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PBH reaches millions of consumers whilst rallying industry marketers

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[Produce for Better Health](#) wrapped its annual Consumer Connection Conference last month in Scottsdale, AZ, where collaboration was the central message for improving fruit and vegetable consumption, in addition to improving access and driving appeal. This event marked the first of its kind within the organization's new positioning under the International Fresh Produce Association's Foundation for Fresh Produce, demonstrating true collaboration in and of itself.

"The recent PBH Consumer Connection Conference highlighted our industry's desire to come together – from suppliers, buyers, retail dietitians, to media influencers – and explore strategies and tactics to drive consumer demand for fruits and vegetables," said IFPA and FFP CEO Cathy Burns. "Through the collaborative efforts of our FFP and IFPA, our industry has considerable momentum as we strive to change the trajectory of human health and grow a healthier world for all."

Leveraging the power and reach of its vast Have A Plant Influencer Network spanning three distinct points of influence: point-of-sale (retail); point-of-flavor (culinary and foodservice); and point-of-inspiration (lifestyle, nutrition and agriculture), 37 hosted VIPs magnified content, shared learnings, inspirational culinary creations and more to their consumer audiences reaching beyond the conference walls. Together, positive fruit and veggie messages reached nearly 2 million consumers with over 2.5 million impressions on PBH's social media channels over the course of the week, measured by #haveaplant and #CC20203 mentions.

"These metrics have doubled compared to the 2022 event, with a particular nod to an increase in LinkedIn posts from produce industry marketers, as well as a large interest in the Facebook Live Event, which demonstrates an energy of plant-passionate advocates orbiting us like we've never felt before," said Katie Calligaro, director of PBH marketing and communications for IFPA. "Arming consumers with hacks and tips for how to easily eat and enjoy more produce is clearly resonating with our audiences, and we were able to bring this to life for them by amplifying content influencers were posting and sharing in real time. This unique approach firmly keeps consumers at the center of passion and produce."

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