Fruits & Veggies—More Matters Celebrates 10 Years!

What Do Shoppers Think?

Healthy MyPlate Ideas
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 vegetables. Fruits & Veggies—More Matters materials and messages are widely featured in print, on websites and on social media platforms like Facebook, Twitter, Pinterest, Instagram, YouTube and blogs. Since its inception in 2007, it is estimated that the Fruit & Veggies—More Matters logo has been seen an average of 336 times by every American.
Farewell

After 20 years as president of PBH, I wanted to share with you that by the time you read this, I will be retired. The impetus behind the decision was that my youngest finished college after winter session and I wanted to spend more time with her before she starts her first job in June. Having worked and traveled since she was 7 weeks old, it was something I didn’t want to miss. Time with her, coupled with a long list of activities that includes national parks, extended family, gardening, and more, will keep me busy.

I’m proud of all that PBH has accomplished, and am also excited about the future. What started out as a cancer prevention message in 1991 with 5 A Day, is now a ‘total diet’ message with Fruits & Veggies—More Matters. No other food group can say that ‘more matters.’ There are thousands of beneficial phytochemicals in fruits and vegetables, many of them not well understood. Vitamins and minerals help prevent deficiencies, but it’s these phytochemicals working synergistically with other nutrients that offer protection against chronic disease. Much like they protect the plant from the sun and predators, they protect our bodies when we eat them. In fact, I believe phytochemicals are to the field of nutrition what vitamins and minerals were just 100 years ago. And while we’re always interested in why fruits and vegetables are so beneficial, the simple fact that they are is all we need to know to continue to encourage greater consumption.

Welcome Wendy Reinhardt Kapsak, MS, RDN, the new President and CEO of PBH. I know the organization will continue its solid, science-based work well into the future.

Elizabeth Pivonka, PhD, RD
Formerly President and CEO, Produce for Better Health Foundation

Welcome

As Elizabeth mentioned in her farewell above, I was recently bestowed the honor of being named President and CEO of Produce for Better Health Foundation. I look forward to connecting with you over the coming days and months through email and phone calls or at various conferences.

My commitment to all of our current and new partners is to communicate strategically, connect deeply, convene critical stakeholders and engage creatively. This is quite an exciting year for Produce for Better Health Foundation and I’m honored to serve you as we all eagerly look to the future of the Foundation!

Wendy Reinhardt Kapsak, MS, RDN
President and CEO, Produce for Better Health Foundation

In This Issue

What We Know
4 Fruits & Veggies—More Matters Celebrates 10 Years!
6 For Better Health: Eat More Fruits and Veggies!
8 Common Consumer Questions

What Research Tells Us
12 What do Shoppers Think? 2012-2016

Tools to Help Promote Fruit and Vegetables
16 Healthy MyPlate Ideas
17 Webinar Series for RDs

Getting Involved
18 PBH’s Recognition and Grant Programs — Important Deadlines!
20 PBH Helping to Train Tomorrow’s Dietitians
22 Supermarket Dietitians of the Year
23 Formula 5 Marketing Competition Awardees
24 Fruits & Veggies—More Matters Role Model and Champion Awardees
26 Celebrate Fruits & Veggies—More Matters Month
Celebrates 10 YEARS!
2007 - 2017
A great deal has been accomplished since the launch of the Fruits & Veggies—More Matters campaign in 2007, which effectively replaced 5 A Day. Every year we’ve seen an increase in media and social media impressions, website traffic and industry support. The 2016 year ended with nearly 50 billion media impressions, 16-fold higher annual impressions than just 5 years ago! Ten years ago we weren’t even talking about social media, and today we have nearly 1 million Facebook likes, 59,000 Twitter followers, as well as a strong presence on Pinterest and Instagram (12,000 likes and 14,000 followers, respectively).

Visits to the FruitsAndVeggiesMoreMatters.org consumer website averaged 364,000 each month last year, 8-fold higher than in 2007.

One key strategy that we have used for the past 25 years is to leverage industry and public health resources to help carry messaging to consumers. For the industry, this includes Fruits & Veggies—More Matters messaging on packaging or in marketing. For health professionals, this includes helping them answer questions about tough topics like pesticide residues. The 83 Fruits & Veggies—More Matters Role Models and 29 Champions who did this most effectively last year were recently honored at PBH’s 2017 Consumer Connection Annual Conference, April 5-7, 2017 in Scottsdale. We celebrate these role models and champions because, without them, much of our messaging wouldn’t reach consumers.

Ten years later we see positive attitudinal shifts among our key target audience:

- 48% of moms self-report that they are likely to purchase a product when it has the Fruits & Veggies—More Matters logo on it, up from 39% in the early years.
- 42% of moms say it motivates them to help themselves and/or their family to eat more fruits and vegetables, up from a low of 20% in the early years.
- 78% of moms say that they intend to include more fruits and vegetables in their family’s meals and snacks, up from 69% in 2007.

Every 5 years PBH measures actual fruit and vegetable consumption. The good news is that we are seeing progress and positive forward-looking trends in fruit and vegetable consumption among consumers under age 40, which includes PBH’s target audience of parents with young children. The bad news is that consumer groups traditionally most interested in health and who eat the most fruit and vegetables, including those ages 50 and above, are trending downward in their consumption over time. Many factors contribute to this lack of overall increased consumption, including a drive for convenience, fewer side dishes, confusion about ‘sugar’ in 100% juice, disproportionate advertising, national food and agricultural policy, and more. PBH is continuing to conduct research to understand what best motivates consumers to eat more fruit and vegetables.
For Better HEALTH: Eat More Fruits and Veggies!
All Forms Link to Better Health.
Consumers simply don't eat enough fruits and vegetables, and that needs to change.

- Fruits and vegetables, including fresh, frozen, canned, dried or 100% juice, provide under-consumed nutrients important to public health such as folate, magnesium, potassium, dietary fiber and vitamins A, C and K.
- The nutrient content of canned, frozen and 100% juice is comparable to that of fresh. Produce to be canned or frozen is packaged at the peak of ripeness to keep it nutrient-packed.
- Fruits and vegetables contain phytochemicals that appear to play an important role in disease risk reduction and health promotion.

‘All Forms’ Correlate with Greater Consumption.
Shoppers with all forms of fruits and vegetables available in their home report eating more fruits and vegetables overall.

