



Produce for Better Health Foundation

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QUESTIONS & ANSWERS ABOUT THE NATIONAL FRUIT & VEGETABLE RESEARCH & PROMOTION BOARD CONCEPT FROM ECONOMIST DR. HARRY KAISER

Wilmington, Del. - In an effort to address valid questions that have been raised about promotion programs over the past few months, Produce for Better Health Foundation (PBH) contacted Dr. Harry Kaiser, Director of the Cornell Commodity Promotion and Research Program, and Professor of Marketing, for answers. Dr. Kaiser has conducted independent research on generic advertising programs for more than 20 years and has published 100s of research articles about them.

Dr. Kaiser's detailed [responses to several questions and/or concerns](#) raised about a fruit & vegetable promotion board can be found on the website www.fvcampaign.org. In summary, based on other research and his professional opinion:

- The median average for these types of programs is a 10-fold return on investment to the producer, or whoever pays
- The bulk of the cost would be born by the consumer
- While there would be a small increase in production due to enhanced consumer demand, the net result is a sustainable price increase due to the promotion program

According to Dr. Kaiser, there is no reason to believe that this wouldn't work for the entire fruit/vegetable category, although it is unlikely that each commodity would benefit the same. In other words, the proposed generic promotion board would be expected to grow the fruit/vegetable category, but each individual commodity or business would need to continue to work to garner their portion of an expanded category.

Dr. Kaiser will also be available for further questions as a panelist at the National Fruit & Vegetable Research & Promotion Board Town Hall, 9:35 am, Saturday, October 3, during PMA's Fresh Summit in Anaheim.

PBH thanks Taylor Farms for providing necessary resources that allowed Dr Kaiser to address these questions. For more information about the National Fruit & Vegetable Research & Promotion Board concept, visit www.fvcampaign.org.

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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.