



## Growing a healthier world by changing the trajectory of human health.

We believe fruits and vegetables are the answer and we must remove barriers that prevent people from eating them.



Eating more fruits and vegetables is the single simplest thing every person can do for their own health and for the health of our planet.

Together with our partners and donors, we're driving four outcomes to grow consumption:



### **BOOST APPEAL**

Improving the appeal and driving the demand of fruits and vegetables.



### **IMPROVE ACCESS**

Removing barriers and improving access to fruits and vegetables.



### **NURTURE FRUIT & VEGETABLE PROFESSIONALS**

Inspiring life-long fruit and vegetable champions.



### **SCALE PARTNER IMPACT**

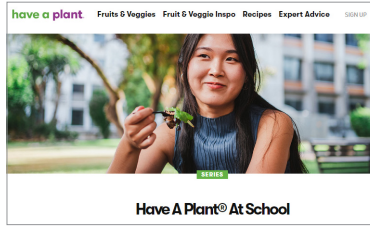
Strengthening our collective global impact.

To deliver these four outcomes we're focused on:

Culturally relevant and inspirational consumer content.



Have A Plant® Consumer Campaign



fruitsandveggies.org



@fruitsandveggies social media



Supporting infrastructure development and supply chain solutions.



K-12 foodservice solutions and connections with produce industry members



Information reports on Produce Prescriptions



First-ever playbook for establishing Good Food Cities



Professional development, research, and educational experiences.



Educational Events



Health & Wellness Webinars



Research & Consumer Insights



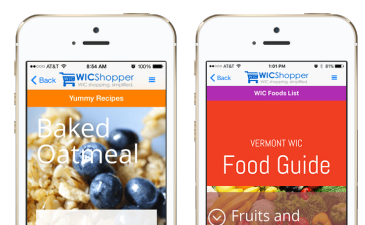
Establishing alliances and cultivating stakeholder engagement.



Posters In Pediatrician Offices Program with Kids Eat in Color



Produce for All Leadership Summit with Partnership for a Healthier America



Nutrition Education on WICShopper App with JPMA

The Foundation for Fresh Produce is the solution for increasing fruit and vegetable consumption to change the trajectory of human health.

**TOGETHER we can Grow a Healthier World.**

To join the mission contact Eboni Wall, [ewall@freshproduce.com](mailto:ewall@freshproduce.com) or visit [freshproduce.com/foundation](http://freshproduce.com/foundation)