Fruit and Vegetables are not the Chief Culprits for Sodium and Added Sugar.
Fruits and vegetables are not the main contributors to Americans’ sugar and sodium intake, regardless of the form in which they are consumed.

- Population data indicates that all fruit, fruit juice and vegetables, combined, contribute less than 2% of added sugar to the American diet.
- Vegetables add only 11% of the sodium.

100% Juice Can Help Meet Nutrient Goals.
Drinking 100% juice is a convenient, tasty way to help children and adults reach daily fruit and vegetable goals.

- On average, consumption of juice for children is less than ½ cup per day. Adult consumption is even lower, around ½ cup per day. Both are lower than the 2015 Dietary Guidelines for Americans and the American Academy of Pediatrics allowance for juice intake.
- Research shows 100% juice complements rather than competes with whole fruit. In fact, compared to non-consumers, people who drank 100% fruit juice also ate more whole fruit.
- In addition to providing key under-consumed nutrients and nutrients of concern like vitamin C, potassium, magnesium, vitamin D (fortified) and calcium (fortified), 100% fruit juice contains many naturally-occurring phytochemicals and, for some, provides a significant level of these beneficial components in the American diet. NHANES consumption data show that people drinking 100% fruit juice have better quality diets and consume more fiber than those who do not drink juice.
- The majority of studies show that drinking moderate amounts of 100% fruit juice is not linked to overweight or obesity in healthy adults and children.

Having Choices Improves Self-Efficacy.
Mothers feel they can help their families eat more fruits and vegetables when they know that all forms help them make great choices for their family’s health and for their convenience.

- Mothers need to know that fruits and vegetables all “count” when they choose food for their families. If we make the decision difficult, they may simply ‘give up.’
- Typically, members of a household each have different preferences and needs when it comes to selecting fruit and vegetables. Fresh, canned, dried, frozen and 100% juice offers the flexibility and convenience that families and households need and want.

Interested in the citations for the above information? Contact Wendy Reinhardt Kapsak or Kristen Stevens at Produce for Better Health Foundation, wendy@PBHFoundation.org, kstevens@PBHFoundation.org.
Common Consumer Questions:

**Cruciferous vegetables** offer health benefits that may include reducing the risk of various types of cancer in humans. On the other hand, animal studies have shown that consuming high amounts of these veggies may cause thyroid issues. Should humans consume cruciferous veggies, and if so, how much is enough?

Cruciferous veggies include broccoli, Brussels sprouts, cabbage, cauliflower, collard greens, kale, kohlrabi, mustard, rutabaga, turnips, bok choy and Chinese cabbage. Arugula, horseradish, radish, wasabi and watercress are also members of the cruciferous veggie family. Due to the sulfur-containing compounds known as glucosinolates, cruciferous veggies have a strong, distinct smell and spicy, sometimes bitter, taste.

When glucosinolates come into contact with a plant enzyme called myrosinase through the act of chopping or chewing cruciferous veggies, their breakdown is accelerated, resulting in the formation of other compounds that may potentially prevent cancer. Accelerated breakdown and the production of cancer-preventing compounds can enhance the elimination of carcinogens before they have chance to damage DNA and halt the process of normal cells becoming transformed into cancer cells. Scientists have studied the potential impact on health and cancer prevention that may result in high intakes of cruciferous veggies. The positive news is that cruciferous veggie intake has repeatedly been shown to be beneficial in research studies. Overall, 67% of the 87 case-control studies on the topic found some kind of benefit between cruciferous veggie intake and cancer risk.

On the other hand, animal studies have demonstrated that very high intakes of cruciferous veggies can cause hypothyroidism (insufficient thyroid hormone). The breakdown of some glucosinolates may create a compound called goitrin, which interferes with thyroid hormone production, though cooking vegetables reduces goitrin. The breakdown of other glucosinolates creates compounds that compete with iodine for uptake by the thyroid gland. Insufficient iodine to the thyroid may result in hypothyroidism, a common condition in which body lacks sufficient thyroid hormone. The good news is that this issue does not arise in normal levels of cruciferous veggie intake in humans, meaning you’ve got the green light to enjoy cruciferous veggies without risk of developing hypothyroidism.

Cruciferous veggies are wholesome, nutritious veggies that offer health benefits that are not limited to a potential cancer risk reduction benefit. These veggies also provide a variety of other beneficial compounds including carotenoids for healthy eyes, folate to help protect our DNA, vitamin K for healthy bones, and vitamin C for a high functioning immune system and skin, bones and teeth.

**Bottom Line** Cruciferous veggies are wholesome, nutritious veggies that offer health benefits that are not limited to a potential cancer risk reduction benefit. At this point in time, there is no separate daily intake recommendation specifically for cruciferous veggies. However, epidemiological studies suggest that adults should aim for 5 servings per week, or roughly a serving a day.

Reference:

Is it true that eating fruits and vegetables can make you happier?

To explore the connection between daily dietary habits and overall life satisfaction, researchers used data from the Household, Income and Labour Dynamics in Australia Survey. Over 12,300 randomly selected adults (ages 15-93 years) from across Australia participated. Information on each individual was collected each year by face-to-face interviews as well as self-completed questionnaires. Results show promise of a correlation between fruit and veggie intake and overall life satisfaction. Individuals who consumed 8 or more servings of fruits and vegetables also had higher life satisfaction of approximately 0.24 life satisfaction points. This may not sound significant, but this type of rise in life satisfaction is equal in size to the psychological gain of moving from unemployment to employment. In other words, eating lots of fruits and veggies is correlated with a substantial gain in mental wellbeing, happiness and overall life satisfaction. These meaningful mental wellbeing gains occurred over the course of a mere 24-month timeframe.

Reference:

Is it true that eating fruits and vegetables protects against depression?

Approximately 400 million people globally suffer from depression, making the illness one of the leading causes of disability worldwide. Nutritional deficiencies of certain vitamins and minerals can result in chemical imbalances in the body, which may influence depression development. A recent meta-analysis of 10 large research studies and nearly 450,000 participants found that fruit and vegetable intake was significantly associated with an 11-14% decreased risk of depression.

Reference:

I like to put frozen peas in my lunch and they are thawed by noon, but somebody told me that this isn’t safe?

It is important that frozen vegetables be cooked according to the instructions on the label. Some popular recipes, articles and websites call for adding partially frozen or thawed vegetables directly to dips, salads and other recipes without cooking them. However, frozen vegetables are not intended to be consumed without cooking, as they may contain bacteria that are killed when cooked properly and thoroughly.

