on these agricultural data can be found at: [http://www.agcensus.usda.gov/](http://www.agcensus.usda.gov/).
The “dusty” look that you see on grapes and blueberries is the fruit’s natural preservative called “bloom.” Waiting to wash off the natural bloom until right before you eat the fruit will preserve them the longest.

Sweet potatoes and yams are constantly confused for one another, but the truth is what you’ve been calling a yam is most likely a sweet potato. The sweet, orange-colored root vegetable that is often thought of as a yam in the United States is actually a sweet potato. A true yam is a starchy edible tuber that is generally imported from the Caribbean. It differs greatly from the sweet potato in taste, texture, and appearance.

The picture to the left shows a true yam (left) compared to an orange-fleshed sweet potato (right).

Photo courtesy of the North Carolina Sweet Potato Commission
Grown in America. Picked and packed at the peak of ripeness. Same essential nutrients as fresh.

Bursting with Life™

© Del Monte Foods. All Rights Reserved.
A fruit is a reproductive structure of a flowering plant which surrounds and protects the seed. Fruit is classified in three different ways: simple, aggregate, and multiple.

<table>
<thead>
<tr>
<th><strong>Simple</strong> (develops from one ovary)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Berries</strong>: Entire fruit is fleshy, with one or many seeds inside, thin skin, e.g. Grapes, avocados, cranberry and blueberries</td>
</tr>
<tr>
<td><strong>Hesperidiums</strong>: A berry having a leathery rind, All citrus — lemons, limes, oranges, grapefruit, kumquat</td>
</tr>
<tr>
<td><strong>Pepos</strong>: A fleshy many-seeded berry that has a hard rind, e.g. Melon, squash, pumpkin, cucumber, eggplant</td>
</tr>
<tr>
<td><strong>Drupes or stone fruits</strong>: A fleshy fruit with a hard stone (or 'pit') around the seed, e.g. Peaches, plums, nectarines, apricots, cherries, olives, mangos, walnuts, almonds, coconut, pistachios</td>
</tr>
<tr>
<td><strong>Pomes</strong>: A fleshy fruit with a central core containing seeds enclosed in a capsule, e.g. Apples, pears, quince, kiwifruit</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Aggregate</strong> (one flower contains several separate ovaries which merge during development)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strawberry, Blackberry, Raspberry</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Multiple</strong> (several flowers, each with an ovary, develop into small fruits that are clustered or fused together into a larger fruit)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pineapples, figs, mulberries, breadfruit, bananas, persimmons</strong></td>
</tr>
</tbody>
</table>
Vegetables are classified according to which part of the plant is eaten. Some vegetables fit into more than one category when several different parts of the plant are edible, e.g. both the roots and leaves of beets can be eaten.

**Bulbs:** Usually grow just below the surface of the ground and produce a fleshy, leafy shoot above ground. Bulbs usually consist of layers, or clustered segments, e.g. Fennel, garlic, onion, shallot, spring onion

**Flower buds:** The edible flowers of certain vegetables, e.g. Artichoke (globe), broccoflower, cauliflower, broccoli, Brussels sprouts, okra

**Fruits:** Fruits in the botanical sense, but used as vegetables: fleshy and contain seeds, e.g. Tomatoes, cucumbers, squash, zucchini, pumpkins, peppers, eggplant, tomatillos, chayote, okra, avocado

**Fungi:** Grown from spores, not seeds, e.g. Mushrooms

**Leaves:** The edible leaves of plants, e.g. Kale, collard greens, spinach, arugula, beet greens, bok choy, chard, turnip greens, endive, lettuce, mustard greens, watercress, chives

**Leaf Sheath:** Part of a leaf stalk that envelops the stem and runs concurrently with it for some distance, e.g. Leeks

**Roots:** Usually a long or round-shaped taproot, e.g. Carrots, celeriac, parsnips, beets, radishes, rutabagas, turnips, jicama, sweet potatoes

**Seeds:** Seeds grow in pods which are sometimes eaten along with the seeds, e.g. Beans (green, French, butter), broad bean, peas, snow peas, sweetcorn

