Working with Retailers to Target the 5 A Day Message to Consumers

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Retail Marketing Program

- **Retail Materials**
- **Target Marketing**
- **One-On-One Retailer Customization**
- **Retail Communication**
- **Media**

Ways to Work With Retailers to Promote 5 A Day

- **POS**
- **Commodity Specific Recipe/Tip Cards**
- **Health Fairs**
- **Graham Kerr Radio Spots**
- **Community Events**
- **Media**

Retail Marketing Program Components

- **Billboards**
- **Couponing -- with brands**
- **Activity (demos, tastings, contests)**
- **Target Marketing**
- **Members only section of web site**
- **5 A Day Across the USA**

Produce for Better Health Foundation

5 A Day Across the USA- Bi-Lo

$1.50
$2.97
Produce Man

5-A-DAY
HEALTH & WELLNESS
FAIR

Wednesday, July 28
10:00 a.m. - 1:00 p.m.
Conference Rooms A & B

FREE HEALTH SCREENINGS!

*Chloresterol *Blood Glosose *Blood Pressure

Concerned about your eating habits?

A nutritionist will be present to talk about diets.

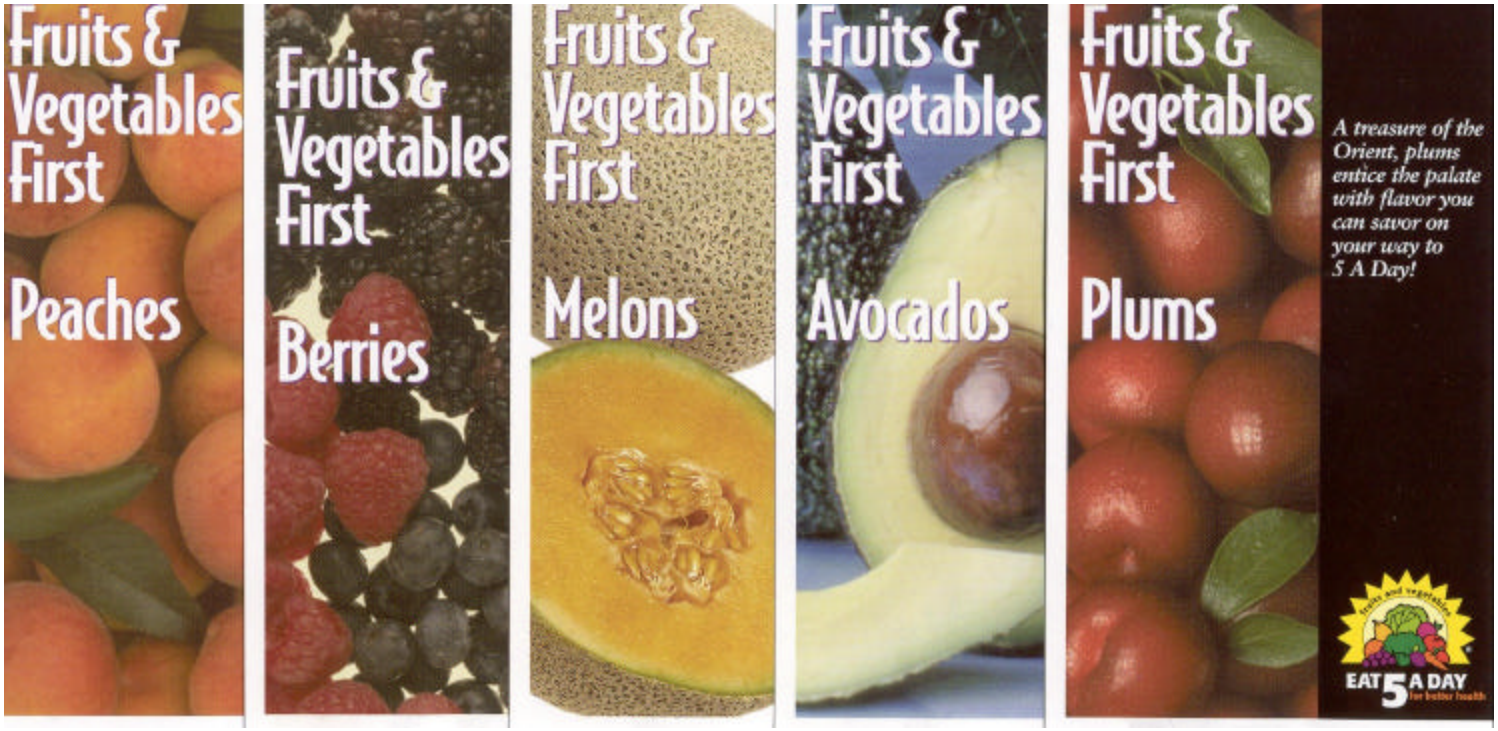
eat fruits & vegetables

5 a Day–for Better Health!

Don't Miss This Opportunity...and don't forget to keep eating your Five-A-Day!

