



- Advertisement -

The Foundation for Fresh Produce receives FMI Foundation's Gold Plate award

December 1, 2023

The Foundation For Fresh Produce received a Gold Plate Award from the FMI Foundation for its successful efforts in connecting National Family Meals Month and National Fruits & Veggies Month, which are both celebrated in September. The accolade recognizes exceptional initiatives created by food retailers, suppliers and community collaborators to promote more families sharing meals together at home. Recognized in the Community Collaborator category, the [Have A Plant at Family Meals](#) initiative magnified the importance of shared meals which can be amplified by including delicious fruits and vegetables. The content was disseminated through various parts of the FFP's digital ecosystem, including on [fruitsandveggies.org](#), social media channels through Facebook live Cook Alongs, in consumer and influencer newsletters, and was also amplified through Have A Plant Ambassador channels, as well as sharing tools in the [NFVM 2023 Toolkit](#).

“Receiving the Gold Plate Award from the FMI Foundation underscores our commitment to supporting increased produce consumption and how collaboration in our industry is key to breaking through to consumers,” said Katie Calligaro, director, marketing and communications for FFP at the International Fresh Produce Association. “Making it easy for both the industry, retail dietitians and of course consumers, with unified messaging that incorporates eating more fruits and vegetables at family meals is a tactic proved to be successful and that we intend to continue not just September, but all year long.”

Family meals play a pivotal role every day, and especially during NFVM which is why each year's campaign highlights this key intersection. Encouraging shared meals improves overall fruit and vegetable consumption, as well as fosters a positive environment that deepens relationships and ultimately improves physical health and mental wellbeing.

The teams also worked closely to develop an infographic for shared use, available at: <https://www.fmi.org/family-meals/toolkits/infographics>.

“To continue to spread awareness and amplify this message, the produce industry must continue to support these collaborative initiatives,” said Alex Dinovo, president & COO, DNO Produce, and incoming chair for the Foundation for Fresh Produce. “There is vast opportunity for cross-sector promotions integrating the various components of the plate and reinforcing the significance of a balanced diet. When different sectors unite, their collective efforts can reach diverse audiences, promoting the importance of incorporating fruits and vegetables into every meal.”

The success of the 2023 NFVM campaign was highlighted by remarkable performance metrics, showcasing the extensive reach and engagement achieved. With 7.2 million social media impressions, the campaign effectively resonated with a broad audience. There were also over 1000 media placements in consumer-facing news outlets, resulting in 158 million potential impressions and significantly contributing to the campaign's impact and visibility. These metrics highlight the significant influence that advocating for the importance of incorporating produce into shared family meals can have.

Photo: Katie Calligaro

[Print](#)