



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

# How To Use Nutrition To Sell Produce

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## CATEGORY: SALADS

### Interview with Jennifer Grossman, Senior Vice President, Dole Nutrition Institute

Dole Food Co. Inc. is the world's largest producer and marketer of fresh fruit and vegetables. Chairman David H. Murdock started the Dole Nutrition Institute nearly eight years ago to "feed the world with knowledge" through publications, such as the award-winning *Dole Nutrition News* (2.5 million circulation) and the recently published, *Dole Nutrition Handbook*. 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?

**A:** Simply put, eating our products — fruit, vegetables, 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. Moreover, leading scientists are exploring the link between obesity and nutrition deficiencies — junk food leaves you literally starved for nutrients, contributing to cravings that promote weight gain.

Consider the opposite: Researchers have shown when you start with salad, you consume fewer calories overall. Not only do we distinguish Dole with our own nutrition focus, we're also taking very deliberate steps to differentiate our products from the competition — such as the continual evolution of our DOLE® Salads with new on-pack information and the reformulation of our All Natural DOLE® Salads Kits to become America's first widely distributed line of kits combining farm-fresh lettuces and vegetables with all-natural toppings and salad dressings. These efforts, when combined with equally compelling promotional and social media programs, are making it easier than ever before for Americans to increase their consumption of fruits and vegetables and to consider salad as the basis for a meal — which, of course, were the goals all along.

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

**A:** Dole continues to push the marketing and consumer education envelope to encourage better eating decisions and increased overall health. Our reinvented line of DOLE Salads was such a success in 2009 that we expanded our commitment to on-pack information, as well as our use of web and social media platforms, to connect even more closely with the consumer. One of these tools is the just-launched Mix it Up™ with DOLE® iPhone app, Dole's first mobile phone application dedicated to consumer-friendly salad shopping and menu development. This free app allows salad users to search for DOLE Salad varieties; export recipes, serving suggestions and pairing ideas; create shopping lists; and watch how-to salad-preparation videos at the touch of a button. On the kits side, we reformulated our salad kits to be all natural as a direct response to research showing that many salad consumers had reservations about the wholesomeness of certain salad kit ingredients.

While we have always been committed to providing only all-natural lettuces and vegetables in our salad kits, the expansion of our all-natural

commitment to all other kit ingredients — including nuts, croutons, cheeses, seasonings and dressings — represents the country's largest commitment to all-natural salad kits.

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

**A:** Absolutely. 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 — DOLE Salads are a wonderful source of fiber and offer a convenient, healthful way to get what you need. Then there are baby boomers: 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.

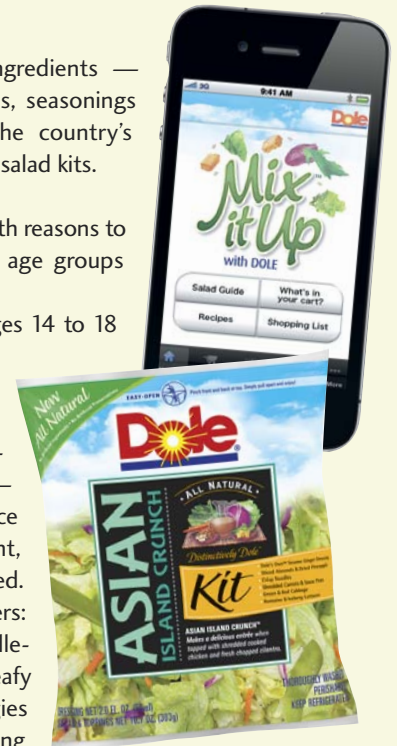
**Q:** Are there any myths or confusing nutrition information about your product that you'd like to clear up?

**A:** Sure, some supposed "nutrition zeroes" are actually "nutrition heroes". 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.

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:** What can be done to promote increased fruit and vegetable consumption among children?

**A:** Salad bars are one way — Dole is donating salad bars to schools in low-income areas across the country, and research definitely shows that access to salad bars increases overall nutrient intake. Education and making it fun is also important — at the Dole Nutrition Institute we have a variety of ways to help children learn about nutrition.





# 100% Natural, Naturally

Ask for our 14  
All Natural DOLE Salad Kits.

At Dole, we are proud to announce that our kits have gone all natural. No artificial preservatives, no artificial ingredients, no artificial anything. In response to the ever-increasing customer demand for food free of artificial additives and artificial preservatives, everything in our 14 delicious, complete and ready-to-eat DOLE kits is all natural, even the dressing. And the best part, they still taste great! From the Southwest Salad Kit to Asian Island Crunch, our new All Natural DOLE Salad Kits are here to keep customers, and your sales, healthy and happy.

