

We ask you to join our mission by completing the [Contribution Form](#) and returning it to us. A minimum contribution of \$1,500 provides access to the Fruits & Veggies – More Matters [Licensing Agreement and Brand Guidelines](#) as well as these additional of [Donor Benefits](#).

Board of Trustees participation requires a \$10,000 minimum annual donation.

In addition to our annual donors, PBH also offers a number of sponsorship opportunities connecting directly with key customer audiences such as retailers, educators, consumers, B2B and health professionals. Here's a current link to the [Sponsorship Brochure](#) that provides additional details about these programs.

For more information about PBH please review our [Annual Report](#) and our [20th Anniversary Video](#) that show how PBH's mission is being accomplished.

[Produce for Better Health Foundation](#) (PBH) is a 501(c)(3) with a mission to increase consumption of fruit and vegetables to improve health and combat obesity. By making an annual minimum donation of \$1,500 you will join the hundreds of organizations that are involved in this important work. We partner with the Centers for Disease Control and Prevention (CDC) around the **Fruits & Veggies – More Matters**[®] campaign (previously 5 A Day) and are a [National Strategic Partner](#) with USDA.

It's a great time to be with PBH. Here's why....

- **PBH is a Good Value:**
 - **Leveraged Dollars:** PBH makes the most out of every penny received. On average, PBH leverages \$50 million in marketing effort behind the Fruits & Veggies – More Matters brand and messaging.
 - **Shared Resources:** PBH provides consumer research pertaining to the category of fruits and vegetables, thereby leaving your dollars to be used to market your particular product(s).
 - **Large Percentage of Retailers:** 57% of all US supermarkets (minus convenience stores) are Fruits & Veggies – More Matters licensees.

- **Your Peers are Involved:**
 - Over 300 active PBH supporters, 50 retailers, growers, shippers and processors have achieved Role Model and Champion Award status. These organizations have helped PBH create an average of 108 media impressions since 2007 for each American. They helped us achieve this status by:
 - Adding the Fruits & Veggies—More Matters brand logo to more than 2,500 product labels

- Generating 7.9 billion consumer impressions through supermarket circulars or in-store marketing since 2007, for a value of \$12 billion dollars.
 - Helping to generate 33.5 billion consumer impressions through additional print and electronic media since 2007.
- **Web & Social Media Level the Playing Field:** For products without large marketing budgets to support them, technology allows us to reach consumers in ways not possible before. Join us in growing your own consumer outreach efforts by participating in our web and social media efforts. PBH has:
 - 269,800+ monthly visitors to MoreMatters.org
 - 75,800+ opt-in participants (to receive various e-mail from PBH)
 - 3220,000+ Facebook fans
 - 39,000+ Twitter followers
 - 7,700+ Pinterest followers

PBH and the Fruits & Veggies—More Matters brand and key messages deliver both a short-term return on investment and long-term value to supporters.

Short-term ROI is manifested in:

- **Consumer Trust:** The use of the FVMM message on product builds consumer trust:
 - When moms see the More Matters logo on a product, 77% say it means that the product is healthy, 69% say it is nutritious, and 56% say that it provides a full serving of fruit and/or vegetable. 78% say it is a reminder to them to eat more fruits and veggies.
 - 56% of moms self-reported that they were “likely to purchase” a product when seeing the Fruits & Veggies—More Matters logo, up from 39% in 2009 when first asked.
- **Marketing Insight:** from PBH consumer research to help augment your own marketing efforts
- **Access:** to key marketers and influencers (who can reach consumers) through:
 - PBH Annual Conference: *Consumer Connections*
 - Supermarket Dietitians Events (meetings/webinars)
 - *Fruit & Veggie Matters Webinar Series*
 - *Fruit & Veggie Connection Magazine*
 - Twitter and Twitter parties

Long-term value is manifested through:

- **Motivated Consumers:** Alignment of your products/brands with the FVMM message will motivate and engage consumers to build brand loyalty and trust.
 - Moms who are extremely or very motivated by the Fruits & Veggies—More Matters message has increased from 24% in 2007 to 36% in 2014.

- 79% of moms *intend to serve* more fruits and vegetables to her family in 2013, up from 69% in 2007.
- **Increased Consumption:**
 - Within 5 years, PBH has helped successfully increase *fruit* consumption in our core target audience -- by as much as 11% among children and 9% among younger adults. *Vegetable* consumption increased for those same groups by 3%, for an overall average increase of 5% for fruits and vegetables combined.
 - For fresh produce, retail sales increased almost 10% over those 5 years, while canned, frozen, and dried fruit and vegetables were flat or declined. PBH has increased efforts to let consumers know that 'all forms count' by dispelling consumer concerns and emphasizing the value and convenience of preserved fruits and vegetables.