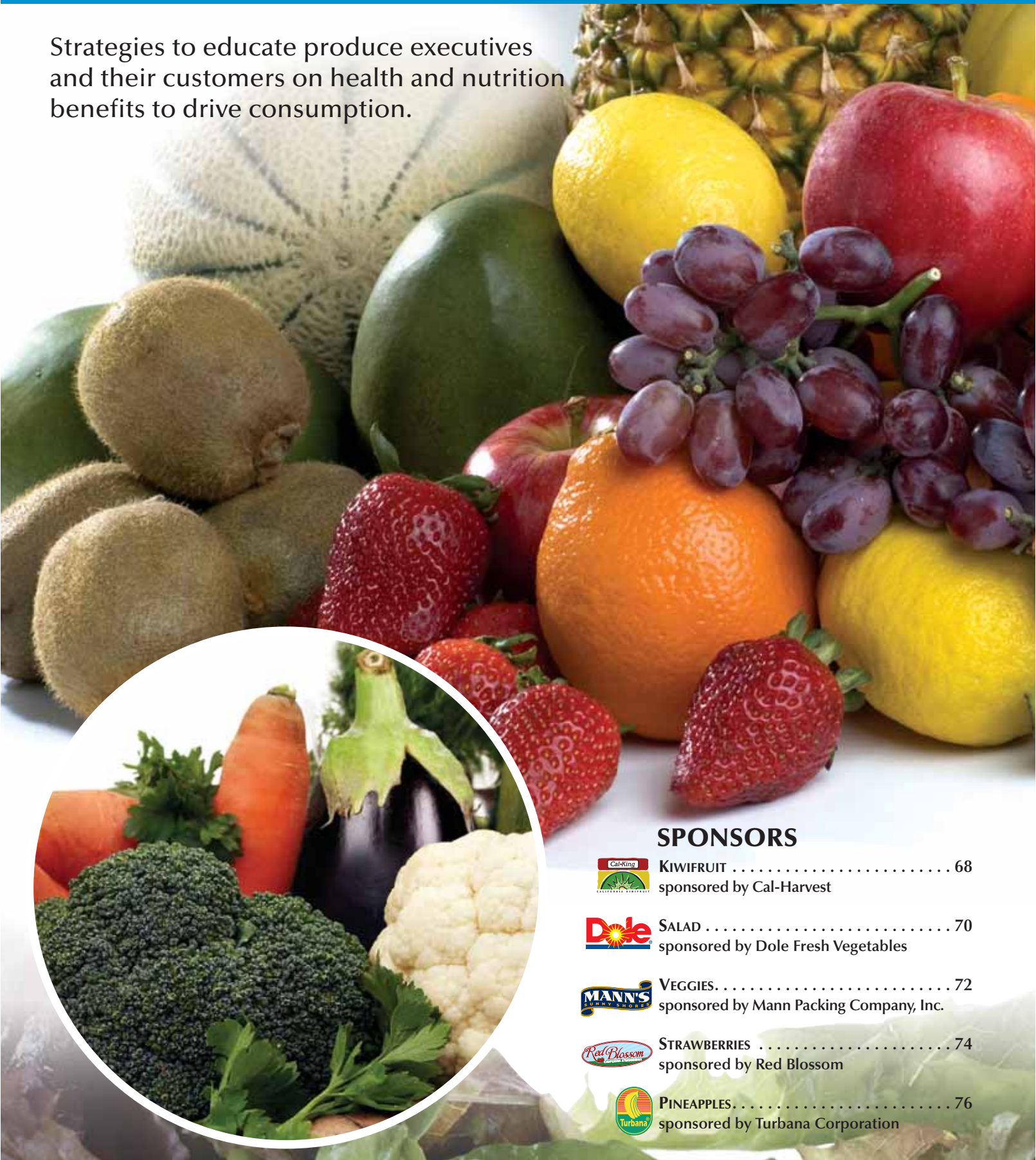


Strategies to educate produce executives and their customers on health and nutrition benefits to drive consumption.



