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**From:** Produce for Better Health Foundation [mailto:pubrel@pbhfoundation.org]  
**Sent:** Wednesday, April 07, 2010 12:17 PM  
**To:** Julia Stewart  
**Subject:** PMA Pledges \$250,000 to PBH

# Produce for Better Health Foundation



**For Immediate Release**  
**April 7, 2010**

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## **PMA PLEDGES \$250,000 TO PBH**

### ***Increase PBH Funding to Increase Fruit and Vegetable Consumption***

**Wilmington, Del.** - Produce Marketing Association (PMA) has announced they are increasing their contribution commitment to Produce for Better Health Foundation (PBH) with a \$250,000 pledge, paid over the next 5 years.

"PBH does what no one else is doing on behalf of the entire produce category; they understand and talk to consumers about fruits and vegetables," said Bryan Silbermar president & CEO of PMA. "We have been long-time supporters of PBH and are proud to increase our support to this \$50,000 level."

Produce Marketing Association joins Seneca Foods, Taylor Fresh Foods and other long time \$50,000+ PBH donors, including Paramount Farms, Stemilt Growers, and Syngenta, who have been at or above the \$50,000 level for several years.

"We appreciate that PMA has been supportive of PBH every year since we started in 1991. In addition to this cash support, PMA also provides about \$10,000 annually in kind contributions by providing complimentary registrations to their events," said Elizabeth Pivonka, Ph.D., R.D., president and CEO of PBH. "We thank PMA, Seneca Foods, and Taylor Fresh Foods for the leadership that they have shown to match Paramount Farms, Stemilt Growers, and Syngenta."

Founded in 1949, PMA is the leading trade association representing nearly 3,000 companies from every segment of the global produce and floral supply chain. Members rely on PMA year round for the business solutions they need to increase sales and consumption, build strong professional relationships, and expand their business opportunities.

PBH will announce the names of companies declaring their increased pledge commitment to PBH in upcoming media outreach efforts as a way to thank them and to encourage the entire produce industry to commit to PBH the way PBH has committed to increasing fruit and vegetable consumption.

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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](mailto:jlebrasseur@pbhfoundation.org).

***About Produce for Better Health Foundation***

Produce for Better Health Foundation (PBH) is a non-profit 501 (c) (3) fruit and vegetable education foundation. Since 1991, PBH has been working hard to motivate people to eat more fruits and vegetables to improve public health. PBH achieves success through industry and government collaboration, first with the 5 A Day program and now with the Fruits & Veggies-More Matters® public health initiative. 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 is also a member and co-chair with Centers for Disease Control & Prevention (CDC) 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 off fruits and vegetables for improved public health. To learn more, visit [www.pbhfoundation.org](http://www.pbhfoundation.org) and [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org).

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