Reference:

Is it true that eating fruit may prevent erectile dysfunction (ED)?

Erectile dysfunction (ED), also known as impotence, is a very common condition in men. Research has demonstrated that increased physical activity and improvements in diet can potentially improve ED, especially in men who are overweight or obese with increased blood pressure and high cholesterol. In a recent 10-year follow-up of 25,096 men, those who consumed more dietary flavonoids (top sources: berries, apples, pears and citrus products) experienced 9-11% reduced incidence of ED than those who reported no dietary flavonoid intake. The magnitude of this effect is similar to 2-5 hours of risk walking each week. Additionally, men who were physically active and had a high intake of flavanones and anthocyanins (subsets of flavonoids) experienced a 21% lower risk of ED.

Reference:

Is it true that eating fruits and vegetables can reduce hip fractures?

Diet plays a major role in maintaining and enhancing bone health. We’ve all heard that milk builds strong bones, but research continues to demonstrate that fruits and veggies are a very important dietary component for optimal bone health as well. In a recent study of 142,000 older adults, all ages 60 and above from the United States and Europe, greater intake of fruits and vegetables was strongly associated with a reduced risk of hip fractures. The study found that participants with intake of one or less servings of fruit and vegetables had a 39% higher risk of hip fracture in comparison with those whose intake was greater than 3 servings each day.

Reference:
Benetou V, et al. Fruit and vegetable intake and hip fracture incidence in older men and women: the CHANCES project. J Bone Miner Res. 2016; 31(9); 1743-1752.
How do nutrients and phytonutrients in fruits and vegetables change when cooked?

In general, carotenoids act like the fat-soluble vitamins A, D, E and K, while phenolic compounds act like the water-soluble B-vitamins and vitamin C. Fat soluble nutrients are generally higher in processed fruit and vegetables. This is true, in part, because the mild heat treatment in processed products allows for greater bioavailability of lipid-soluble nutrients.

Since phenolic compounds are antioxidants, they are subject to oxidation during storage and processing of foods. Fortunately, the blanching process often used prior to canning and freezing inactivates enzymes that cause the oxidation of phenolics. However, chemical degradation can still occur during storage, depending on available oxygen and exposure to light – but this can also happen to fresh produce. Phenolic compounds are also water-soluble (like B-vitamins and vitamin C), rendering them susceptible to leaching when cooked in water. Furthermore, phenolic compounds and other phytochemicals are found in significant amounts in peels, so some content is lost during peeling (of either processed or fresh fruit or vegetables).

Of note, processed fruit/veg may also contain greater nutritional value because some processing cultivars are more nutritious than fresh cultivars, as is the case with tomatoes. There are dozens of varieties of strawberries and 200 varieties of peaches, for example, all a bit different in profile. Even the side of the tree that the fruit grows on can impact its nutrient/phytochemical profile.

Bottom Line The impact of cooking, freezing, peeling varies by commodity, by nutrient and by phytochemical. Heat during cooking makes fat soluble vitamins and carotenoids more available to the body. Both heat and oxygen harm water soluble vitamins and phenolic compounds. Minerals and fiber are not affected by heat, oxygen, cooking or freezing. Drying concentrates all vitamins, minerals, phytochemicals, fiber and carbohydrates. Rather than seek the most ‘perfect’ way to preserve nutrients in fruits and vegetables, try to just eat more of them, prepared in a variety of healthful ways. They aren’t nutritious unless they are consumed, so find what you like best.

References:

I’ve always heard to avoid nuts because they are high in calories, but I also hear more and more about how good they are for me. What should I believe?

Their comprehensive review included 29 highly specific studies on the topic of nut consumption and disease risk. The total sum of all study participants included up to 819,000 participants, mostly adults, and assessed nut intake and risk of coronary heart disease, stroke, cardiovascular disease, cancer, all-cause mortality and mortality from respiratory disease and diabetes.

The findings show that eating 20g of nuts a day, equivalent to a small handful, can diminish the risk of coronary heart disease by nearly 24%, the risk of cancer by 18%, and the risk of stroke by about 10%. Additionally, nut consumption of 20g a day reduced risk of premature death by 19% and the risk of dying from respiratory disease and diabetes by 52% and 39%, respectively.

Bottom Line So, while nuts are have a high fat content and can provide excess calories if over consumed, regularly eating a small amount of them — a handful a day — can help you reduce your risk of disease. Incorporating nuts into your everyday dietary routine, along with ample fruits, vegetables, whole-grains, healthy fats, legumes and animal protein such as eggs, fish and poultry, is an important component of a balanced, healthy diet.

Reference:

Nuts are good sources of important nutrients that keep a body healthy and well — dietary fiber, magnesium, polyunsaturated fats, vitamin E, antioxidants and bioactive compounds. All of these elements play a role in reducing the risk of cardiovascular disease and cancer. Studies have shown that a high intake of nuts is associated with a reduced risk of coronary heart disease, and possibly diabetes, overweight and obesity, gallstones and colorectal cancer. However, until now, the relationship between a high dietary intake of nuts and risk of specific diseases was not very well understood. Researchers recently sought to determine how many servings of nuts per day is needed to reap health benefits and did so by analyzing the results of all studies to-date on the topic.
Say yes to more. More vegetables, more whole grains, and more nutritious ingredients. When you say yes, amazing things happen. That’s why we say yes to making a balanced diet simple and delicious.

We created a meal plan that meets the Dietary Guidelines for Americans and includes all forms of fruits and vegetables so that you can say yes to flavor, health, and convenience. For more meal plans, visit www.campbellnutrition.com.