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Cal-Harvest Marketing, Inc.
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Website: www.calharvest.com

Interview with John Fagundes, President, Cal-Harvest

Cal Harvest Marketing, Inc., a large grower of kiwifruit, was formed in 1988 and is owned by Fagundes Agribusiness, based in Hanford, CA. Cal Harvest markets fresh fruit in North and South America and the Pacific Rim.

Q: *Can you point to the nutritional properties in your product that make it an essential part of a healthful diet?*

A: Kiwifruit, already on Dr. Steven Pratt's elite list of SuperFoods, has been found to be among the highest in bio-availability compared to other anti-oxidant rich fruits and berries according to research at the USDA's Arkansas Children's Nutrition Center in Little Rock. Dr. Ronald Prior and his team also claim, "Learning that antioxidants should be consumed with every meal, and if you routinely skip antioxidants in your diet, over time, the excess number of free radicals being produced may begin damaging cellular components, ultimately leading to atherosclerosis and cancer."

Q: *What are the latest news flashes/surprises regarding health/nutrition benefits of eating your product?*

A: Bite for bite, kiwifruit contains more essential nutrients than 27 of the most popular fruits, as proven by a Rutgers University study, making it one of the most nutrient-dense fruits in the world.

Recent research conducted by the University of Oslo in Norway reveals that consuming two to three kiwifruit per day can work to thin blood, reduce clotting and lower fat in the blood that can cause blockage. In short, kiwifruit consumption has similar effects to the daily dosage of aspirin recommended by physicians to improve heart health.

Q: *Are there any notable health reasons to target specific demographics or age groups with your product?*

A: Kiwifruit is popular among children because of its small size, convenience, sweet taste and colorful appearance! And because of its nutritional value and year-round availability, moms love it, too. Kiwifruit is also popular among adults and

senior citizens. Research has linked it to reducing the risk of age-related macular degeneration, the leading cause of irreversible blindness in older Americans.

Kiwifruit also has a moderate-to-low glycemic index of 52, making it a safe choice for those with Type 2 diabetes.

Q: *Are there simple, catchy phrases to market the health benefits of your product?*

A: Here are some messages developed by Cal Harvest and the kiwifruit industry: *Fuzzy Fruit — Fabulous Flavor, Power UP with Kiwifruit — A Nutritional Superpower, Kiwifruit — The New SuperFood, Green Kiwifruit — The Classic Original — A Super Tropical-Sweet Sensation, Organic — 100% Super Natural Quality, Chewable Vitamins, Lean, Green Kiwifruit Machine.*

Q: *How does your product deliver a powerful punch of nutrition? Do studies back up these claims?*

A: Many studies, available on the Cal Harvest and industry Web sites, support the previously mentioned health claims. Green kiwifruit also works well as a natural digestive aid and may help relieve asthma symptoms in children.

Q: *Since the FDA has strict guidelines on what health claims a company can make, what can be advertised or put on your product's labels?*

A: FDA has approved the following nutrient content descriptors for kiwifruit: low-fat, saturated fat-free, sodium-free, cholesterol-free, high in fiber, high in vitamin C, a good source of vitamin E and a good source of potassium.

Q: *What challenges do you face in getting the health message about your product to consumers and what solutions can you offer?*

A: Though kiwifruit has been readily available in North America for many years, some consumers have never tried one. Efforts should always be made to get consumers to try the fruit and experience its unique taste year-round. California produces the most volume of fruit October through April, Chile offers fruit April



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through August, New Zealand exports kiwifruit to North America June through October and Italian kiwifruit comes in January through April.

Q: *What are the best strategies to relay nutritional/health information to consumers on the retail floor?*

A: Display: Display kiwifruit next to other SuperFoods such as avocados, blueberries, oranges, broccoli and pomegranates to form a "Power Aisle," and display kiwifruit sliced and over-wrapped.

Point of Purchase/Signage: Signage should promote the health and nutritional benefits of kiwifruit. Make sure consumers see placards showing the ease of cutting and scooping the fruit. It can also be eaten whole (skin included) once the fuzz is rubbed off.

