

# Project Fresh Start

## *Launching Kids on a Lifetime of Fruit and Vegetable Choices*



### *An Unprecedented Opportunity To Grow Our Future!*

**Project Fresh Start represents our commitment to dramatically grow fruit and vegetable consumption by changing the environment in which children make food choices in America. Never before has the need or the opportunity been greater:**

- Childhood obesity has become America's fastest growing public health problem, focusing attention on the need to drastically change children's eating habits.
- The U.S. Department of Agriculture and Department of Health and Human Services' 2005 Dietary Guidelines call for doubling fruit and vegetable consumption for the average American.
- Federal, state and local government officials are searching for ways to help improve children's health to prevent future health problems and reduce escalating health care costs.
- Increased availability and access to fresh fruits and vegetables is the answer!

**Project Fresh Start is a multi-year program committed to shaping public policy to drive increased fruit and vegetable consumption for kids. We are committed to:**

- Expanding the highly successful School Fresh Fruit and Vegetable Snack Program to all states across America.
- Launching a fruit and vegetable voucher in the Women, Infants and Children nutrition program (WIC) to help more than 6 million American children and their moms get their eating habits off to the right start.

- Working to bring a salad bar to every school, helping ensure that school meals can meet the new Dietary Guidelines.
- Increasing the availability of fresh produce to schools through the Department of Defense Fresh Produce Distribution program.
- Expanding government commitment to the National 5 A Day program with funding through the Centers for Disease Control.

**Project Fresh Start is an investment that will produce a direct return to your business bottom line:**

- The small \$8-\$10 per month voucher being considered for WIC recipients to buy fresh produce would bring \$602 million in immediate annual incremental sales.
- Expanding the USDA Fresh Fruit and Vegetable Snack Program to 100 schools in each state would bring \$200 million in immediate annual incremental sales. If those students catch the fruit and vegetable “snack habit” and continue choosing one snack a day, they’d buy \$14 billion in fresh produce before retirement.
- Salad bars are the most practical way to help schools add 1-to-2 fruit and vegetable servings daily required to meet the new Dietary Guidelines for school lunches. Adding 1-to-2 servings to school lunches would mean adding over \$1 billion *today* in annual incremental sales.

**Project Fresh Start is accountable for results:**

**Collaborative**

- We are working closely with PBH and friends within the produce industry to build the strongest possible public policy impact.
- We will work outside the industry with health organizations, nutrition groups, children’s advocates, educators, and others to magnify support for these efforts.

**Focused**

- We are devoted to changing *children’s* produce consumption, growing new consumers who will make healthy fruit and vegetable choices for a lifetime.
- We are focused on changing public policy to increase the availability and access to fresh fruits and vegetables in children’s natural environment.

**Committed**

- With the host of policy debates and options coming before Congress and the states in the next several years, we are making a multi-year commitment to this public policy initiative.
- United Fresh has created a new senior management position, and brought on board former director of the government’s National 5 A Day Program Dr. Lorelei DiSogra to lead this effort. We will bring all our management strength, policy expertise, and energy to the mission.

## Project Fresh Start Is WORKING:

- Already, Project Fresh Start has hosted its first Congressional briefing at the U.S. Capitol, educating members of Congress and their staff on the important fruit and vegetable opportunities that lie ahead.
- Already, Project Fresh Start has enlisted support from retailers across the country to advance the new fruit and vegetable opportunities in the WIC program.
- Already, Project Fresh Start has brought federal, state and local officials to schools to see first-hand the benefit of the School Fresh Fruit and Vegetable Snack Program in changing children's consumption habits.
- Already, Project Fresh Start has conducted research to analyze results from WIC Pilot Programs, confirming that WIC recipients will make wise healthy fruit and vegetable choices when presented the opportunity.
- Already, Project Fresh Start has arranged for public health experts, local WIC directors, and supermarket leaders to come to Washington, DC to explain how their pilot programs boosting fresh produce in WIC can be adapted nationally.

## Project Fresh Start needs you! What would you invest in your own future?

Your contribution will make a difference, no matter how large or small. As a project of the United Research and Education Foundation, all contributions are tax-deductible as charitable contributions. Will you make a long-term commitment? Pledges for a three-year program commitment are encouraged! Quarterly or annual billing is also available.

<u>Recognition Levels</u>	<u>Annual Commitment</u>	<u>Three-Year Commitment</u>
Diamond Partner	\$25,000	75,000
Gold Partner	\$10,000	30,000
Silver Partner	\$5,000	15,000
Bronze Partner	\$2,500	7,500
Program Supporter	\$1,000	3,000
Other (write in)	_____	_____

## Project Fresh Start is a Sound Investment

All funds received for Project Fresh Start by the United Research and Education Foundation will be restricted *exclusively* to research, educational and outreach programs to increase children's fruit and vegetable consumption, and start children off on a lifetime of healthy fruit and vegetable choices. No funds will be commingled with other United Fresh programs, and regular program activity reports will be provided to all supporters.



# Project Fresh Start Pledge Form

I pledge the following amount to support Project Fresh Start (please circle one):

<u>Recognition Levels</u>	<u>Annual Commitment</u>	<u>Three-Year Commitment</u>
Diamond Partner	\$25,000	75,000
Gold Partner	\$10,000	30,000
Silver Partner	\$5,000	15,000
Bronze Partner	\$2,500	7,500
Program Supporter	\$1,000	3,000
Other (write in)	_____	_____

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_  
*(as you want it to appear on official contributor lists)*

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

*How would you like to complete your pledge?*

Check (payable to United Research & Education Foundation)     Please invoice me

Visa     MasterCard     American Express

Credit Card No: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

United Fresh staff is also pleased to talk directly with companies and their management teams to discuss your potential support. Please check here \_\_\_\_\_ if you would like to have a meeting or separate conversation about your potential support.

**PLEASE RETURN TO: UNITED RESEARCH & EDUCATION FOUNDATION, PROJECT FRESH START  
1901 PENNSYLVANIA AVENUE NW, SUITE 1100  
WASHINGTON, DC 20006  
Phone: (202) 303-3400 • Fax: (202) 303-3430**

*The United Research and Education Foundation is a 501(c)(3) non-profit organization. Your donation may be tax deductible as a charitable contribution. Please consult with your personal tax adviser. The Foundation's tax exempt identification number is 54-1880528.*

**Thank you for your generous support!**