<table>
<thead>
<tr>
<th>Breakfast</th>
<th>Lunch</th>
<th>Snack</th>
<th>Dinner</th>
<th>Snack</th>
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<tbody>
<tr>
<td><strong>DAY 1</strong></td>
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<tr>
<td>• Veggie egg scramble with 2 eggs and ½ cup of mixed vegetables</td>
<td>• ½ sandwich with 2 oz. turkey, 1 oz. cheese, and 2 tsp. mayonnaise on 1 slice Pepperidge Farm® Whole Grain bread</td>
<td>• 1 cup vanilla Greek yogurt topped with 1 cup mixed berries and 1 oz. walnuts</td>
<td>Pasta Night:</td>
<td>• 1 oz. dark chocolate</td>
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<td>• 1 slice Pepperidge Farm® Whole Grain bread, toasted</td>
<td>• 1 cup Campbell’s® Well Yes!™ Tomato Carrot Bisque soup</td>
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<td>• 1 medium orange</td>
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<td>• 1 medium orange</td>
<td>• 2 Tbsp. hummus</td>
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<td>• 8 fl. Oz. Low Sodium V8® 100% Vegetable juice</td>
<td>• ½ cup chopped carrots and peppers</td>
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<td><strong>DAY 2</strong></td>
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<td>• 1 ½ cups whole grain oat cereal</td>
<td>• Whole grain vegetable pita with 2 Tbsp. garlic hummus, 2 cups baby spinach, ½ cup garbanzo beans, chopped sundried tomatoes, 2 Tbsp. reduced fat feta cheese, and ¼ cup sliced cucumbers</td>
<td>• 2 Tbsp. peanut butter with 1 small apple and celery sticks</td>
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<tr>
<td>• 1 banana</td>
<td>• 1 cup Campbell’s® Well Yes!™ Minestrone with Kale soup</td>
<td>• 1 cup low fat milk</td>
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<td>• 1 cup low fat milk</td>
<td>• 1 oz. almonds</td>
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<td><strong>DAY 3</strong></td>
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<td>• 1 cup cooked oats made with 2 Tbsp. dried cranberries, 2 Tbsp. chopped walnuts, and 2 tsp. maple syrup, and 1 cup low fat milk</td>
<td>• Fiesta Bowl made with 1 cup cooked quinoa, ½ cup black beans, 2 oz. grilled chicken breast, ½ cup corn, ¼ cup diced peppers and onions, 2 Tbsp. grated reduced fat cheddar, and 2 Tbsp. Pace® Picante sauce</td>
<td>• Avocado toast made with 1 slice Pepperidge Farm® Whole Grain bread, ½ avocado, mashed, salted, and pepper to taste</td>
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<td>• 1 banana</td>
<td>• 1 cup chopped pineapple</td>
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<td><strong>DAY 4</strong></td>
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<td>• 1 cup raisin bran cereal</td>
<td>• Grilled Chicken Salad with 3 cups of baby spinach, ½ cup chopped vegetables, ¼ of an avocado, and 2 oz. grilled chicken tossed with 1 Tbsp. balsamic vinaigrette</td>
<td>• 1 cup low fat yogurt with 1 cup fresh blueberries</td>
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<td>• 1 medium banana</td>
<td>• 1 cup Campbell’s® Well Yes!™ Black Bean with Red Quinoa soup</td>
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<td>• 1 cup low fat milk</td>
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<td>• 2 Tbsp. almonds</td>
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<td>• 8 fl. Oz. Low Sodium V8® 100% Vegetable juice</td>
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<td><strong>DAY 5</strong></td>
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<tr>
<td>• Strawberry, Banana, and Spinach Smoothie made with ½ cup strawberries, 1 medium banana, 2 cups fresh, baby spinach, ½ cup low fat vanilla yogurt, and ½ cup low fat milk</td>
<td>• Tuna salad sandwich made with 2 ½ oz. tuna salad, sliced tomato, lettuce, and onion on 2 slices of Pepperidge Farm® Whole Grain bread</td>
<td>• Yogurt Parfait made with 1 cup low fat vanilla yogurt</td>
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<td>• Side salad made with 1 cup mixed greens, ½ cup cherry tomatoes, and ¼ cup chopped carrots tossed in 2 tsp. vinaigrette</td>
<td>• 4 oz. diced, canned peaches, drained</td>
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<td></td>
<td>• 1 cup Campbell’s® Well Yes!™ Hearty Lentil with Vegetables soup</td>
<td>• ½ cup bran cereal</td>
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**Average Daily Nutrition:** Calories: 1860, Total Fat: 55g, Saturated Fat: 18g, Sodium: 2260mg, Potassium: 4900mg, Dietary Fiber: 36g, Protein: 96g
More than four in five shoppers rank physical exercise as the most important factor for good health, followed by proper nutrition. Regarding nutrition, eating more vegetables, less sugar and more fruit are ranked as factors of most importance to good health. The high level of importance shoppers place on fruits and vegetables is at odds, however, with consumption of them or intentions to serve more. While shoppers self-reported eating or drinking more cups of fruit and vegetables each day in 2014 than in 2012, many of these gains were lost by 2016, consistent with their own perceptions that they don’t eat enough of them. Shoppers believe in the importance of fruits and vegetables, but perhaps other components of life like finances and family responsibilities get in the way of acting on those beliefs.

There continues to be a decline over time in perceived health benefits of fruits and vegetables. This is concerning because higher nutrition knowledge positively affects fruit and vegetable consumption.

The main reasons shoppers eat fruits and vegetables is to stay healthy, because they like the taste and because they are part of a balanced diet. However, there continues to be a decline over time in perceived health benefits of fruits and vegetables despite the prominent position respondents place on them for good health. This is of concern because higher nutrition knowledge shows a positive association with dietary intake, especially a higher intake of fruit and vegetables.
PBH has been dedicated to increasing fruit and vegetable consumption among Americans since 1991. PBH, Centers for Disease Control and Prevention (CDC), and other national partners launched a call to action, Fruits & Veggies—More Matters, in March of 2007. Fruits & Veggies—More Matters is a branded social marketing campaign that replaced the previous national 5 A Day program as the rallying cry to deliver the benefits of fruits and vegetables to consumers in a way that is designed to change and sustain their behavior over the long term.

Vegetables Can Be A Chore

One in five shoppers thinks eating fruits and vegetables is a chore and don’t know how to prepare them, but vegetables are more problematic than fruit. Fruit is generally sweet, more often consumed raw, as a snack, a drink, or a dessert. Vegetables, on the other hand, can be bitter and take more skill to prepare. Shoppers enjoy eating vegetables less than fruit, though they want to serve a greater variety of them and learn new cooking techniques.

Shoppers also report that differing family preferences and cost of fruit are the most important factors that make it difficult to eat more fruits and vegetables, followed by lack of availability in restaurants and needing new ideas for preparation. Concern about spoilage significantly peaked in 2014, but returned to a lower level of concern in 2016. Having fast, simple recipes and serving suggestions, coupons, more local availability and cost savings tips would help shoppers eat more fruits and vegetables overall.