Offer in-store demos: Most people will buy kiwifruit after sampling it.

Sell in multiple pack styles and sizes: Give consumers a choice by placing bags or multi-unit packages with bulk displays.

Advertise: Sales increase as much as three times when advertised.

A world of kiwifruit profits at your fingertips



The "Cal King" label of kiwifruit represents one of the largest kiwifruit growers in California. This label is marketed by Cal Harvest Marketing, Inc., a family-owned farming and marketing organization that has been at the fore-front of the kiwifruit industry in California since the 1970's. This kiwifruit has been **grown, picked and packed with care and pride for over 30 years**. The label is now available in both conventional and organic styles. Cal Harvest also markets kiwifruit from Chile and New Zealand to assure you have a high quality, year-round source of kiwifruit.

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Interview with Jennifer Grossman, Vice President, Dole Nutrition Institute

Dole Food Company, Inc. is the world's largest producer and marketer of fresh fruit and vegetables. Chairman and owner David H. Murdock started the Dole Nutrition Institute nearly six years ago to "feed the world with knowledge" through publications, Web sites, videos, articles, packaging and consumer outreach. The institute's main mission is to educate the public about the benefits of fruit and vegetable consumption, while also providing nutrition marketing, labeling and research support for internal Dole divisions.

Q: *How can you distinguish your product from the pack and all the competing nutrition information as people focus more on the obesity epidemic?*

A: Simply put, eating our products — specifically salads — is the solution to the obesity epidemic. Fruit and vegetables have low-energy density, a fancy way of saying they have very few calories compared to other foods, pound for pound. Compare a pound of spinach (104 kcals) to a pound of potato chips (2247 kcals) and you'll see what we mean. Not only does the spinach have fewer calories, but it also has a much higher water and fiber content, which helps fill you up so you eat less of other, more fattening foods. Leading scientists are exploring the link between obesity and nutrition deficiencies.

A balanced meal with salad can nearly fulfill your requirements of several key nutrients, providing a deeper sense of satiety and curbing the overeating cycle. Researchers have proven when you start with salad, you consume fewer calories overall. Pennsylvania State University researchers found women who began their meal with a salad ended up eating 100 fewer calories in total.

Q: *Tell us something consumers may not realize about how your product can improve health and well-being.*

A: While consumers may associate certain nutrients with certain products — spinach and vitamin A, for example — they may not realize particular foods contain groups of nutrients at specified levels working synergistically to deliver targeted health

benefits. This is the concept behind our Dole Superfoods campaign. Our scientists looked at the body of medical literature establishing health benefits for key nutrients and set out to see which foods contained them. The result is over eight Superfood categories that promote health in eyes, heart, brain, bones, etc.

Many of our salads qualify for multiple Superfood categories. For example, Dole Classic Romaine packaged salad qualifies as a Superfood for the eyes because it is an excellent source of the vitamin A (90 percent) needed for proper eye functioning. It also contains over 2,000 micrograms of lutein and zeaxanthin, which protect the eye from the sun's damaging rays. Diets rich in these carotenoids and vitamin A, in the form of beta carotene, are associated with a reduction in the risk of developing age-related macular degeneration (AMD), the leading cause of blindness in the elderly.

Q: *Are there any notable health reasons to target specific demographics or age groups with your product?*

A: Yes! Adolescents ages 14 to 18 are as a group falling down on key nutrients needed for development and health maintenance. For example, 97 percent of adolescents fail to get enough fiber — almost all Dole Salads contain some fiber and offer a convenient, healthful way to get what you need. Harvard researchers found middle-aged women who ate the most leafy greens and/or cruciferous veggies boosted their odds of maintaining mental sharpness in later years, and those who ate at least three servings of spinach and broccoli actually did better on cognitive tests than those who ate less.