**Stems:** The edible stalks of plants when the stalk is the main part of the vegetable, e.g. Asparagus, celery, kohlrabi, rhubarb, bamboo shoots

**Tubers:** Vegetables which grow underground on the root of a plant, e.g. Potatoes, taro, yams, Jerusalem artichoke

See also: http://www.hort.purdue.edu/ext/senior/vegetabl/sweetpotato1.htm
Eight foods account for 90% of all food-allergic reactions: milk, eggs, peanuts, tree nuts (e.g., walnuts, almonds, cashews, pistachios, and pecans), wheat, soy, fish, and shellfish. Oral Allergy Syndrome is a different type of food allergy that causes allergic reactions in the mouth and throat, thus the name. This can occur when eating certain raw fruits, vegetables, seeds, spices and nuts. These allergic reactions happen mostly in people with hay fever, especially spring hay fever due to birch pollen, and late summer hay fever due to ragweed pollen.

The body’s immune system has developed antibodies against pollen, and in Oral Allergy Syndrome, these antibodies bind to structurally similar proteins found in botanically related plants. The most common reaction is an itching or burning sensation in the lips, mouth, ear canal, and/or pharynx and the symptoms may wax and wane with pollen levels. A reaction to one or more foods, in any given category, does not necessarily mean a person is allergic to all foods in that group.

Like pollen allergy, people allergic to latex rubber may react to a banana, avocado, kiwi, chestnut, and papaya.

Cooking often breaks down or alters the trigger proteins so that the immune system doesn't target them, so try cooking or canning the produce item to reduce the possibility of an allergenic reaction if susceptible. Peeling fruit may also help, because most trigger proteins are in the peel.

The Bottom Line
An oral allergy to fruit or vegetables is rare, but if you have symptoms, try cooking or peeling them first. Don't eat them if they make you uncomfortable.

Produce Headlines

Information you can use — Review headlines often for the latest fruit and vegetable news

MAY

**The Packer**
- “Mangover campaign boosts mango consumption”
- “Younger generations prefer fresh food, easy meals”
- “WP Rawl introduces ready-to-bake kale chips”
- “Dirty Dozen still misleads consumers, group says”
  - “Restaurants continue recession recovery”

**The Produce News**
- “California Avocado Commission launches snacking campaign”
- “Great Big Idaho Potato Truck hits the road with health message for women”
- “California Summer Fruit: Water issues are serious concern for tree fruit industry if drought lasts another year”

JUNE

**The Packer**
- “Lemons top 2014 tasty food trends”
- “Freeze, drought squeeze California citrus crop”
- “Retail consumers confuse local, organics, study says”
- “Chiquita Apple Bites line adds cinnamon, butterscotch”
- “Organic spinach growers risk mildew ‘train wreck’”
- “Produce leads retail departments in money making”
  - “Tropicals, ethnic-specific lead trends”
- “Vitamin A-enriched super banana to get U.S. test run”

**The Produce News**
- “Kale-brussels sprouts hybrid to hit stores this fall (Kalettes)”
- “Fresh Fruit Cuts introduces fresh-cut pear product”
- “Albert’s Organics says aligning organics with locally grown food is the wave of the future”
- “California Table Grape Commission promotions to run through January”

JULY

**The Packer**
- “Produce faces tough battle over school lunches”
- “Produce benefits from snack time in America”
  - “SNAP bonuses would boost consumption”
- “Fresh Express will continue its 30-Day Salad Swap marketing initiative through end of the year”
- “On-line (retail) sales small, but future could be bright”

**The Produce News**
- “Tsamma watermelon juice new to the market”
- “Water is Colorado’s wildcard as conditions vary regionally”
- “Winter chill, good moisture combined to ensure nice New Jersey peach crop”
- “Sunkist and top chefs release new S’alternative research”

AUGUST

**The Packer**
- “Local trumps all”
- “Food safety a concern in local produce trend”
- “Pitching produce to kids also pulls in parents”
- “Cuties headed for permanent presence in Happy Meals”
- “Bananas now in test phase for Happy Meals”

