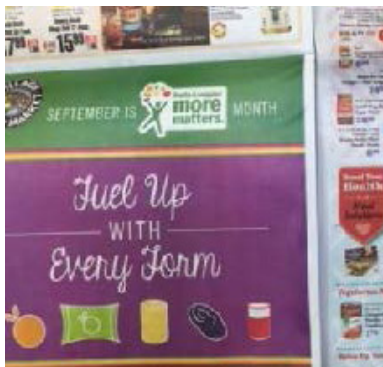




Retail Role Model & Champion Criteria

Share with us how you support Fruits & Veggies—More Matters®!



The following criteria must be met for consideration as a Fruits & Veggies—More Matters Champion and Role Model.

1. Fruits & Veggies—More Matters ad support:

- Use of the logo in weekly print circulars
- Use of the logo in weekly online circulars

2. Fruits & Veggies—More Matters messaging in-store:

- POS Signs*
- Supplies (Roll bags, Labels, Stickers, etc.)
- Logo on approved private label packaging

3. Fruits & Veggies—More Matters visibility & support on retail website:

- Link to FruitsAndVeggiesMoreMatters.org
- Create Fruits & Veggies—More Matters page or section

Some additional criteria must also be met for Role Model consideration as listed below and on the following page.

4. Expand message to additional media forms:

(Meet 1-2 criteria for consideration as a Role Model)

- Magazines
- Consumer brochures
- Broadcast

5. Promotion of September, National Fruits & Veggies—More Matters Month:

(Meet 2-3 criteria for consideration as a Role Model)

- Special Promotions
- Support via weekly print circulars
- Support via weekly online circulars
- POS Signs
- Promotion on retail website
- Promotion through additional media forms



6. Expand message to additional media forms:

(Meet 1-2 criteria for consideration as a Role Model)

- Magazines
- Newsletters
- In-store radio
- Consumer brochures
- Broadcast

7. Spread the word about Fruits & Veggies—More Matters on social media:

(Meet 1-2 criteria for consideration as a Champion; 2+ for Role Model)

- Liking Fruits & Veggies—More Matters on Facebook
- Following Fruits & Veggies—More Matters on Twitter
- Following Fruits & Veggies—More Matters on Pinterest
- Retweeting and reposting Fruits & Veggies—More Matters social media messaging
- Blogging about Fruits & Veggies—More Matters information, recipes, & tips
- Joining and promoting Fruits & Veggies—More Matters monthly Twitter parties



8. Move Fruits & Veggies—More Matters outside the produce department:

- “All forms count” advertising and promotion
- Signs in other departments – flagging frozen, canned, dried, 100% juice



9. Enhanced PBH involvement:

(Meet 1-2 criteria for consideration as a Role Model)

- Provide content for guest column on website
- Attend Annual Meeting/Committee meetings
- Serve on PBH committees

10. Community outreach:

(Meet 1 criteria for consideration as a Role Model)

- Integrate Fruits & Veggies—More Matters message into other programs, such as demos, cooking classes, wellness clinics, store tours, PR activities, school visits, etc.
- Corporate wellness program for company associates with a Fruits & Veggies—More Matters component