Q: *Are there any myths or confusing nutrition information about your product that you'd like to clear up?*

A: A serving of iceberg lettuce actually provides nearly a quarter of your daily needs for vitamin K, higher intakes of which are linked to a 65 percent lower risk of fractures among the elderly. It's a decent source of the antioxidant quercetin, linked to lower Alzheimer's risk and a lower risk of catching colds and viruses. It also supplies



lecithin, which helps promote healthy skin.

Celery is also hugely underrated. It is an excellent source of vitamin K and a good source of folate, potassium and vitamin C. Scientists from Case Western Reserve University just found the celery phytonutrient apigenin may slow prostate tumor growth.

Q: *Are there any simple, catchy phrases that could be used to market health benefits of your product?*

A: That's what the Dole Superfoods campaign is all about — we wanted the message to be simple and concise enough to put on a banana sticker or call out on a head of cauliflower. We can quickly and powerfully communicate that spinach is an "Antioxidant Superfood" and provide a URL to drive consumers to a Web site to get more information, details about our labeling criteria, recent studies and the like.

Q: *Since the FDA has strict guidelines on what health claims a company can make, what can be advertised or put on labels of your product packages?*

A: Simple nutrient content claims can be added to all our products letting consumers know it's not just a case of what's NOT in the product — sugar, sodium, fat, cholesterol etc. — but what IS in it — vitamins and minerals. For example, Dole Field Greens packaged salad contains over 100 percent of vitamins K and A. Dole packaged salads can also display FDA-approved health claims. For example, Dole Baby Spinach and Radicchio can display the following: "Diets containing foods that are good sources of potassium and that are low in sodium may reduce the risk of high blood pressure and stroke."



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Mann Packing Company, Inc.
1250 Hansen Street, Salinas, CA 93901
Tel: 800/884-MANN(6266)
Website: www.veggiesmadeeasy.com

Interview with Gina Nucci, Director of Food Service Marketing, Mann Packing Company

Mann Packing Company, a pioneer in the fresh produce industry, introduced the first fresh-cut broccoli floret package in the 1980s and funded the first nutritional study on broccoli. It is a leader in innovative packaging and development of exciting new fresh-cut vegetable products.

The company was founded by H.W. "Cy" Mann, a Stanford graduate who came to the Salinas Valley in search of employment in the 1930s. Today it distributes more than 35 fresh vegetable commodities under its Sunny Shores label as well as a variety of value-added retail and foodservice products, including Broccolini Sweet Baby Broccoli, Broccoli Wokly, Broccoli Cole Slaw, Stringless Sugar Snap Peas, Romaine Hearts, Simply Singles Whole Leaf Singles and fresh-cut sweet potatoes.

Q: *As America fights the obesity epidemic and other health problems, consumers are inundated with the nutritional values of just about everything. How can you distinguish your product from the pack?*

A: We have America's Vitamin Vegetable on each of our fresh-cut vegetable products. We also highlight the nutrition information with a 'nutrition deck' or summary on the front of each package.

We are also lucky in that we're not the only ones advertising the health benefits of broccoli. Everywhere we look, we see a new study publicized about broccoli as super food. It's hard to ignore a readily-available and affordable food that offers so many health benefits.

Q: *Tell us something consumers may not realize about how your product can improve their health and well-being.*

A: An article published in *The Buffalo (NY) News* (Aug. 26, 2008) reports the isothiocyanates (ITCs) in broccoli appear to boost the body's ability to fend off cancer and trigger cancer-cell death. Broccoli fights many cancers, including bladder, colon, breast and prostate cancers. Broccoli was also found to improve immune system response and boost cardiovascular functioning. Researchers from the University of Warwick in England report broccoli has been linked to a lower risk of heart attack

and stroke, and may be able to reverse the risk of diabetes (*BBC News*, Aug. 5, 2008).

Q: *Are there any notable health reasons to target specific demographics or age groups with your product?*

A: Broccoli can be especially beneficial for baby boomers because of its cancer-fighting benefits. The Roswell Park Cancer Institute in Buffalo, NY, recently discovered that three small servings of broccoli per month can slash the risk of colon cancer by 40 percent. UCLA researchers discovered eating broccoli can boost the immune system and may even prevent some expected age-related declines in immunity.

