

PRESS RELEASE

The Produce for Better Health Foundation (PBH) and Produce Business magazine are teaming up for the second year to present the Connect with Fresh Media Program — an invite-only lunch workshop for media, including influential business journalists, writers, registered dietitians, lifestyle bloggers, and food and culinary experts, to be held during the New York Produce Show and Conference at the Javits Center in New York City on Thursday, December 12th.

Sponsored by Melissa's/World Variety Produce, the Connect with Fresh program will advance the plant-forward conversation with thought-leadership from Jim Prevor, founder and editor-in-chief of Produce Business, among others.

"We obviously have some synergies given this month's issue of Produce Business magazine's plant-forward theme, featuring comments from PBH and some of its board members, among others," said Prevor. "It's the perfect match at the perfect time to be advancing the dialogue," said Prevor.

PBH recently launched its Have A Plant™ Movement, which puts an end to prescriptive recommendations and aims to inspire Americans with actionable, realistic and FUN steps to connect eating fruits and vegetables with feeling happier and healthier. With nearly 90% of Americans falling short of fruit and vegetable recommendations, everyone is needed to make a meaningful impact.

"The time is now to elevate fruit and vegetable consumption as one of our nation's top priorities," said Wendy Reinhardt Kapsak, MS, RDN, president and CEO of PBH.

"We want this to be fresh and fun. We're thrilled to partner with Produce Business for the second year in a row to bring fruits and veggies back to their rightful place on the plate when discussing and innovating plant-forward cuisine. Fruits and vegetables are the plants we are not eating enough of today. There's no doubt that the dialogue should focus more on nature's true plants - fruits and vegetables."

Programming for the Connect with Fresh session is currently being finalized. More details to follow. For more information on how to attend, contact Katie Toulouse at ktoulouse@pbhfoundation.org.

About the Produce for Better Health Foundation

Produce for Better Health Foundation (PBH), a nonprofit 501(c)(3), is the only national

organization dedicated to helping consumers live happier, healthy lives by eating more fruits and vegetables, including fresh, frozen, canned, dried and 100% juice, every single day.

Since 1991, PBH has invested decades into developing trended insights on attitudes toward all forms of fruit and vegetable consumption, in addition to campaigns and partnerships with government, food industry stakeholders, health professionals and other thought leaders to collaborate, facilitate and advocate for increased intake. Campaigns included first, the 5-A-Day program, and then, the Fruits & Veggies—More Matters public health initiative.

While five fruits and vegetables each day is great advice, and more will always matter, PBH's new behavior-based call-to-action is Have A Plant™. Rooted in behavioral science, PBH's transformative Have A Plant™ movement is an invitation that will inspire people with compelling reasons to believe in the powerful role fruits and vegetables can play to create happy, healthy and active lives.

Be sure to join the Have A Plant™ movement and get new recipes, snack hacks, meal ideas and other tips from chefs, registered dietitians, as well as food and wellness experts by visiting www.fruitsandveggies.org. Follow us on Facebook @fruitsandveggies; on Twitter @fruits_veggies; on Instagram @fruitsandveggies; on Pinterest @fruits_veggies; and on LinkedIn at Produce for Better Health Foundation. And remember to #haveaplant.

About the Produce Business magazine

Entering its 35th year of “initiating industry improvement” with editorial directed toward the high volume buying segment of industry, Produce Business also organizes The New York Produce Show and Conference, which celebrates its 10th year and offers specialized co-located events rounding out 4 days of education, networking, commerce and consumer-media outreach. The event is scheduled for December 10-13, 2019.