All Form Home Availability Correlates with Higher Consumption

Despite the health benefits of eating more fruits and vegetables, shoppers viewed virtually all of their forms (fresh, frozen, canned, dried and 100% juice) as less healthy in 2014 than in 2012. In 2016, when vegetables were asked separately from fruit, nearly all forms of fruit were considered less healthy than vegetables. Over time, respondents are less enthusiastic about canned produce and 100% juice, which is disconcerting given that cost and convenience are key barriers to greater consumption and these are convenient, economical choices that are also nutritious. Yet, notably, shoppers who eat the most fruits and vegetables report having more of all forms available in their homes suggesting that all forms are important to meet daily fruit and vegetable recommendations.
Freshness is Most Important Purchasing Factor

Freshness significantly out-ranked cost in 2016 as the factor of most importance to shoppers when purchasing fruit or vegetables, followed by taste and then health. Locally grown ranked significantly higher than organic as an important purchasing factor for both fruit and vegetables.

Grocery Stores Play Critical Role in Food Purchasing Decisions

Shoppers consistently report over time that supermarket flyers, newspaper ads and signs on supermarket displays are the most effective communication method when it comes to making a food purchasing decision. There has been a steady increase in receptivity by shoppers to internet advertisements, social media posts, text messages and QR codes, but the use of these as effective point of sale communication methods remains to be seen.

Because so many choices are made with minimal thought or effort, the combination of prominent in-store food displays coupled with actionable information is a very effective way to enhance sales. This, coupled with grocery stores as shoppers’ primary location for sourcing fruits and vegetables and more time being spent on making a dinner meal showcases the important role of grocers to increase fruit and vegetable sales and consumption.

Lower Income Shoppers Have Cost Concerns But High Interest

Compared to higher income shoppers, lower income shoppers significantly:

- Rank exercise, nutrition and family history as less important to health and rank supplements as an important dietary factor.
- Believe less in the beneficial role fruits and vegetables play in preventing a variety of diseases, but were more likely to be eating fruits and vegetables to manage illness and had a higher desire to learn more about their health benefits.
- Do not have the support they need to include more fruits and vegetables in their family’s meals and snacks, and that their spouse or partner believes it is important to do so.
- View most forms of fruit as more healthy, yet eat less fruit and have less fruit available in the home.
- Rank cost for both fruit and vegetables as an important factor when shopping, believe fruits and vegetables are too expensive, and desire more coupons and cost saving tips.
- Rely more on a nutritionist/dietitian for information about fruits and vegetables and are less likely to use the Internet.
Fruits & Veggies—More Matters
Becoming More Familiar and Motivating

Regarding Fruits & Veggies—More Matters, the branded social marketing campaign that replaced the previous national 5 A Day program, total “definite” familiarity with the brand grew from 18% in 2012 to 28% in 2016 among all shoppers. Of those aware of the brand, 43% said they find it very motivating, up from 30% in 2012. More than two out of three shoppers appreciate the campaign as a reminder to eat more fruits and vegetables and more than half are favorable toward it.

Shoppers rate fruits and vegetables as very important to good health, yet there has been a decline in their perceived health benefits. Cost also continues to be a concern, yet some of the more economical canned and juiced fruits and vegetables are becoming less favored. Having all forms available in the home, however, correlates with greater consumption. Finally, use of Fruits & Veggies—More Matters as a marketing tool continues to motivate consumers to eat more fruits and vegetables, especially among women and lower income households.

Sources:
To promote the message "fill half your plate with fruits and vegetables," PBH developed MyPlate education sheets to demonstrate to consumers what a healthy "plate" could look like for dinner, lunch and snacks. For each healthy plate, there is a recipe with preparation instructions and a shopping list — everything that's needed to quickly and easily re-create the meal at home. The menu for each plate must meet the Fruits & Veggies—More Matters nutrition criteria, consistent with the U.S. Dietary Guidelines. Recipes are developed and taste tested by consumers, and a professional photo of each plate is used to promote the healthy plates. Nutrient and cost analyses for each recipe are also included. PBH features these healthy plates in e-cookbooks, in ongoing social media efforts and in education sheets to promote the message about filling half your plate with fruit and vegetables for healthy eating. To date, 91 healthy plates have been developed.

These colorful education sheets are downloadable and free to use, with recipes that can be made quickly and inexpensively at home. MyPlate education sheets show consumers how easy it can be to create healthy meals by filling half your plate with fruit and vegetables. Additional healthy plate ideas are available at PBHFoundation.org/pri_sec/retail/mar_tools/half_the_plate/. A complementary resource showing how MyPlate can be used to replace less healthy/unhealthy meals can be found in the form of a PowerPoint presentation at PBHFoundation.org/pdfs/pub_sec/MyPlate_Meal_Makeovers.pdf.

PBH's most recent plates are:

Cucumber Blueberry Salad
Grilled Avocado and Chioggia Beet Salad
Sautéed Mango, Brussels Sprouts and Chicken with Spicy Mango Sauce
Roasted Grape Tomatoes, Asparagus and Shrimp over Pasta
Strawberry Shrimp Zucchini Noodle Bowl
Webinar SERIES for RDs

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 — Weighing in on Wasted Food - Part 1**
Nearly 40% of all food in America goes to waste, and this number has doubled since the 1970’s. Growing food that goes uneaten creates vast economic, environmental and social hardships. While wasted food happens across the entire food supply chain, the majority of it happens in the retail and consumer sectors. This webinar helps describe how to turn the tide and dial back how much food is wasted.

**NEW — Weighing in on Wasted Food - Part 2**
While the majority of food waste happens in the retail and consumer sectors, food loss happens at the farm level as well. This webinar is second in a two-part series on this hot topic to discuss what farmers are doing to turn the tide and dial back how much food is lost!

**NEW — How Inaccurate Safety Claims About Produce Is Negatively Impacting Consumption and Why We Need To Change Our Message**
With stagnating consumption and new peer reviewed research showing the potential negative impact of fear-based messaging about produce safety, this webinar identifies better ways to talk about organic and conventional produce safety that is reassuring to consumers.

**What Consumers Think of Biotech and the Arctic® Apple**
The first-ever GM apple, the Arctic® apple, will be test marketed in select locations in fall 2016. Based on recent qualitative and quantitative consumer research, this webinar shares current perceptions of biotech and the Arctic® apple, what it takes to gain consumer acceptance, and how to talk to consumers about Arctic® apples and biotechnology in general.