Q: *Are there any myths or confusing nutrition information about your product that you'd like to clear up?*

A: Our broccoli products are full of fiber. One medium spear has three times more than a slice of wheat bran bread, according to the USDA.

Q: *Can you come up with simple, catchy phrases that could be used to market health benefits of your product?*

A: We've already created a new slogan and logo: *For a Healthy Active Lifestyle*. Because all vegetables are healthful for you, this communicates the ease of preparation along with the goal of having a balanced, healthful diet and lifestyle.

Q: *Can you point to studies backing up the nutritional claims of your product?*

A: John Hopkins is continuing to do studies on the phytochemical components in broccoli. Its studies show a phytochemical concentrate to reverse and prevent skin cancers. The USDA nutrient database reports broccoli is the richest source of vitamin A in the produce section. Boiled broccoli has more vitamin C than an orange and as much calcium as a glass of milk.

Q: *Since the FDA has strict guidelines on what health claims a company can make, what can be advertised or put on labels of your product packages?*

A: Each product is different. A variety of our statements include high in vitamin C,



naturally low in carbs, good source of folate, good source of fiber, high in antioxidants, and preservative free.

Q: *What challenges do you face getting your health message to consumers and what solutions can you suggest?*

A: We believe all consumers know vegetables are healthful. They just don't necessarily know all the easy, tasty ways to prepare them.

www.veggiesmadeeasy.com, our Web site, is full of creative recipe ideas about how to add veggies to meals, from sweet potato hash to easy Asian stir fry. Streaming videos teach just how easy it is! We believe if we follow through with our mission — Fresh Veggies Made Easy — consumers will keep buying our products because they improve their quality of life and health.

Q: *What are the best strategies to relay nutritional/health information to consumers on the retail floor?*

A: Providing healthful recipe and usage ideas is a good start. Consumers have a renewed interest in cooking healthful, flavorful meals at home but some need guidance on getting started. We can use a variety of tools such as innovative displays, in-store magazines and weekly advertising circulars, to cross-promote healthful products. In-store demos and wellness programs also reach shoppers. It's important to make veggie consumption as easy as possible.

Winners!

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Red Blossom Sales, Inc.
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Website: www.redblossom.com

Interview with Michelle Deleissegues, Director of Marketing, Red Blossom Sales, Inc.

Red Blossom Farms has over 1500 acres in California's premier growing regions: Baja California, Irvine, Oxnard, Santa Maria and Salinas/Watsonville. With strawberry consumption growing faster than any other fruit in the produce department, Red Blossom is meeting this demand with a continuous supply of sweet, delicious, strawberries 11 months of the year.

Q: *How can you distinguish your product from the pack and all the competing nutrition information as people focus more on the obesity epidemic?*

A: Many dieticians consider strawberries to be a Superfood because they are high in nutrients and low in sugar. One serving of strawberries — about eight strawberries — provides more vitamin C than an orange. Strawberries have significant fiber, potassium and phytochemicals. Studies report people who eat higher amounts of total fiber have a lower risk of heart disease. Potassium is important to balance electrolytes, aid muscle contractions and maintain healthy blood pressure. Antioxidants (including vitamin C) are key to warding off chronic diseases and promoting optimum health.

Q: *What are the latest news flashes/surprises regarding health/nutrition benefits of eating your product?*

A: In a recent study, strawberries ranked second among the Top 10 fruits in antioxidant capacity — one reason they may help prevent cancer and heart disease. They are rich in phenolic compounds such as flavonoids and ellagic acid, which are the focus of intense study due to their antioxidant, anti-cancer and anti-mutagenic properties. The majority of flavonoids in strawberries are anthocyanins, the compounds responsible for the blue, red and purple hues of berries, grapes and other fruits. California strawberries are now certified by the American Heart Association (AHA) and may display its heart-check mark.

