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THREE NEW FRUITS & VEGGIES—MORE MATTERS ROLE MODELS NAMED

Chelan Fresh Marketing, Rainier Fruit Company, and Welch's Earn Recognition

Wilmington, Del. – Chelan Fresh Marketing, of Chelan, Wash., Rainier Fruit Company, of Selah, Wash., and Welch's, of Concord, Mass., are the latest companies to attain Role Model status for their support of the Fruits & Veggies—More Matters® national public health initiative.

Established in 2004, Chelan Fresh Marketing serves as the link between domestic retailers and over 400 growers to move fresh Washington apples pears and cherries. Chelan Fresh Marketing shares roots with the oldest operating apple businesses in Washington State, Gebbers Farms, with over 6,000 acres of orchard near Brewster, WA.

Rainier Fruit Company is one of the largest growers of fresh apples, pears and cherries in the United States. They have been farming in WA State since the late 1800's. Today, under the careful stewardship of highly trained horticulturists, Rainier Fruit continues to artfully select premier orchard sites and choose the most environmentally sustainable practices in the industry in order to maintain high quality standards.

Welch's, the marketing arm of a family-farmer owned cooperative, is headquartered in Concord, Massachusetts. For over a decade Welch's has been investing in the science of nutrition which has given them a deeper understanding of the health benefits associated with Concord and Niagara grapes and their juices. Welch's 100 percent Grape Juice made from Concord grapes helps promote a healthy heart, maintain a healthy immune system, and support a healthy mind. Welch's 100 percent White Grape Juice, made with juice from the entire Niagara grape, contains twice as much antioxidant power as apple juice. Welch's continues its commitment to nutrition research and the creation of snacks and beverages that help to meet the health and nutrition needs of busy families.

"These three companies have exhibited a true commitment to Fruits and Veggies—More Matters and to distributing the message that everyone should be eating more fruits and vegetables," said Elizabeth Pivonka, Ph.D., R.D., president and CEO of Produce for Better Health Foundation, the nonprofit entity behind Fruits & Veggies—More Matters. "Chelan Fresh Marketing, Rainier Fruit Company, and Welch's have played a significant role in encouraging everyone to increase their fruit and vegetable consumption for their better health. They have exhibited role model attributes by going above and beyond in their support of Fruits and Veggies—More Matters and their efforts are thoroughly appreciated."

To learn more about Fruits & Veggies—More Matters, find great tips for getting kids to eat fruits and vegetables, and get delicious recipe ideas, visit the Fruits & Veggies—More Matters website, www.fruitsandveggiesmorematters.org. The website also features a new Video Center that outlines proper storage methods and demonstrates healthy, fast recipe preparation step by step. It offers other fun and useful tidbits of produce information and makes adding more fruits and vegetables to meals and snacks easy and delicious.

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Note to editors: for a print or web quality image of the Fruits & Veggies—More Matters logo, [contact Jill LeBrasseur](mailto:jlebrasseur@pbhfoundation.org) at jlebrasseur@pbhfoundation.org.

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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 off 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 though industry and government collaboration, and a variety of marketing and nutrition education programs. To learn more, visit www.pbhfoundation.org and www.fruitsandveggiesmorematters.org.