To learn more, please contact your Dole sales representative or visit [dole.com/saladkits](http://dole.com/saladkits)

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## CATEGORY: ARTICHOKEs

### Interview with Kori Tuggle, Director of Marketing, Ocean Mist Farms.

Located in Castroville, CA, Ocean Mist Farms grows over 30 fresh vegetable commodities along with its signature crop, artichokes. Ocean Mist is the largest producer of artichokes in the United States with more than 80 years of industry leadership.

**Q:** What are some simple messages retailers can use to promote the health aspect of your product?

**A:** Artichokes are low-calorie, nutrient-rich vegetables and a great source of antioxidants. One medium artichoke is an excellent source of fiber and vitamin C, and a good source of folate, magnesium and potassium. Additionally, artichokes have no fat or cholesterol and provide four grams of protein.

**Q:** What is the most important health attribute retailers can promote for your product?

**A:** Fiber! The USDA and the Department of Health and Human Services' Dietary Guidelines recommend men consume 30 to 38 grams per day and women consume 21 to 25 grams per day of dietary fiber, however, most Americans consume about half that amount, according to the American Dietetic Association. The solution is simple: Eat artichokes. One artichoke (120 grams) contains 10.3 grams of dietary fiber, providing a significant contribution to the daily requirement.

**Q:** What is a good usage retailers can suggest to consumers that links your product to health benefit?

**A:** Vitamin C and phytonutrients — specific types of antioxidants found in artichokes — provide a number of health benefits including anti-cancer, anti-aging, heart-healthy, immunity-boosting and cholesterol lowering functions. Steaming or baking the artichokes helps retain these nutrients vs. the common boiling method.

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

**A:** A 2006 study in the American Journal of Nutrition found that artichokes have the highest antioxidant level of all vegetables. In fact, even after being cooked, artichokes are higher in antioxidants per serving than many foods commonly touted as "rich in antioxidants" including cranberries, blueberries, wine and chocolate.

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

**A:** Artichokes offer health benefits to all age groups:  
 For seniors, because their high antioxidant and fiber content provide a wide range of health benefits for common conditions associated with age. For example, the dozens of phytonutrients in artichokes provide anti-cancer, anti-aging, heart-healthy, immunity boosting, and cholesterol-lowering functions.

For younger-diet and beauty conscious consumers: the fiber-rich artichokes improve digestive health and aids with weight loss by helping one fill fuller faster and helps rid the body of waste. Eating artichokes



have also been promoted in consumer magazines such as InStyle to boost immunity, promote clear skin, reduce wrinkles and enhance hair."

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

**A:** The American Journal of Clinical Nutrition found artichokes have more antioxidants than all other vegetables and ranked fourth in antioxidant content out of all food and beverages tested. In the study, researchers from the Virginia Polytechnic Institute and State University, the University of Minnesota and the University of Oslo, Norway, used the FRAP (ferric reducing ability of plasma) assay method to measure the antioxidant levels of more than 1,000 food and beverages commonly consumed in the United States.

**Q:** How do you communicate the health message about fresh Artichokes to consumers?

**A:** We communicate on our Web site, to our 7,500-plus Artichoke Aficionado club members, through social media, on packaging and on trade communications.

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

**A:** Ocean Mist Farms has a variety of new point of sale (POS) material to help share artichoke recipes and nutrition benefits with shoppers. The point-of-sale materials are available online at Oceanmist.com ; users can visit the site, fill out the form and the order is fulfilled within two to three business days.

# LOVE



Ocean Mist began its love affair with artichokes over 80 years ago when it pioneered the commercial cultivation of artichokes and developed a line of exceptional, richly flavored varieties that today supply over 80% of the nation's demand year-round.

Today, more and more vegetable lovers are falling for the unique flavor, antioxidant boost and shared experience of enjoying the alluring artichoke.

Artichokes are just one of the objects of our passion. For more information on any of our 30 commodities, visit [oceanmist.com](http://oceanmist.com)



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**Red Blossom Sales, Inc.**  
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## CATEGORY: BERRIES

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

Red Blossom Sales cultivates over 2900 acres of strawberries throughout North America, including California, Florida and Mexico. 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 year-round.

**Q:** As the competition for the 'health' dollar increases, what can retailers do to ensure strawberries are foremost in consumers' minds as part of their healthy eating plan?