Q: *Are there any notable health reasons to target specific demographics or age groups with your product?*

A: The heart health benefits may make

strawberries particularly appealing to those groups with higher risk of heart health issues, but strawberries are so diverse in their nutritional benefits that they really appeal to every demographic.

Q: *Can you connect your product's nutritional properties to health issues consumers can understand?*

A: Consumers are increasingly nutritional savvy so relaying strawberries' wide ranging benefits is key to providing consumers with the information they want. When they see AHA heart-check mark, they know a food meets AHA's strict criteria for low levels of total fat, saturated fat and cholesterol. The Produce for Better Health Foundation's *More Matters* campaign is another useful tool that is widely recognized by the industry and public.

Q: *How does your product deliver a powerful punch of nutrition? Can you point to studies that back up these claims?*

A: Strawberries are one of nature's most healthful "packages" of power nutrients. The completion of exciting new research should provide even more reasons to enjoy strawberries year-round. Nutrition scientists are looking beyond traditional vitamins and minerals to understand the actions of hundreds of other compounds in plant foods, as well as the protective power of the whole foods themselves.

Researchers at the USDA Human Nutrition Research Center on Aging at Tufts University showed that strawberry extract slowed the age-related decline in cognitive function. The same research group is conducting new studies to determine the effect of strawberry supplementation on behavioral aging.) the repair and regeneration of nerve cells in aging and resistance to oxidative stress or inflammation.

Strawberries contain a multitude of cancer-fighting compounds, including vitamin C and folate, anthocyanins, quercetin, kaempferol and ellagic acid. Very few foods or their compounds have been shown to reduce risk of some cancers. However, strawberries and/or their constituents have shown promise in both cell culture and epi-



demiological studies. The California Strawberry Commission (CSC) is supporting studies in esophageal and oral cancer in cooperation with the Ohio State University Cancer Chemoprevention Program.

Research is ongoing to evaluate the impact of strawberry consumption on blood pressure, cholesterol levels and inflammatory markers that are drivers of heart disease. Clinical studies are underway at the University of California, Los Angeles, University of California, Davis, the USDA Western Human Nutrition Research Center and the University of Toronto.

Q: *Since the FDA has strict guidelines on what health claims a company can make, what can be advertised or put on your product's labels?*

A: We recommend saying strawberries have more vitamin C per serving than an orange; are naturally low in sugar — only eight grams per serving; rank second among the Top 10 fruits in antioxidant capacity; and may help reduce the risk of heart disease, fight some types of cancer and lower blood pressure.

Q: *What are the best strategies to relay nutritional/health information to consumers on the retail floor?*

A: Retailers have a tremendous opportunity to educate their customers and help them make healthful choices. Giving produce department employees special tips about strawberries to share with customers can promote strawberries and develop a rapport with customers. Nutritional POS signage are also an effective educational tool.

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Turbana Corporation
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Interview with Alan Dolezal, Vice President of Sales, Turbana Company

Turbana Corporation is the North American marketing arm of C.I. Uniban S.A., the world's largest banana producing cooperative. In 2005, Fyffes obtained a 50 percent ownership position in Turbana, leading to Turbana's current status as North American marketer of Fyffes Gold label super sweet pineapples. Headquartered in Dublin, Ireland, Fyffes is the largest produce importer into the European Union, with annual sales of over \$2.6 billion.

Q: *As America fights the obesity epidemic and other health problems, consumers are inundated about the nutritional values. How can you distinguish your product from the pack?*

A: Fyffes Gold Pineapples are healthful and taste great! They're extremely high in vitamin C and low in calories and contain virtually zero sodium or fat. Regarding obesity, and in particular childhood obesity, Turbana is very proud Disney Garden has named Fyffes Gold as its pineapple of choice in the new Disney/Imagination Farms campaign aimed at increasing the consumption of fresh fruits and vegetables among children.

On a lighter note, we also think Fyffes Gold Pineapples contribute to positive mental health. Pineapples have always had an exotic image conjuring up thoughts of tropical locales and warm, sandy beaches — the kind of images to put a smile on one's face, especially in winter.