**The Produce News**
- “HAB promotes health benefits of Hass avocados as category continues to grow”
- “Growers shift production areas in search of water in California droughts”
- “Mushroom Council continues strong promotion as the industry rides the swelling wave of mushroom consumption”
- “Powerful retail pear promotions increase rings at the cash register”
Fruits & Veggies—More Matters is a branded social marketing campaign that replaced the previous national 5 A Day program in 2007 as the rallying cry to deliver the benefits of fruit and vegetables to consumers in a way that is designed to change and sustain their behavior over the long term. Fruits & Veggies—More Matters was developed and tested with moms as the primary target audience. PBH then conducted a baseline survey and subsequent annual follow-up surveys of moms through 2014 to identify psychosocial factors associated with fruit and vegetable consumption.

Overall, Moms appreciate the importance of more fruits and vegetables in the diet, and recognize the relationship of fruit and vegetable consumption to health and well-being, for themselves and their families. Attitudes towards including more fruits and vegetables continue to be positive over time, with the majority of moms saying that it is important and that they intend to include more in their family’s meals and snacks.

Between 2007 and 2014 moms say that eating fruits and vegetables personally is enjoyable, with fruit more enjoyable than vegetables, though they say it has become more of a chore. Moms have also reported that getting their children to eat their vegetables and fruit is significantly more of a battle in 2014 than it was in 2007, which might also explain a slight lessening in her motivation to serve more over that period of time, that ‘it is not worth the struggle.’

Additionally, intentions are likely to be negatively impacted during difficult economic periods as mothers shift priority away from healthy eating. While understandable, health professionals can take steps to help mom feed fruits and vegetables to her family without putting undue pressure on the family budget. Ideas include:

- Emphasize how in-season fresh fruits and vegetables are budget-friendly, especially when they can be used within a few days of purchase, and demonstrate how to wash and store various fresh produce items to extend their shelf-life
- Encourage canned, frozen, dried and 100% fruit or vegetable juice, depending on the meal occasion. For example, use frozen fruit in a smoothie or for baking; canned or frozen vegetables or 100% vegetable juice in soups to save on cooking time or enhance nutrition; canned or dried fruit on salads or in baking; and 100% fruit juice as a quick serving when on the go
- Demonstrate a quick-to-prepare and inexpensive vegetable based entrée, like chili, vegetable soup, or taco salad
- Continue to emphasize to moms the many positive reasons to feed her family fruits and vegetables

Other barriers to including more fruits and vegetables, such as different preferences within the family or lack of a good range in restaurants, reflect moms need for practical information, suggestions and tips that she can easily implement. Solutions to address different family preferences without also being a short-order cook could be as simple as having different salad dressings on
the dinner table; offering salad ingredients in separate bowls so that each family member can add their favorite items to their own salad; or offering various herbs or spices at the dinner table for family members to flavor their vegetables. When dining out, visiting restaurants that have salad bars would allow family members to build their own salads as well. Meanwhile, more and more restaurants are offering a greater number of fruits and vegetables on menus that help make it easier for moms to get her family to eat them.

Learning from other moms’ various approaches to increasing their family’s fruit and vegetable consumption can also prove useful. Often the approaches that are reportedly most successful are not the ones currently tried by many moms (see Chart 1). For example, setting out a fruit bowl, involving children in growing, selecting, or preparing fruits and vegetables, having vegetables cut up and ready to eat, hiding fruits and vegetables in other foods, and providing tangible rewards when a child tries a new dish are the most successful approaches, yet no more than half of all moms have tried these approaches.

When asked what would be most useful to help them eat more fruits and vegetables, their perceived useful tips included learning some cost saving tips, having a greater variety of recipes, and knowing how to store them (see Chart 2). The use of social media as a source of information regarding food almost doubled among moms in the last two years: in 2012, 18% said they would use social media and in 2014, 32% said they would use it.

In general, moms are primed for action-oriented messages that will help them follow through with preparing and serving more fruits and vegetables to their families. Continuing to provide actionable messages to mothers through MoreMatters.org, social media, health care providers, nutritionists, dietitians, supermarkets and other media outlets will be important to assist mothers in their effort to provide healthy, happy homes for their families.

