



Produce for Better Health Foundation

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RESULTS ARE IN FROM PBH NATIONAL FRUIT & VEGETABLE RESEARCH & PROMOTION BOARD CONCEPT SURVEY

22 Percent of Respondents in Favor, 31 Percent Opposed, Most Undecided

Wilmington, Del. - In June, Produce for Better Health Foundation (PBH) e-mailed an electronic survey to growers, shippers, processors, and importers on the topic of a proposed National Fruit & Vegetable Research & Promotion Board. Results from that survey are now available.

Despite extending the survey deadline by an additional week, for a total of three weeks, the overall survey response rate was only 8 percent; of the 3,104 people whose opinions were requested when they received the survey, only 248 sent in responses. While this disappointing response rate indicates a lack of statistical significance in most areas, it does offer some interesting points of insight:

- Overall, 22 percent of respondents indicated they are in favor of the promotion board while 31 percent said they are opposed and 47 percent are undecided about the concept
- Almost half of respondents (45 percent) stated they had not heard about the promotion board proposal prior to receiving the survey
- 46 percent of respondents hold a recognized consumer brand and 42 percent already pay some form of promotional assessment - but there were no notable differences in support/opposition to the promotion board among those who did or did not have a brand name and those who did or did not currently pay an assessment
- Those who sell a small assortment of fruits and vegetables, or only one type, are more in favor of the promotion board than those who sell many different kinds of fruits and vegetables
- No clear correlation can be made to a company's size and its support or opposition to the promotion board concept

"Between the low survey response rate and the fact that so many who did respond had not heard about the promotion board concept prior to the survey, PBH outreach about the proposed promotion board will continue prior to a second survey being fielded," said

Paul Klutes, director of brand sales for C H Robinson and Chairman of PBH's Board of Trustees. "As originally scheduled, the PBH executive committee will meet in late October to review next steps."

Only companies with available e-mail addresses were included in the survey, and only one individual per company received the survey. Anyone who believes that their company should have received the survey but did not, as well as associations or commodity boards who maintain a list of growers, shippers, processors, or importers that would like to be sure these individuals are included in a similar survey to be conducted later this year, please contact PBH President and CEO Elizabeth Pivonka at epivonka@pbhfoundation.org, so that the proper contact information can be sent to the research firm.

PBH thanks Stemilt Growers, Inc. for assisting with survey design and statistical analysis, and OnResearch Inc. for their partial in-kind support to collect industry responses. In-kind support such as this helps keep costs to a minimum.

For more information about the National Fruit & Vegetable Research & Promotion Board concept survey results, visit www.fvcampaign.org. A [summary of survey results](#), along with [data tables](#), and the [survey questions](#) can be viewed there.

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Note to editors: for a print or web quality image of the Fruits & Veggies-More Matters logo, contact Jill LeBrasseur at jlebrasseur@pbhfoundation.org.

About Produce for Better Health Foundation

Produce for Better Health Foundation (PBH) is a non-profit 501 (c) (3) consumer education foundation whose purpose is to motivate more people to eat more fruits and vegetables to improve public health. PBH is a member and co-chair of the National Fruit & Vegetable Alliance (NFVA), consisting of government agencies, non-profit organizations, and industry working to collaboratively and synergistically achieve increased nationwide access and demand for all forms of fruits and vegetables for improved public health. This vision of the NFVA is a nation in which half of the foods Americans eat are fruits and vegetables. Fruits & Veggies-More Matters is the nation's largest public-private, fruit and vegetable nutrition education initiative with Fruit and Vegetable Nutrition Coordinators in each state, territory and the military.

PBH's mission is to lead people to eat more fruits and vegetables because it matters for their better health. The foundation achieves success through industry and government collaboration, and a variety of marketing and nutrition education programs. To learn more, visit www.pbhfoundation.org and www.fruitsandveggiesmorematters.org.

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