**A:** Retailers can promote strawberries as an easy and powerful way to eat healthy. Strawberries are considered a superfood because they are high in nutrients, low in sugar and cholesterol free. They are full of vitamins, potassium, fiber, antioxidants and phytochemicals.

Encouraging customers to eat what is being termed as "whole food" for their nutrition instead of turning to supplements or drugs is another great way to increase produce consumption and do something good for your customers. Research studies support this move to "eat right to feel right." While pharmaceutical companies are developing the next wonder-drug to prevent and cure diseases chemically, other researchers are exploring the medicinal powers of natural food. Numerous studies now point to the nutritional and health benefits in strawberries.

**Q:** So what new research can retailers use to link strawberries to health for consumers?

**A:** The latest research is showing how a daily serving of strawberries could help to lower the risk of heart disease and stroke. The study, carried out at the University of Oklahoma, found that people who ate strawberries for eight weeks had reduced markers for atherosclerosis or furring up of the arteries. The research was carried out on patients with metabolic syndrome, a precursor to diabetes and heart disease. They were each given four cups of a drink made from 50 grams of freeze-dried strawberries with water (the equivalent of three cups of fresh strawberries). At the end of the study, their levels of bad LDL cholesterol had dropped by more than 10 percent, while their levels of another compound linked to a higher risk of atherosclerosis went down by nearly 20 percent.

Retailers can also use a study showing that diets rich in strawberries, other berries, nuts and certain spices may lower age-related cognitive declines and the risk of neurodegenerative disease. In this study, James Joseph, Ph.D., of the USDA Human Nutrition Research Center on Aging at Tufts University in Boston, describes his breakthrough work on the everyday foods that promote brain health. Strawberries and other berries contain plant compounds called polyphenols which are believed to provide brain health benefits.

The important message retailers should convey to consumers is that by including berries in your diet regularly, you can protect yourself against the two major villains of aging, and oxidation and inflammation.

**Q:** What do strawberries specifically deliver in terms of nutritional punch?

**A:** Strawberries are one of nature's most healthful "packages" of power nutrients. Nutrition scientists are looking beyond traditional vita-



mins 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. Strawberries contain a multitude of cancer-fighting compounds, including vitamin C, folate, anthocyanins, quercetin, kaempferol and ellagic acid.

Berries are known to be very high in antioxidants. In fact, of all of the fruits, they are known to contain the highest levels. Antioxidants can help reduce the risk of both heart disease and various forms of cancer. Many medical professionals believe that the antioxidants in berries can help lower the risk of almost every types of cancer. Research has shown that a diet which is high in berries can reduce the risk of colon, lung, esophagus, and liver cancers, as well as leukemia.

**Q:** What specific health claims can retailers use for strawberries?

**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. Strawberries are a known superfood, can improve memory and heart health while lowering blood pressure and cancer risk. Strawberries are brimming with the vitamins, minerals, fiber and antioxidants that help consumers lead a healthier, happier life.

California strawberries are certified by the American Heart Association (AHA) and our packaging may display its Heartcheck Mark. When consumers see AHA Heart-Check, 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.

*Source: California Strawberry Commission*

# MORE

IS more!



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## Category: Leafy Greens

### Interview with Jan Berk, Vice President, Sales and Marketing, San Miguel

San Miguel Produce, established 35 years ago, has always been committed to growing the best conventional vegetables in Southern California. This commitment has earned them a respected reputation for providing the best fresh, leafy greens consistently year-round. Today, as a greens specialty farming and processing company growing a new organic business, San Miguel Produce applies the same passion and commitment for offering the best organic leafy greens year-round.

**Q:** How can you distinguish your product nutritionally from the pack?

**A:** The hearty, dark specialty greens offer significant nutritional benefits due to their high levels of Vitamin A, C, E and K, Folate, Fiber, Lutein, Calcium, Manganese, Potassium and Beta-Carotene.

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

**A:** A growing number of nutrition experts are encouraging people to consume more of the darker greens. And if prepared properly, the dark greens offer the highest nutrition density-per-calorie than any other vegetable, per Dr. Joel Fuhrman, one of the country's leading experts on nutrition and natural healing. Dark leafy greens are packed with many of the nutrients our bodies need to stay healthy and, with the low calorie ratio, are an important way to get your nutrients and reduce or maintain a healthy weight.

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

Some greens have a higher amount of naturally occurring sodium, such as beet greens, chards and turnip greens. While sodium intake is important to watch, these greens also have a naturally higher amount of potassium, which balances the sodium in our systems.