Moms have also reported that getting their children to eat their vegetables and fruit is significantly more of a battle in 2014 than it was in 2007, which might also explain a slight lessening in her motivation to serve more over that period of time, that ‘it is not worth the struggle.’
Our latest report, *Moms’ Attitudes & Beliefs Related to Fruit & Vegetable Consumption 2007-2014,* can be found in the PBH research section of PBHFoundation.org.

PBH wishes to thank Del Monte Fresh Produce, Bayer CropScience, Monsanto, and Produce Marketing Association for their support of PBH’s consumer research.

**Methodology**

Mothers were surveyed each year beginning February 2-9, 2007, prior to the March 19, 2007 launch of Fruits & Veggies—More Matters. Annual online follow-up surveys were conducted January 15-January 31 from 2008 through 2013. A rolling survey was begun in 2014 to allow for moms to be surveyed weekly to measure real-time changes throughout the year. A total of 265 moms were surveyed between December 12, 2013 and February 10, 2014 for the purposes of this report. Most questions were answered using a 5 point Likert scale, with several questions that required open-ended responses. OnResearch, Inc. (Ontario, Canada) fielded all surveys.

**Common Consumer Question:** *Do acid or alkaline forming foods have an impact on bone health?*

There is a theory that alkaline-producing diets counteract acidity, help the body regulate its pH, and thus prevent osteoporosis. This has been promoted in the consumer press and the scientific literature. According to the theory, high dietary protein intakes are detrimental to bone health since protein is an “acid generating” diet component, and structural bone mineral is dissolved to release bicarbonate to neutralize acid and avoid systemic acidosis. In contrast, a diet rich in fruit and vegetables is thought to have the opposite alkaline-producing effect, which would be protective of bone health.

Based on a thorough review of the literature published in 2011, the relationship between acid generating diets and risk of osteoporosis is not confirmed. It is possible that fruit and vegetables are beneficial to bone health through mechanisms other than via the acid-alkaline hypothesis since there is preliminary human and animal evidence that fruit and vegetables have supportive effects on bone. Results from the DASH study, for example, support a beneficial link. Increasing fruit and vegetable consumption from three to nine servings daily decreased urinary calcium loss and lowered biochemical markers of bone turnover.

**Bottom line** It is possible that fruit and vegetables are beneficial to bone health through mechanisms other than via the acid-alkaline hypothesis since there is preliminary human and animal evidence that fruit and vegetables have supportive effects on bone.

In order to help health professionals in their effort to increase fruit and vegetable consumption, PBH offers webinars for 1 hour of continuing education credit for dietitians. PowerPoint and audio recordings can be found at PBHFoundation.org/pub_sec/webinars/

NEW — The Whole Truth About 100% Fruit Juice
Learn more about 100% fruit juice, with emphasis on the unique benefits from polyphenols in 100% grape juice made from Concord grapes, with polyphenol expert Mario Ferruzzi, PhD of Purdue University. Nutrition blogger Sarah-Jane Bedwell, RD, LDN also offers consumer-friendly tips, techniques and recipes to help squeeze more fruit into the day.

Strawberries as a Functional Food: A Sweet Strategy for Health
This webinar covers the protective power of strawberries in a variety of health conditions, including chronic inflammation, cardiovascular disease, cancer, insulin resistance, diabetes and age-related declines in cognitive function.

The Power of the Pour: The Nutrition & Health Benefits of 100% Fruit Juice
Review evidence that supports the benefits of consuming 100% fruit juice as part of a healthy diet, including improved nutrient adequacy and diet quality. Review findings from studies on 100% orange juice/100% fruit juice consumption and health concerns such as overweight/obesity, insulin resistance, diabetes and heart health risk factors.

Setting the Nutrition Record Straight on Frozen Fruits and Vegetables
Learn about new research on the nutritional quality of fresh and frozen fruit and vegetables that can help encourage consumers to “think frozen.”

Cans Get You Cooking!
Understand how nutritious and versatile canned fruit and veggies are, including ways they can be incorporated into everyday meals for overall health and wellness.