Q: *Tell us something consumers may not realize about how your product can improve their health and well-being?*

A: People may not realize fresh pineapple's status as an anti-inflammatory agent and its ability to boost oral health. Pineapple contains bromelain, a protein-digesting enzyme that helps suppress and counteract inflammation. Pineapple is also extremely high in vitamin C, a high intake of which greatly reduces the risk of gum disease.

Q: *Are there any notable health reasons to target specific demographics or age groups with your product?*

A: Childhood obesity is a major concern in our society, and Turbana is very

happy to be partnered with Disney Garden and Imagination Farms for the purpose of implementing a program that will help our children to develop healthful eating habits that will continue through their teen years and into adulthood.

Q: *Are there any myths or confusing nutrition information about your product that you'd like to clear up?*

A: One misconception about fresh pineapple is that it can be difficult to prepare. Our Fyffes Gold Pineapple has preparation instructions on the back of the tag, demonstrating how easy it is to cut a pineapple! We also offer a hand-held Easy-Slicer corer. Additionally, many retailers core our Fyffes Gold Pineapple and offer both whole and pre-cut fruit in their produce departments.

Another misconception is that pineapples are seasonal; Fyffes Gold Pineapple tastes the same and contains the same dietary attributes 52 weeks a year. The shell color of the fruit may vary slightly from time to time, but the consumer taste experience and the nutritional benefits inherent to the fruit will not.

Q: *Can you connect your product's nutritional properties to health issues consumers can understand? Can you come up with simple, catchy phrases that could market the health benefits of your product?*

A: The *More Matters* campaign and the Produce For Better Health Foundation (PBH) are great sources for consumers to learn about the benefits of fresh pineapple relative to various health issues.

Our *Fyffe Times Better* slogan addresses five common health issues, since our pineapple is an anti-cancer agent, enhancer of the body's immune systems, natural anti-inflammatory agent, proven aid to achieving good oral health and inhibitor of strokes and heart attacks.

Q: *How does your product deliver a powerful punch of nutrition?*

A: A daily slice or two of our pineapple provides half the recommended daily intake of vitamin C, the benefits of which include strengthening the immune system,



reducing risk of heart attack and stroke and heightening oral health. The high manganese and vitamin A content help prevent free-radical damage to the body's cells. Free radicals are known to have a cancer-causing role.

Q: *Since the FDA has strict guidelines on what health claims a company can make, what can be advertised or put on your product's labels?*

A: Our pineapples are not packaged and the tag is the only place for some narrative, so they don't make ideal billboards. We work with our retail partners to formulate and execute health-oriented advertising and promotions through store circulars, seasonal promotions emphasizing health and fitness and in-store promos using customized POS materials that support health- and nutrition-oriented themes.