**Q:** Can you connect your product's nutritional properties to health issues consumers can understand by suggesting some simple, catchy phrases that could be used to market the health benefits of your product?

**A:** There is a popular saying, "The darker the greens, the better the nutrition." In the case of leafy greens, this is especially true.

To help promote these benefits and freshness, San Miguel includes on its value-added packaged greens "Grower Direct... Fresh, Nutritious and Delicious Leafy Greens!" and highlight the nutritional elements of each variety.

**Q:** Are there any studies that back up any of the health claims of your product?

**A:** The American Dietetic Association provides guidelines in nutrition for all ages and genders. In the guidelines for *Healthy Eating for Women*, they emphasize the need for women to get calcium and folic acid in their diets.

Greens in the kale family (kale, collard) have as much calcium as milk does. Women especially need calcium to keep bones and teeth strong, but also to prevent osteoporosis.

Greens also provide folic acid to pregnant women to assist in birth

defect prevention.

Also, studies through the Jean Mayer USDA Human Nutrition Research Center on Aging have shown that seniors aren't getting enough Vitamin K. This deficiency can contribute to bone fractures or loss, hardening of the arteries and osteoarthritis.

**Q:** What is the most important health attribute retailers can promote for your product?

**A:** The most important health attribute is essentially the completeness of nutrition through these items. By having a very high ratio of nutrients per calorie, consumers are not only making the most of their investment in nutrients, but also in their time, as Cut 'n Clean Greens have eliminated the task and mess of preparing greens.

**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:** San Miguel Produce's value-added label called Cut 'n Clean Greens highlight the vitamins and nutrients that the product is high in through a window on the front of the package. This becomes an easy reference point for consumers to see the health benefits the vegetables provide.

We also provide the following Key Benefits on some of our materials:

- Cancer fighting and prevention: Cruciferous, boosting the immune system, lowering the incidence of some cancer sites, supporting cardiovascular health, building bones and fighting birth defects.
- Cardiovascular disease/eye health: Greens are packed with lutein.
- A nutritional wallop of high levels of vitamins and minerals such as A, B, C, E, K, beta-carotene, calcium, potassium, iron, magnesium, folate, lutein and chlorophyll.
- Greens are a naturally high-fiber, low-fat, low-sodium and low-carbohydrate food.
- Low-fat diets rich in fiber-containing grain products, fruits, and vegetables may reduce the risk of some types of cancer and heart disease, diseases associated with many factors.

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

**A:** Consumers may not be aware of how to prepare some of these specialty greens. The company provides educational tools for retailers and consumers, such as nutritional and taste profiles on each variety of green. We also have extensive recipes, over 150, on [www.cutnclean.com](http://www.cutnclean.com). In addition, we often provide food demos in store to help consumers learn how easy it is to prepare these greens and how delicious they can be for any diet.

# SAN MIGUEL

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San Miguel Produce, Oxnard CA

Reader Service # 31



# HOW TO USE FRUITS AND VEGETABLES TO HELP MANAGE YOUR WEIGHT



Fruits and vegetables are part of a well-balanced and healthy eating plan. There are many different ways to lose or maintain a healthy weight. Using more fruits and vegetables along with whole grains and lean meats, nuts, and beans is a safe and healthy one. Helping control your weight is not the only benefit of eating more fruits and vegetables. Diets rich in fruits and vegetables may reduce the risk of some types of cancer and other chronic diseases. Fruits and vegetables also provide essential vitamins and minerals, fiber, and other substances that are important for good health.

## To lose weight, you must eat fewer calories than your body uses.

This doesn't necessarily mean that you have to eat less food. You can create lower-calorie versions of some of your favorite dishes by substituting low-calorie fruits and vegetables in place of higher-calorie ingredients. The water and fiber in fruits and vegetables will add volume to your dishes, so you can eat the same amount of food with fewer calories. Most fruits and vegetables are naturally low in fat and calories and are filling.

## HERE ARE SOME SIMPLE WAYS TO CUT CALORIES AND EAT FRUITS AND VEGETABLES THROUGHOUT YOUR DAY:

### **BREAKFAST:** *Start the Day Right*

- Substitute some spinach, onions, or mushrooms for one of the eggs or half of the cheese in your morning omelet. The vegetables will add volume and flavor to the dish with fewer calories than the egg or cheese.
- Cut back on the amount of cereal in your bowl to make room for some cut-up bananas, peaches, or strawberries. You can still eat a full bowl, but with fewer calories.