Food Safety Efforts in Produce Production
Understand how the produce industry is working to prevent microbial contamination of fruit and vegetables in order to instill confidence about produce safety.

Building a Better Breakfast with High-Quality Protein and Produce
Review the research on how high-quality protein paired with fruit and vegetables can influence nutrient adequacy, satiety and health. Learn practical tips to help build a better breakfast.

Grapes and Cardiovascular Health: The Heart of the Matter
An in-depth look at the science supporting the role of grapes in heart health plus an overview of emerging new areas of grape health research. Numerous serving suggestions are included.

Pesticide Residues: What to Communicate to Consumers
This webinar addresses the importance of accurately communicating to consumers that eating either conventional or organic fruit and vegetables is the right choice and eating more is the healthy choice.

California Raisins: Small Fruit, Mighty Nutrition
A review of research highlighting the role of raisins in health, as well as practical tips for cooking with raisins.

Potatoes: A World of Uses
Potatoes are used for their versatility, low cost, and easy storage, but seldom get credit for their nutritious contributions in the diet.
The keynote speaker at PBH’s Annual Conference, held in March of this year, was Jonah Berger, author of best-selling *Contagious: Why Things Catch On*. Jonah Berger is the James G. Campbell associate professor of marketing at the Wharton School of Business at the University of Pennsylvania. He studies social influence and social epidemics, or how products, ideas, and behaviors catch on and become popular. Berger explained the key emotional and societal factors that push people to share a link or mail a video — the basic human drivers that power sharing and word of mouth, one of the most credible and influential forms of advertising. He believes we are too focused on the medium — Facebook, YouTube, and Twitter only serve as tools that amplify this very human process. The author of New York Times and Wall Street Journal best-selling *Contagious: Why Things Catch On*, Berger examines how decision making and social dynamics generate collective outcomes such as social contagion and trends.

In his book *Contagious* he reveals the science behind word of mouth and social transmission and addresses how six basic principles — social currency, triggers, emotions, public, practical value, and stories — drive all sorts of things to become contagious, from products and policy initiatives to workplace rumors and YouTube videos.

**SOCIAL CURRENCY**
It’s all about people talking about things to make themselves look good, rather than bad.

**TRIGGERS**
The idea of ‘top of mind, tip of tongue.’ We talk about things that are on the top of our heads.

**EASE FOR EMOTION**
When we care, we share. The more we care about a piece of information or the more we’re feeling physiologically aroused, the more likely we pass something on.

**PUBLIC**
When we can see other people doing something, we’re more likely to imitate it.

**PRACTICAL VALUE**
Basically, it’s the idea of news you can use. We share information to help others, to make them better off.

**STORIES**
How we share things that are often wrapped up in stories or narratives.

PBH hosts a monthly Twitter party on the first Wednesday of every month at 4:00 pm EST to provide fruit and vegetable information, tips and recipes direct to consumers, members of the fruit and vegetable industry, daycares, and even chefs! We never know who will join or party! On average, 206 participants join our monthly party generating an average of 1,300 mentions and retweets and 2.8M impressions. PBH will focus on the following topics for the September-December parties.

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Twitter Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>9.3.14</td>
<td>#GetMore</td>
</tr>
<tr>
<td>October</td>
<td>10.1.14</td>
<td>#FVTreats</td>
</tr>
<tr>
<td>November</td>
<td>11.5.14</td>
<td>#DressTheBird</td>
</tr>
<tr>
<td>December</td>
<td>12.3.14</td>
<td>#HolidayHelpers</td>
</tr>
</tbody>
</table>

Be sure to check our Twitter feed often for party updates and topics for 2015, https://twitter.com/Fruits_Veggies
### Some of Our Favorite Social Media Sites