Retail Marketing POS

Recipe/Tip Cards



5 A Day Kids Activities

5 A DAY AND BERRIES

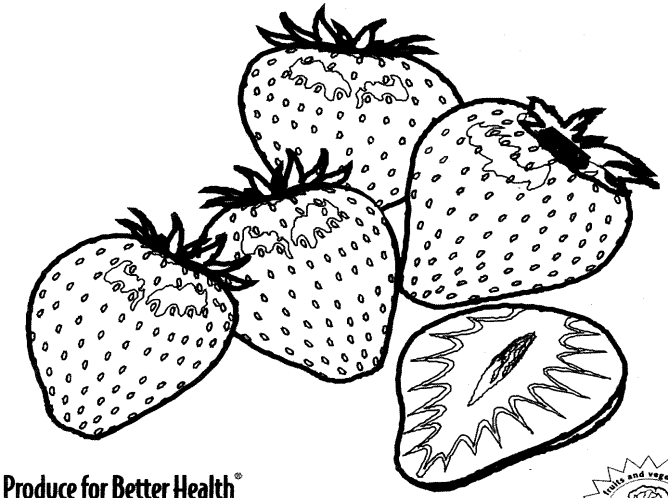
KIDS ACTIVITY SHEET

Try this fun & easy recipe

STRAWBERRY SMOOTHIE

1 pint strawberries, stemmed
2 frozen bananas, peeled and sliced
3 cups ice cubes, divided
1/2 cup nonfat vanilla yogurt
1/2 cup orange juice

Place all ingredients in blender except 1 1/2 cups of ice cubes. Blend on high until smooth. Add remaining ice and continue to blend until smooth.
Makes 3-4 servings.
This is an official 5 A Day recipe.



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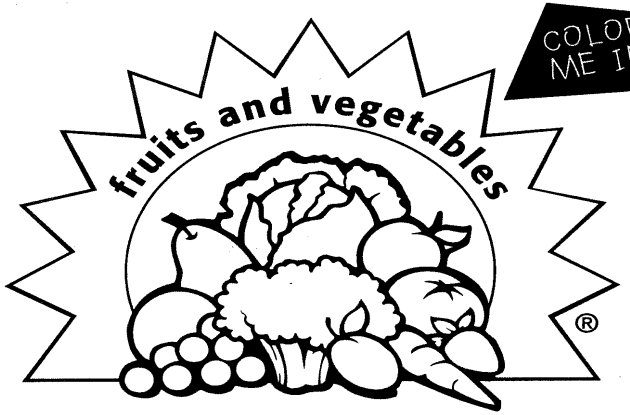
EAT 5 A DAY for better health

WHAT IS A SERVING?

A 5 A DAY SERVING SIZE IS SMALLER THAN YOU THINK.
1 medium-size fruit ▪ 3/4 cup (6 oz.) of 100 percent fruit or vegetable juice ▪ 1/4 cup of dried fruit
1/2 cup of cooked or canned vegetables or fruit ▪ 1 cup of raw leafy vegetables
1/2 cup of cooked dry peas or beans ▪ 1/4 cup of dried fruit

COLOR ME IN



EAT 5 A DAY for better health

Eat 5 or more servings of fruits and vegetables a day for better health

FOR MORE FUN FOR KIDS, GO TO WWW.5ADAY.COM