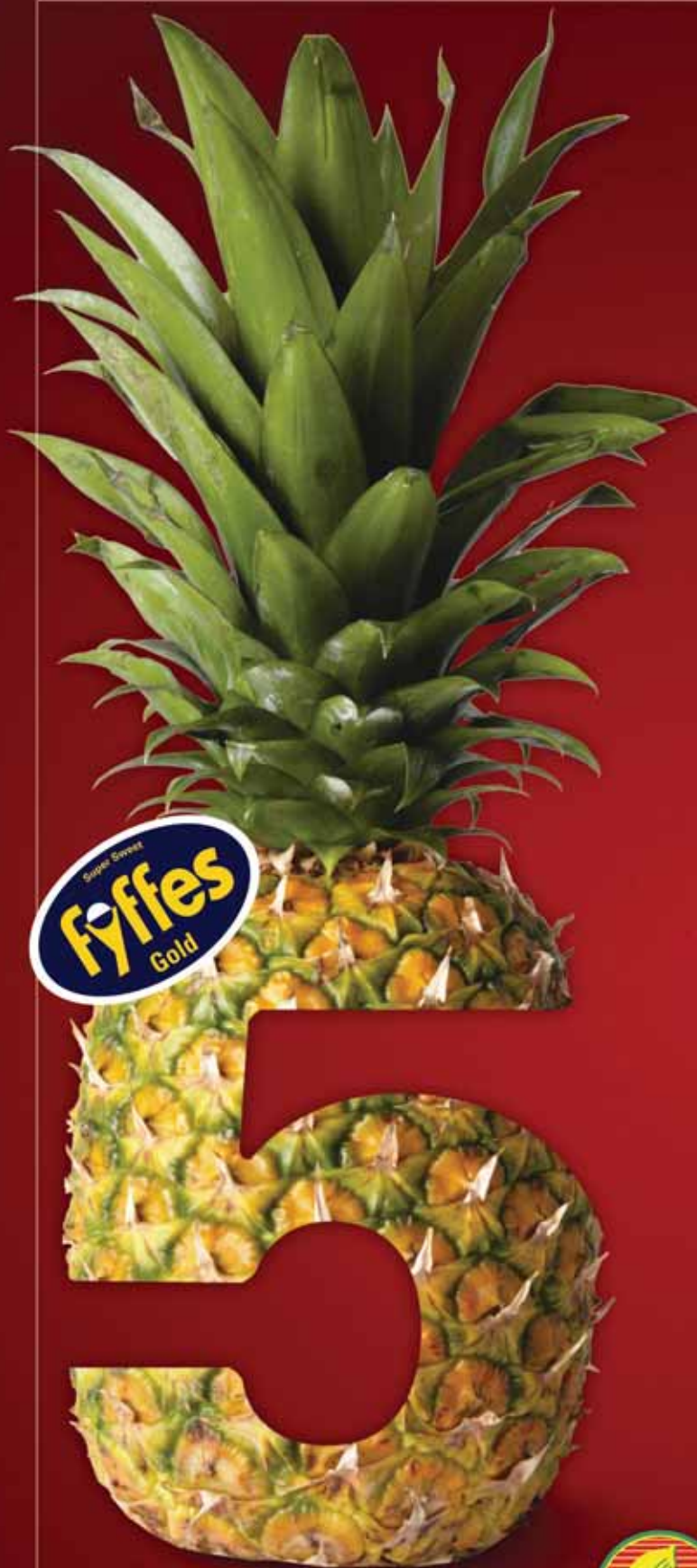
Q: *What challenges do you face in getting the health message about your product to consumers and what solutions do you have in mind?*

A: In the age of instant information, it's easy for consumers to feel awash in a sea of conflicting claims and health messages. The key is to provide information from credible, certified sources (PBH, AMA) and present this information clearly and concisely.

Q: *What are the best strategies to relay nutritional/health information to consumers on the retail floor?*

A: Pineapples can be highlighted as both a healthful cooking ingredient and a nutritious snack. The display and the message should achieve maximum visual impact.

A unique vehicle for our message is the Disney Garden/Imagination Farms program. We can help affect a real paradigm shift in the way children, and the American family in general, perceive and consume fresh fruits, obviously including pineapple.



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With your generous support, our message has grown . . . and our logo has changed!

Produce for Better Health Foundation commends the growers, packers, shippers, and retailers who have integrated the new logo into their marketing efforts throughout 2008. From packaging to POS to advertising, the Fruits & Veggies—More Matters® logo is showing up to remind consumers to simply eat more fruits and vegetables!

Now, we're reminding you that use of the 5 A Day logos, in all their forms, should be discontinued and completely phased out by the end of the year.

If you have a Fruits & Veggies—More Matters® license, we'd ask you to double check all of your materials to be sure you've replaced the 5 A Day logo with the new logo – or have plans to do so before 2009. If you're not yet licensed, why not contact us today? We can help you get the information and materials you need to join the hundreds of industry companies supporting the increased consumption of fruits and vegetables.



THANK YOU to everyone who supports the mission of Produce for Better Health Foundation. With your continued help and commitment, we look forward to working together in 2009 to increase the consumption of fruits and vegetables — because **MORE** really does **MATTER**.

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