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>blackgoldfarms.com</td>
<td>/BlackGoldFarms</td>
</tr>
<tr>
<td>Bolthouse.com</td>
<td>/Bolthousefarms</td>
</tr>
<tr>
<td>californiaavocado.com</td>
<td>/CaliforniaAvocados</td>
</tr>
<tr>
<td>californiastrawberries.com</td>
<td>/CASTrawberries</td>
</tr>
<tr>
<td>canned-fresh.com</td>
<td>/coastpfan</td>
</tr>
<tr>
<td>cansgetyoucooking.com</td>
<td>/CansGetYouCooking</td>
</tr>
<tr>
<td>chelanfresh.com</td>
<td>/WashingtonCherries</td>
</tr>
<tr>
<td>chiquita.com</td>
<td>/Chiquita</td>
</tr>
<tr>
<td>dailysqueeze.com</td>
<td>/DailySqueeze</td>
</tr>
<tr>
<td>delmonte.com</td>
<td>/delmonte</td>
</tr>
<tr>
<td>dole.com</td>
<td>/Dole</td>
</tr>
<tr>
<td>driscolls.com</td>
<td>/driscolsberries</td>
</tr>
<tr>
<td>dudafresh.com</td>
<td>/dandyfreshproduce</td>
</tr>
<tr>
<td>freshdelmonte.com</td>
<td>/DelMonteFresh Produce</td>
</tr>
<tr>
<td>freshexpress.com</td>
<td>/FreshExpressSalads</td>
</tr>
<tr>
<td>frozenfoodfacts.org</td>
<td>/FrozenFoodFacts</td>
</tr>
<tr>
<td>greengiant.com</td>
<td>/greengiant</td>
</tr>
<tr>
<td>grimmway.com</td>
<td>/grimmwayfarms.calorganic</td>
</tr>
<tr>
<td>idahopotato.com</td>
<td>/famousidahopotatoes</td>
</tr>
<tr>
<td>juiceproducts.org</td>
<td>/JuiceCentral</td>
</tr>
<tr>
<td>mango.org</td>
<td>/mangoboard</td>
</tr>
<tr>
<td>mealtime.org</td>
<td>/Canned-Food-CANnections</td>
</tr>
<tr>
<td>melissas.com</td>
<td>/MelissasProduce</td>
</tr>
<tr>
<td>naturipefarms.com</td>
<td>/Naturipe</td>
</tr>
<tr>
<td>nestleusa.com</td>
<td>/nestle.USA</td>
</tr>
<tr>
<td>oceanspray.com</td>
<td>/oceanspray</td>
</tr>
<tr>
<td>Plumorganics.com</td>
<td>/PlumOrganics</td>
</tr>
<tr>
<td>potatogoodness.com</td>
<td>/PotatoGoodness</td>
</tr>
<tr>
<td>pumpkincan.com</td>
<td>/LibbysPumpkin</td>
</tr>
<tr>
<td>rainierfruit.com</td>
<td>/RainierFruit</td>
</tr>
<tr>
<td>shopwell.com</td>
<td>/ShopWellApp</td>
</tr>
<tr>
<td>stemilt.com</td>
<td>/Stemilt</td>
</tr>
<tr>
<td>sunkist.com</td>
<td>/Sunkist</td>
</tr>
<tr>
<td>sunmaid.com</td>
<td>/SunMaidGirl</td>
</tr>
<tr>
<td>sunsetgrown.com</td>
<td>/SunsetGrown</td>
</tr>
<tr>
<td>superfreshgrowers.com</td>
<td>/superfreshgrowers</td>
</tr>
<tr>
<td>taylorfarms.com</td>
<td>/YourTaylorFarms</td>
</tr>
<tr>
<td>usapears.com</td>
<td>/USApears</td>
</tr>
<tr>
<td>V8juice.com</td>
<td>/V8</td>
</tr>
<tr>
<td>welchs.com</td>
<td>/welchs</td>
</tr>
<tr>
<td>wonderfulhalos.com</td>
<td>/halos</td>
</tr>
</tbody>
</table>

[FRUIT & VEGGIE CONNECTION, FALL 2014, ISSUE 3]
Every September PBH celebrates Fruits & Veggies—More Matters month, focusing on an action-oriented theme and message. The theme for 2014 is ‘Fuel Up with Every Form.’ A themed marketing toolkit focused on all forms of fruit and vegetables, fresh, frozen, canned, dried, and 100% fruit and vegetable juice, is available on PBHFoundation.org in the Public and Private Sector areas. The toolkit consists of the following elements:

Ad Slicks
Two ad slicks, one for each form, for circulars, newsletters and brochures.

