

“Adopt-A-Day”

National Strategic Partner Activities to Extend “Make half your plate fruits and vegetables”



September 2011

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	August 29 Produce for Better Health Foundation (PBH) begins “buzz” about upcoming MyPlate Makeover Challenge	August 30 United Fresh Produce Association holds “Back to School with Fresh Fruits and Vegetables” event at Sherwood Elementary School in Salinas, CA with USDA Under Secretary Kevin Concannon		1 PBH begins MyPlate Makeover Challenge	2 Seneca Foods “Destination: Salad Bar” Promotes school foodservice highlighting fruits & vegetables in all forms	3
4	5 Food and Health Communications releases “No Labor ways to create plates that are half fruits & veggies”	6 Compass Group/Chartwell Schools launches two programs: Eat Local (Compass-wide) and Simply Good (in schools)	7 American Diabetes Association launches “Recipes for Healthy Living” Web site	8 PBH weekly release of inspirational plates to help fill ½ plate with fruits & vegetables (each Thursday)	9 Learning Seed offers free materials on MyPlate & fruits & vegetables: lesson plans for various audiences, handouts, tip sheets, and Web sites	10
11	12 Institute of Food Technologists issues audio news release on making half your plate fruits & vegetables featuring Roger Clemens; IFIC features the functional benefits of fruits & vegetables via blogs and videos	13 Learning ZoneXpress launches website with free educational resources on MyPlate & fruits and vegetables	14 WebMD launches MyPlate directory page online	15 CNPP announces video challenge; Birdseye launches campaign to help inspire and enable consumers to eat fruits & vegetables	16 American Dietetic Association (ADA) launches new Eat Right nutrition handout “25 Ways to Enjoy More Fruits & Vegetables” and tip of the day	17

18	19 Lose It! announces new MyPlate functionality to their app users	20 Chiquita Brands International launches an employee engagement event to promote half your plate fruits & veggies, debuts Healthy eating self-serve coolers in office for employees, and re-launch Chiquita.com	21 USA Rice and Del Monte Foods cross publicize 4 rice and canned veggies/fruit recipes on each other's websites, Facebook and Twitter, e-newsletters, and conduct sampling at ADA tradeshow September 25	22 PBH hosts MyPlate Twitter party	23 ADA tip of the day; Weight Watchers Web push for making half your plate fruits and vegetables with an article, links, recipes, and demos	24 "Worldwide Day of Play" sponsored by Let's Move, with Nickelodeon
25	26 Food Marketing Institute extends fruit & vegetable messaging as part of promoting families to dinner together for Family Day NCES, Inc. releases New Fruit and Vegetable Healthy Accent Tiles to promote making 1/2 your plate fruits and vegetables	27 WebMD announces Healthy Plate Recipe Challenge; IFIC will feature the safe handling of fruits & vegetables through blogs and videos	28 IFIC features safe handling of fruits & vegetables via blogs and videos DUDA Farm begins work on a unique microsite dedicated to DGA messages highlighting healthy snacking; Onlife Health promotes half your plate to health coach staff to encourage daily challenge to program participants	29 PBH continues weekly release of inspirational plates to help fill ½ plate with F&V; Pear Bureau Northwest/USA Pears debuts webpage with "make ½ your plate F&V" tips and distributes press release and social media posts showing pears	30 ADA tip of the day; Nasco gives away silicone red & green bracelets, with the fruits & vegetables message to all those that commit to making half their plate fruits & vegetables and will promote this on web site & Facebook	



"Make half your plate fruits and vegetables."

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