



2015 Fruits and Veggies—More Matters Dashboard Report



Since 2007 (through 12/31/14)		
Leveraged Dollars	\$155 Billion	■
Total Impressions	66 Billion	■
Impressions per American	214	■
Consumption	1.8 cups/day	■
Mom Intent to 'Serve More'	70%, up from 68% in 2007	■
Mom Brand Awareness	30%, up from 11% in 2007	■

Alerts	
FVMM logo makes 53% of Moms more likely to purchase product, up from 40%	
39% of Moms very/extremely motivated by FVMM, up from 24% in 2007; brand awareness is at 30%	
Good progress and positive outlook for FV consumption in those <age 40, especially for fresh; those >age 50 are trending down over time.	
Mark your calendar for April 4-6, 2016 in Scottsdale, AZ for next PBH meeting!	

Other Notable Items	
2015 State of the Plate Report Available	
2015 Gap Analysis Completed	
Best predictors of behavior change: self-efficacy, social support, and knowledge	
Studies have increasingly emerged demonstrating multiple effects of FV on disease-related molecular processes, signaling pathways, and cellular markers	
82% of veg & 90% of fruit eaten comes from home vs. eating out + stores/TV influence food decisions most	

Annual Performance Metrics (cumulative unless noted)						
Metric	Status	Q1	Q2	Q3	Q4	2015 Goal
Ave Monthly Web Visits	▲	406,780	396,615			327,000
Opt-In E-mail Participants	▲	85,317	87,031			90,000
Web Sites Referring	▲	2,951	3,198			maintain (3168 totl)
Licensees (Non retail/states)	▲	1 new	5 new			10 new
Industry Role Models (RM)	▲	[23]	[25]			55 RMs/30 champion
Packaging Labels (# SKUs)	▲	11 new (2419 totl)	33 new (2621 totl)			100 new (2688 Total)
Total # Donors	▲	2 new	4 new			10 new (354 Total)
Complete Reports	▲	State of Plate	GAP Analysis			4
Input in Federal Nutrition Policy	▲	1 area	3 areas			2 areas
Media Impressions (no multplr, print & electronic)	▲	23 B	34 B			35.8 B
Facebook/Twitter	▲	534K/47K	593K/49.8K			645K/50K
Pinterest/Instagram	▲	9.8/1.4K	10K/1.6K			12K/1.6K
Industry Contributions	▲	\$.824 M	1.172 M			\$2.128 M

2011	2012	2013	2014
108,304	134,769	124,367	297,000
49,260	62,425	68,715	81,461
2,880	172 new (3052 totl)	3,148	3,168
336	22 new	14 new	13 new (376 totl)
40 RM/19 champions	40 RM/23 champions	61 RM/42 champion	74 RM/36 champion
143 new (2123 totl)	170 new (2301 totl)	107 new (2408 totl)	180 new (2588)
			344
			2
5 areas	8 areas	6 areas	2 areas
3.1 B	10 B	12.1 B	32.55 B
23K/10K	84K/23K	193K/34K	430K/44K
\$1.208M	\$1.070 M	\$483 M	9.2/1.1K
\$1.817 M	1.987 M	\$2.234 M	\$2.296 M

President's Message	
First ½ of year resulted in highest ever monthly average visits (397K/month) to website, 47% higher than Q2 of 2014, and more than 34 B media impressions, 2-fold higher than Q2 of 2014 and 5-fold higher than Q2 of 2013! Facebook likes (Q2=593K) are nearly double Q2 last year and up 38% for this year. Continued aggressive retail outreach included hosting Business Exchange mtgs at PBH 2015 Ann Conf and bringing supermarket RD's to NGA (Q1) & prep for Fresh Summit in Q3. PBH granted funds to 18 universities to conduct Store Tour Training, ultimately reaching 400 dietetic students and 4K consumers. 2 universities are conducting mkg research with PBH grants. PBH conducted 2 webinars, launched Formula 5 Marketing Competition, released Spring magazine & State of the Plate Report, and completed/shared GAP Analysis.	
Q2 collective support from industry = \$1.172M, 55% toward goal. Includes annual contributions at 50% of goal; sponsorships, 99% of goal; & conference registrations, 132% of goal. Annual meeting in Q1 was very successful in terms of reviews, attendance, and sponsorships. Plans are underway for 2016.	