Signs
One sign template for each form to be used as a price or item sign.

Memes
Two graphic memes for each form to be used on social media platforms.

Social Media Posts
Various posts for each form to be used on Facebook or Twitter.

Monthly Calendar
A calendar for September outlining the daily fruit and vegetable PBH will highlight.

PBH will post images of the daily fruit and vegetable on our social media channels to make sharing, reposting and retweeting quick and easy. All of the social media posts can be used in September or throughout the year, and, if desired, all elements of the toolkit can be used each September.

Other ways an organization can easily celebrate Fruits & Veggies—More Matters month are:

1. Link to MoreMatters.org from your website and join the 3,000+ sites that already benefit from our fruit and vegetable information portal.

2. Inform others that September is Fruits & Veggies—More Matters month and encourage them to eat just one more fruit or vegetable.

3. Encourage others to try a new fruit and vegetable. We have selection, storage and preparation tips for more than 100 different fruits and vegetables on MoreMatters.org.

4. Champion a ‘fruit and vegetable’ challenge in your workplace to see who can eat the most fruit and vegetables during September.

5. Visit PBHFoundation.org/get_inv/updates/ and sign-up to receive updates.
Fruits & Veggies—More Matters Champion and Role Model RECOGNITION PROGRAM

Are you a Fruits & Veggies Champion or Role Model, or want to learn how to become one? We can help you! Every year at the Annual Conference, PBH recognizes companies and individuals as champions or role models for their work in promoting the Fruits & Veggies—More Matters national health campaign and supporting the mission of PBH to increase the consumption of fruit and vegetables. Aside from companies within the fruit and vegetable industry, PBH also recognizes individuals and organizations within the public health community as Champions and Role Models (our highest level of recognition). Additionally, PBH has a separate nomination-based program for supermarket registered dietitians to be selected as a ‘PBH Supermarket Dietitian of the Year.’ Both recognition programs run on a calendar-year basis, January 1-December 31, with submissions and nominations being accepted through January 31. The specific criteria for the Public Health Champion and Role Model program and the Supermarket Dietitian of the Year program can be found at PBHFoundation.org/get_inv.

For 2013, PBH recognized the City of Albuquerque and the Phoenix VA Health Care System as Fruits & Veggies—More Matters Role Models and Chef in the Hood, Inc. as a Champion. The City of Albuquerque implemented and coordinated a 4-week Fruits and Vegetables Challenge for city employees, and partnered with Albertson’s to make fruits and vegetables available to employees in their offices. In collaboration with a planning committee, a total of 176 participants were registered. Participants earned points for eating fruits and vegetables and performing bonus activities supporting their consumption such as eating a green fruit or vegetable and browsing PBH’s consumer website, FruitsAndVeggiesMoreMatters.org.

The Chef in the Hood worked with a YMCA and a Boys and Girls Club in Chicago to help educate adolescents and teenagers about the importance of eating fruit and vegetables each day and showed them how to cook simple meals with fruit and vegetables.

PBH recognized five individuals as Supermarket Dietitian of the Year honorees for the calendar year 2013:
- Amber Badeau, ShopRite
- Alyson Dykstra, Homeland Stores
- Meredith Mensinger, Redner’s Warehouse Markets
- Marilyn Mills, Hannaford Supermarkets
- Allison Stowell, Hannaford Supermarkets

All of the dietitians supported the Fruits & Veggies—More Matters national health campaign by:

- Working with their colleagues to support the Fruits & Veggies—More Matters brand through in-store signage, social media, demonstrations, cooking classes, store tours and corporate wellness programs.
- Promoting Fruits & Veggies—More Matters month during September and many of them also write for our Insider’s Viewpoint.
Marketing of fruit and vegetables has historically been limited due to lower profit margins for fruit and vegetables coupled with the high cost of traditional media. Today’s rich multi-channel, multi-media environment, however, offers new and less expensive ways of marketing to consumers. PBH is offering up to $15,000 in grant funding, for a total of $50,000 per year, for projects that address increasing fruit and vegetable sales/consumption within the realm of marketing, social marketing, behavioral economics/psychology, or product placement and with a balance of rigor and relevance.