### **LUNCH:** *Lighten It Up*

- Substitute vegetables such as lettuce, tomatoes, cucumbers, or onions for 2 ounces of the cheese and 2 ounces of the meat in your sandwich, wrap, or burrito. The new version will fill you up with fewer calories than the original.
- Add a cup of chopped vegetables, such as broccoli, carrots, beans, or red peppers, in place of 2 ounces of the meat or 1 cup of noodles in your favorite broth-based soup. The vegetables will help fill you up, so you won't miss those extra calories.

### **DINNER**

- Add in 1 cup of chopped vegetables such as broccoli, tomatoes, squash, onions, or peppers, while removing 1 cup of the rice or pasta in your favorite dish. The dish with the vegetables will be just as satisfying but have fewer calories than the same amount of the original version.
- Take a good look at your dinner plate. Vegetables, fruit, and whole grains should take up the largest portion of your plate. If they do not, replace some of the meat, cheese, white pasta, or rice with legumes, steamed broccoli, asparagus, greens, or another favorite vegetable. This will reduce the total calories in

your meal without reducing the amount of food you eat. BUT remember to use a normal — or small-size plate — not a platter.

- The total number of calories that you eat counts, even if a good proportion of them come from fruits and vegetables.

### **SMART SNACKS**

Most healthy eating plans allow for one or two small snacks a day. Choosing most fruits and vegetables will allow you to eat a snack with only 100 calories.

#### **About 100 Calories or Less**

- a medium-size apple (72 calories)
- a medium-size banana (105 calories)
- 1 cup steamed green beans (44 calories)
- 1 cup blueberries (83 calories)
- 1 cup grapes (100 calories)
- 1 cup carrots (45 calories), broccoli (30 calories), or bell peppers (30 calories) with 2 tbsp. hummus (46 calories)

Instead of a high-calorie snack from a vending machine, bring some cut-up vegetables or fruit from home. One snack-sized bag of corn chips (1 ounce) has the same number of calories as a small apple, 1 cup of whole strawberries, AND 1 cup of carrots with 1/4 cup of low-calorie dip. Substitute one or two of these options for the chips, and you will have a satisfying snack with fewer calories.

### **REMEMBER: SUBSTITUTION IS THE KEY**

It's true that fruits and vegetables are lower in calories than many other foods, but they do contain some calories. If you start eating fruits and vegetables in addition to what you usually eat, you are adding calories and may gain weight. The key is substitution. Eat fruits and vegetables instead of some other higher-calorie food.



## MORE TIPS FOR MAKING FRUITS AND VEGETABLES PART OF YOUR WEIGHT MANAGEMENT PLAN

### **Eat fruits and vegetables the way nature provided—or with fat-free or low-fat cooking techniques.**

Try steaming your vegetables, using low-calorie or low-fat dressings, and using herbs and spices to add flavor. Some cooking techniques, such as breading and frying, or using high-fat dressings or sauces will greatly increase the calories and fat in the dish. And eat your fruit raw to enjoy its natural sweetness.

### **Canned or frozen fruits and vegetables are good options when fresh produce is not available.**

However, be careful to choose those without added sugar, syrup, cream sauces, or other ingredients that will add calories.

### **Choose whole fruit over fruit drinks and juices. Fruit juices have lost fiber from the fruit.**

It is better to eat the whole fruit because it contains the added fiber that helps you feel full. One 6-ounce serving of orange juice has 85 calories, compared to just 65 calories in a medium orange.

### **Whole fruit gives you a bigger size snack than the same fruit dried — for the same number of calories.**

A small box of raisins (1/4 cup) is about 100 calories. For the same number of calories, you can eat 1 cup of grapes.





**As the year comes to an end, Produce for Better Health Foundation thanks you** for your **ongoing support** of the Fruits & Veggies—More Matters® health initiative and the America More Matters pledge campaign.

Every day, more and more **consumers are beginning to recognize** the important relationship between fruit and vegetable consumption and good health. We believe this is **a direct result of the strong collaborative partnership** that exists between PBH and the fruit and vegetable industry. More work remains to be done, however, as **we look to expand this public awareness** and translate the Fruits & Veggies—More Matters message into real, sustainable dietary change for all Americans.

**To meet this challenge, PBH looks forward to continuing our work with you in 2011** to encourage and motivate America's consumers to **eat more fruits and vegetables**. It's an issue that is of paramount importance to the health of the nation and to the industry.

**The staff of PBH wishes you Happy Holidays  
and a healthy, prosperous, and bountiful 2011!**



[www.FruitsAndVeggiesMoreMatters.org](http://www.FruitsAndVeggiesMoreMatters.org)

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