**Hummus and Health: Exploring the Role of Hummus to Boost Vegetable and Bean Intake**
Most Americans don’t eat enough vegetables each day, especially beans. Explore the nutritional benefits of hummus and discover how hummus can help bridge the gap to improve vegetable and bean intake. Nutrition communications expert Kathleen Zelman, MPH, RD and researcher Robert Murray, MD will share scientific research to outline how hummus can help boost bean intake in a variety of healthy eating patterns, as well as practical applications to add hummus to meals and snacks for added nutrition and flavor.

**Enjoy the Goodness of Canned Pumpkin All Year Round**
Explore the nutritional benefits of canned pumpkin and how it can be used to boost the taste and nutrition of meals with trained chef and nutrition expert Michelle Dudash, RD. Learn ways to enhance mealtime with this always-in-season, versatile superfood with practical, consumer-friendly tips plus delicious snack and meal ideas.

**What Do We Know About 100% Juice: Dietary Guidelines and Beyond**
The new 2015-2020 Dietary Guidelines recommend increasing fruit intake in all its forms including 100% juice, yet many misperceptions exist. Research shows 100% juice can help Americans meet recommended fruit intakes. The presentation includes a review of the most current research on 100% fruit juice’s role in health, nutrition, diet quality, dental caries and body weight as well as information on cost-analysis, juice consumption patterns and serving sizes.

**2015 State of the Plate, An Overview of Fruit and Vegetable Consumption Trends**
This webinar shares insights into American’s eating habits and new data on fruit and vegetable consumption trends. Learn about who is eating fruit and vegetables today and hear about future consumption estimates based on current population characteristics.

**Understanding Food Risks**
Organic foods, all natural ingredients, pesticide residues, food additives, genetically modified foods, allergens: what are the relative risks of consuming these in the food we eat? Dr. Bruce Chassy, Professor Emeritus, University of Illinois at Urbana-Champaign presents basic food risks, including an overview of toxicology, and then applies this knowledge to discuss the safety of foods.

**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.

**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.
PBH’s RECOGNITION and GRANT Programs

Important Deadlines!

<table>
<thead>
<tr>
<th>Program</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Champion and Role Model Program</td>
<td>January 5</td>
</tr>
<tr>
<td>Supermarket RD of the Year</td>
<td>January 5</td>
</tr>
<tr>
<td>Formula 5 Marketing Competition</td>
<td>September 30, Intent to Submit a Proposal December 31, Full Proposal</td>
</tr>
<tr>
<td>Store Tour Training Grant Applications Due</td>
<td>September 30 for spring semester, April 30 for fall semester</td>
</tr>
</tbody>
</table>

Fruits & Veggies—More Matters

Role Model or Champion

Each year PBH honors organizations, within the fruit and vegetable industry, as well as externally, who meet the criteria to be recognized as a Fruits & Veggies—More Matters® Champion or Role Model. Certain criteria must be met to be honored as a Champion and that same criteria plus more to be honored as a Role Model. Companies and associations within the private and public sectors are eligible to apply. For more information, visit: PBHFoundation.org/Get Involved – Criteria for Champion and Role Model Program.

Supermarket Dietitian of the Year

Another annual recognition program is PBH’s Supermarket Dietitian of the Year. Like with the Champion and Role Model program, there is a set of criteria that must be met in order for a dietitian to be considered. The submission can be made by the dietitian or, and ideally, by a colleague or supervisor. For more information, visit PBHFoundation.org/Get Involved –Supermarket RD of the Year.

Formula Five Marketing Competition

This competition offers marketing majors, at accredited colleges and universities within the United States, the opportunity to influence fruit and vegetable marketing, sales and consumption within America. Three to five proposals are selected and team representatives associated with each proposal are invited to attend PBH’s Annual Conference each spring to present the marketing proposal to conference attendees. For more information, email development@PBHFoundation.org.

Supermarket Tour Training Grant

The Supermarket Tour Training Grants are 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 about fruit and vegetables. At least 5 universities are awarded grants each fall and spring semester. For more information, email storegrant@PBHFoundation.org.
Let’s face it, most of us can use a little more fruits and vegetables in our lives. According to recent US consumption data, more than 75% of Americans do not meet the 1½ to 2 cups of fruit per day recommended by the US Dietary Guidelines and for vegetable intake this number is even higher!

Eating more fruits and vegetables doesn’t have to be a chore. All forms including canned, dried, frozen, fresh and 100% juice count! Research shows that people who drink 100% juice eat more whole fruit than non-juice drinkers. Whether it’s breakfast, lunch or dinner, there are lots of healthy opportunities to enjoy 100% juice at every meal.

Breakfast
Breakfast smoothies provide a quick and easy early morning start. They are a great way to add extra servings of fruits and veggies to your day and kids love them too!

Lunch
“Sneak” a serving of fruit into a dressing to top your favorite lunch salad or power bowl. Adding 100% juice lightens up your meal by cutting fat while adding flavor. To save on prep, make your salad dressing ahead of time.

Dinner
Convenient and healthful, 100% juice can kick those lean proteins up a notch with a delicious juice-based marinade! In addition to increasing your fruit intake, 100% juice also provides important vitamins and minerals such as vitamin C, potassium and folate.

**Smoothie Tip**
Add 4 oz of your favorite 100% juice to a smoothie for an additional serving of fruit.

**Orange Chutney Marinade**

**INGREDIENTS:**
- 1/4 cup orange juice
- 2 tbsp. curry powder
- 1 tsp. chili powder
- 1 tsp. cumin
- 1 tsp. mustard

**INSTRUCTIONS:**
Whisk together in a small bowl. Pour over chicken or fish and let marinade at room temperature for 30 minutes or in the refrigerator for an hour.

**Apple Juice Asian Vinaigrette**

**INGREDIENTS:**
- 1/2 cup apple juice
- 1/2 cup extra virgin olive oil
- 1/4 cup apple cider vinegar
- 2 tbsp. chopped green onion
- 1 tsp. honey
- 1 tsp. toasted sesame oil

**INSTRUCTIONS:**
In small bowl whisk all ingredients together until blended. Pour over salad. Seal tightly in a jar and store in refrigerator. Keeps up to two weeks. This can also be used as a marinade for chicken, pork or fish.