Topics appropriate for the research competition include (but are not limited to) the following:

- The impact of targeted messages, promotions, discounts, incentives, coupons, rewards, or product placement on purchase or consumption behavior regarding fruit and vegetables;

- How the use of social media, multi-media, or various channels can influence preferences and behavior towards fruit and vegetables. (Within reason, PBH can cooperate in offering the use of its FruitsAndVeggiesMoreMatters.org consumer website, Facebook page and Twitter feed for the purposes of a study.)

Proposals are likely to draw upon diverse perspectives and methodologies. Studies may be conceptual or empirical and they may involve combinations of methodological approaches including comparative studies, observational and ethnographic studies, natural, or laboratory experiments.

Submission deadline is September 30, 2014 for the 2015 funding period.
Supermarket Tour Training Grants

Supermarkets continue to be the top outlet where consumers purchase fruit and vegetables for themselves and their families. In addition to PBH providing supermarkets with various information, marketing toolkits and other in-store information for the last two decades, PBH has also worked closely with supermarket dietitians for the last several years, noting the important role they play in helping to educate consumers on the importance of eating a variety of fruit and vegetables in daily meals and snacks. To continue the support of supermarkets and supermarket dietitians, PBH is offering $50,000 in total grant funding annually, $25,000 for each of the fall and spring semesters, to support grocery store dietetics as a growing field of employment for nutrition professionals.

The grant funding will be used to encourage enhanced collaboration between supermarkets and university nutrition and dietetic programs with a specific emphasis on training nutrition and dietetic students to deliver grocery store tours. The funding period for 2015 will begin January 1 and August 1 to coincide with the collegiate fall and spring semesters. Grants will be limited to $5,000 per internship program per semester; submission deadlines are October 1, 2014 for the spring semester and May 1, 2015 for the fall, 2015 semester.

PBH’s Direct Interaction with Supermarket Registered Dietitians

Each year for the last several, PBH has worked with sponsoring members of the fruit and vegetable industry to bring supermarket registered dietitians to a PBH education program held during the Produce Marketing Association’s Fresh Summit in October, and to PBH’s Annual Conference in March. The purpose in bringing the dietitians to these events is to introduce the dietitians to industry members and to provide them usable fruit and vegetable information and education to help in their daily interactions with consumers.

During Fresh Summit, the dietitians additionally are able to walk the tradeshow floor and meet 1:1 with select industry members to learn more about their product. At the PBH annual conference, the dietitians are able to learn more about a particular fruit, vegetable, or product during business exchange meetings that allow them to meet 1:1 with sponsors. In addition to numerous educational handouts, each dietitian at the two events receive a thumb drive that is filled with research, resources and information on fruit and vegetables and topics on the mind of the consumer such as organics, use of pesticides and food safety.

If you are interested in the two programs and have not attended previously, contact Elizabeth Pivonka, epivonka@PBHFoundation.org.
PBH Offers FREE Resources on Fruit & Vegetables!
Access is quick and easy . . .

Visit our websites
PBHFoundation.org
(for health influencers)
MoreMatters.org
(for consumers)
FoodChamps.org
(for kids)

Receive free email updates
Weekly Menus and Recipes (for consumers)
Fruit & Veggie Connection Magazine
Webinars
Signing up is as easy as 1, 2, 3!
1. GO to PBHFoundation.org/get_inv/signupforinfo/
2. ENTER your email and click ‘Join’
3. CHOOSE the information you want to receive

Follow us
Facebook (Fruits-VeggiesMore-Matters)
Twitter (Twitter.com/Fruits_Veggies)
Pinterest (Pinterest.com/fvmorematters)
Instagram (instagram.com/fruitsandveggiesmorematters)

Join the Discussion
PBH Twitter Party: the first Wednesday of each month at 4 p.m. EST
Fruit & Vegetable Blog: Stem & Stalk . . . Let’s Talk
(MoreMatters.org/?cat=27)