**Nutrition Information:**
Per 2 Tbsp: 90 calories, 10 g total fat, 2 g carbohydrate, 0 g protein, 0 g dietary fiber, 52 mg sodium.
In support of Produce for Better Health Foundation’s long-standing interaction with supermarkets, coupled with the close work PBH has done with supermarket dietitians over the last several years, PBH is pleased to announce the 6 Store Tour Training Grant recipients for the collegiate spring 2017 semester. The grant funding is used to encourage enhanced collaboration between grocers and university nutrition and dietetic programs with a specific emphasis on training nutrition and dietetic students to deliver grocery store tours about fruit and vegetables.

The following schools represent 113 nutrition/dietetic students trained, giving tours to nearly 900 community members and 700 fellow college students. The recipients and their partnering grocers include:

- **Central Michigan University, MI, Meijer**
- **Delta State University, MS, Kroger**
- **Sam Houston State University, TX, HEB**
- **St. Catherine University, MN, HyVee**
- **University of Alabama, AL, Publix and Piggly Wiggly of Alabama**
- **University of Wisconsin, WI, Pick N’ Save**

Students from California State University, Fresno

Students from the University of Maryland, Eastern Shore
With the addition of these 6 grantees, a total of 44 nutrition/dietetic programs and more than 900 nutrition/dietetic students have been trained to conduct store tours since the inception of the program in fall of 2014. In addition, about half of the programs have continued the store tour training in subsequent semesters. They have collectively given tours to nearly 8,000 consumers, more than half of whom are fellow college students.

Grants are limited to no more than $5,000 per internship program per semester. The submission deadline for the 2017 fall semester is April 30, 2017 and September 30, 2017 for the 2018 spring semester. Encourage your local university nutrition and dietetic program to contact PBH directly at storegrant@PBHFoundation.org for more information.

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 directly to consumers, members of the fruit and vegetable industry, daycares and even chefs! We never know who will join our party! On average, 220 participants join our monthly party generating an average of 4,200 mentions and retweets and 4.6M impressions.

Be sure to check our Twitter feed often for party updates and topics, Twitter.com/Fruits_Veggies.
Do you enjoy the naturally bold, delicious taste of Concord grapes? Your heart does, too!

The Mighty Concord grape used to make 100% grape juice packs superfruit powers, like heart-health-promoting plant nutrients called polyphenols. But, while 93% of Americans say heart health is important to them, more than half (57%) don’t know that 100% grape juice helps support a healthy heart and contributes purple fruit to their diet.

Read on for more reasons to enjoy a glass of 100% grape juice and discover creative ways to add it to your day.

THINK PURPLE
A balanced diet includes a colorful mix of fruits and veggies, but many families don’t get enough purples and blues. Concord grapes are dark purple with a purpose: the intense color comes from powerful polyphenols not found in many other colors of fruit.

CHEERS TO YOUR HEART!
The Concord grape is a purple powerhouse, providing many of the same polyphenols and many of the same heart-health benefits as red wine.

CIRCULATORY SUPERHERO
One way the Concord grape can help support a healthy heart is by promoting healthy circulation, keeping your blood pumping and energy flowing. The Concord grape may even help support a healthy mind.

ALWAYS JUICE SEASON
Concord grapes have a short harvest season and don’t travel well, so they can be hard to find fresh. The good news is that you can enjoy the Mighty Concord year-round with 100% grape juice—in a glass, as a zesty vinaigrette or added to your favorite marinade.

MAIN SQUEEZE
To capture the Concord grape’s one-of-a-kind taste and polyphenol goodness, each glass of 100% grape juice is made by pressing whole Concord grapes: colorful skin, tiny seeds and flavor-packed pulp.

WOKE UP LIKE THIS
100% grape juice doesn’t need any added sweeteners, colors or flavors. It’s naturally delicious and nutritious, delivering Concord grape goodness with absolutely no added sugar.

SIPPING SERVINGS
According to Studyfuit, a 4-oz. glass of 100% grape juice counts as one serving (1/2 cup) of fruit, making it a great way to boost your daily servings of purple produce.

COOKING WITH CONCORD
100% grape juice adds bold flavor, vibrant color and a nutrition boost to sweet and savory dishes alike. For inspiration, check out Welch's Heart-Healthy Recipes that Meet Nutrition Guidelines from the American Heart Association.*

PBH is pleased to recognize the following supermarket dietitians for their outstanding work in 2016:

2016 PBH Supermarket Dietitians of the Year:

**Andie Gonzalez, H-E-B.**

**Molly Hembree, The Little Clinic/Kroger**

**Dana McLaughlin, Inserra Supermarkets**

**Jessica O’Connell, Hannaford Supermarkets**

**Marita Radloff, Robin’s Air Force Base**

PBH invites you to nominate a supermarket dietitian or health and wellness professional who provides outstanding support to PBH and for the Fruits & Veggies—More Matters® national health campaign. Nominations will be accepted through January 5, 2018 for the 2017 calendar year. Winners will be recognized during PBH’s Annual Conference, April 4-6, 2018. The eligibility information, criteria and nomination form can be found on the PBHFoundation.org website on the Get Involved tab.
PBH is pleased to announce the finalists for the 3rd *Formula 5* Marketing Competition, a competition that offers marketing majors the opportunity to influence fruit and vegetable marketing, sales and consumption within America. From a total of 49 team proposal submissions, four finalists were chosen to present their proposals during PBH’s 2017 Annual Conference.

The final winning order is below:

1<sup>ST</sup> PLACE
Arizona State University, **Nyods**

2<sup>ND</sup> PLACE
California State University, Fresno State, **Bold Blue**

3<sup>RD</sup> PLACE
West Chester University, **Zuke Crisps**

4<sup>TH</sup> PLACE
University of Wisconsin-Whitewater, **Homegrown Goodness**

The marketing concepts and presentations of the finalists can be found on PBHFoundation.org in the Annual Meeting and *Formula 5* sections.

PBH will continue sponsorship of its 4th annual *Formula 5* Marketing Competition in 2017. To participate, small groups of college junior and senior marketing students need to create a complete marketing proposal and plan, including market analysis, indicators of success and financials. Three to five proposals will be selected and team representatives will be invited to attend PBH’s 2018 Annual Conference to present the marketing proposal to conference attendees. The 2018 Annual Conference will be held April 4-7, 2018 at the Omni Hotel & Spa at Montelucia in Scottsdale, Arizona.

The full outline of and criteria for the competition can be found on PBHFoundation.org. If you work with a local university, consider letting them know about the *Formula 5* Marketing Competition. An email of intent to submit a completed submission must be sent to marketingcomp@PBHFoundation.org by September 30, 2017. Questions on the marketing competition can be directed to Kristen Stevens, kstevens@PBHFoundation.org or 302.235.2329, x312.

*All photos also picture PBH President and CEO Wendy Reinhardt Kapsak, left and incoming PBH Chair of the Board Dennis Christou, right*
2016 Industry Role Models

9TH YEAR RECIPIENT
Stemilt Growers, Inc.

8TH YEAR RECIPIENTS
Chelan Fresh Marketing
Rainier Fruit Co., Inc.
Robinson Fresh

7TH YEAR RECIPIENTS
Del Monte Fresh Produce
Domex Superfresh Growers
Sun-Maid Growers of California

6TH YEAR RECIPIENTS
American Frozen Food Institute
Blue Book Services
Del Monte Foods,
Giorgio Fresh Mushrooms
Monsanto Company
Mushroom Council
Pacific Coast Producers
Pebble Bureau Northwest
Seneca Foods Corporation
The Walt Disney Company
Welch’s

5TH YEAR RECIPIENTS
Barsotti Family Juice Company, Inc.
California Avocado Commission
Canned Food Alliance
Dole Food Company
Juice Products Association
Produce Marketing Association
Ruiz Sales, Inc.
Sunkist Growers, Inc.
The Packer
U.S. Apple Association

4TH YEAR RECIPIENTS
Bayer
Black Gold Farms
Borton and Sons
California Cling Peach Board
California Strawberry Commission
Campbell Soup Company
Grimmway Farms

Natural Delights
Sage Fruit Co.
The Oppenheimer Group
Wonderful Citrus

3RD YEAR RECIPIENTS
Can Manufacturers Institute
Dole Packaged Foods
Florida Fruit & Vegetable Association
Naturipe
Nestle USA
Potatoes USA
Subway
Sysco/FreshPoint
Taylor Farms
Ventura Foods

2ND YEAR RECIPIENTS
AJ Trucco
Green Giant Fresh
Market Fresh Produce
Monterey Mushrooms
National Watermelon Promotion Board
Ocean Mist Farms
Red Sun Farms
Southern Specialties
Tomato Products Wellness Council
Zespri®

1ST YEAR RECIPIENTS
Apio
Avocados from Mexico
Luvo
McEntire Produce
Okanagan Specialty Fruits
Pink Lady America
Produce Business Magazine
Sabra
Seald Sweet/Greenyard
StarKist Co.
The Morning Star Company
The Produce News
Tree Top
Wish Farms

8th Year Industry Role Models with PBH President and CEO Wendy Reinhardt Kapsak, left and incoming Chair of the Board Dennis Christou, right

5th Year Industry Role Models with PBH President and CEO Wendy Reinhardt Kapsak, left and incoming Chair of the Board Dennis Christou, right

3rd Year Industry Role Models with PBH President & CEO Wendy Reinhardt Kapsak, left and incoming Chair of the Board Dennis Christou, right

1st Year Industry Role Models with PBH President and CEO Wendy Reinhardt Kapsak, left and incoming Chair of the Board Dennis Christou, right
# 2016 Industry Champions

**3RD YEAR RECIPIENTS**
- Mariani Packing Co.
- McDonald’s Corporation

**2ND YEAR RECIPIENTS**
- Bejo Seeds
- Brothers-All-Natural
- Chilean Fresh Fruit Association
- Driscoll’s
- Frieda’s Specialty Produce
- Indianapolis Fruit Company
- M&R Farms
- Valley Fig Growers

**1ST YEAR RECIPIENTS**
- Alliance for Food & Farming
- Blue Marble Brands
- Chartwells K12
- Dave’s Specialty Imports
- Duda Farm Specialty Foods
- Earthbound Farms
- Josie’s Organics
- Mann Packing
- Mariani Nut Company
- Michigan Apple Committee
- Mushroom Council
- Ocean Spray Cranberries
- Sun World International

Additional information along with the Industry Role Model and Champion criteria can be found on PBHFoundation.org.

# 2016 Supermarket Role Models

**1ST YEAR RECIPIENTS**
- K-VA-T Food Stores
- United Supermarkets

**3RD YEAR RECIPIENTS**
- Niemann’s Foods, Inc.
- Robbins Air Force Base

**4TH YEAR RECIPIENTS**
- Skogen’s Festival Foods
- Weis Markets

**5TH YEAR RECIPIENTS**
- Redner’s Markets, Inc.
- Roundy’s Supermarkets, Inc.
- The Kroger Company

**6TH YEAR RECIPIENT**
- Meijer, Inc.

Additional information along with the Retail Role Model and Champion criteria can be found on PBHFoundation.org.

# 2016 Supermarket Champions

**1ST YEAR RECIPIENT**
- Giant Eagle, Inc.

**2ND YEAR RECIPIENTS**
- Schnuck Markets, Inc.
- HEB

**3RD YEAR RECIPIENTS**
- Hy-Vee, Inc.
- Wakefern Food Corporation

**4TH YEAR RECIPIENT**
- Ahold USA

Additional information along with the Retail Role Model and Champion criteria can be found on PBHFoundation.org.
PBH celebrates Fruits & Veggies—More Matters® Month every September through contests, challenges and sharing helpful tips and fun recipes to include more fruit and veggies in daily meals and snacks. The theme and planned celebrations for the month will be shared by early Summer.

However, if you want to start planning now, check out our top 10 ways to help us celebrate September as Fruits & Veggies—More Matters Month!

10. Join a Fruits & Veggies—More Matters Twitter party, the 1st Wednesday of each month.

9. Share 30 ways to use fruits and vegetables in 30 days. Find this toolkit at PBHFoundation.org.

8. Spread the “all forms matter” message through social media initiatives.

7. Highlight a fruit or veggie of the month through displays and signs.

6. Use PBH social media posts as they are written, or tweak them to fit your needs.

5. Use PBH’s free marketing tools at PBHFoundation.org/pub_sec/st_coor/mar_tools/

4. Encourage others to ‘opt-in’ to receive recipe of the week, healthy meal ideas, gardening tips and more.

3. Add a link to your website for FruitsAndVeggiesMoreMatters.org.

2. Encourage parents to do fun activities with their kids like Take Your Kids to the Supermarket, a tour available at PBHFoundation.org

1. Sign up for PBH Foundation website updates at PBHFoundation.org/get_inv/updates/
It's Easy to Stay Connected . . .
PBH Offers FREE Resources on Fruit and 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/updates
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)