



**FOR IMMEDIATE RELEASE**

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**WISCONSIN TAKES A STAND FOR FRUITS & VEGGIES WITH INNOVATIVE MARKETING CAMPAIGN**

*UW-Extension, healthTIDE, the Wisconsin Department of Health Services  
and community partners bring FNV campaign to Wisconsin*

**[Madison, WI] – (May 30, 2017)** – University of Wisconsin-Extension, healthTIDE, and the Wisconsin Department of Health Services, in collaboration with local and state partners, have announced a partnership with [FNV](#), the brand for fruits and veggies. Together, FNV and these statewide partners are on a mission to get Wisconsin residents eating more fruits and veggies.

“We know there are a lot of reasons why people, particularly young people, aren’t eating enough fruits and veggies,” says Amber Canto, MPH, RDN, State Coordinator for UW-Extension’s FoodWise program. “Part of the battle is getting apples and broccoli to stack up against the less healthy products that advertisers are pushing every day. Over \$2 billion per year is spent advertising food and beverage products to youth, but less than 1% is spent on healthy options. FNV was created to say enough is enough, and finally give fruits and veggies a little skin in the game.”

Fresh, frozen, canned, and dried — FNV has united every type of fruit and veggie under one awesome brand. With a dash of playful creativity and help from over 85 celebrities, FNV is harnessing the power of marketing to promote fruits and veggies in the same way big brands market their products. FNV was created by [The Partnership for a Healthier America](#), as an initiative that lives alongside programs like [Let’s Move](#) and [Drink Up](#).

“FNV was inspired by big consumer brands, whose compelling and relentless marketing tactics, help to create committed consumers,” said Allie Rubinoff, Director of FNV at Partnership for a Healthier America. “We’re doing the same thing for fruits and vegetables, which have remained outside of the food advertising limelight, until now. We’re proud and excited to partner with UW-Extension, healthTIDE, and the Wisconsin Department of Health Services to launch the campaign in Wisconsin.”

Celebrities and athletes who support FNV include actors Kristen Bell and Jessica Alba; NBA superstar Stephen Curry and cookbook author, chef and television personality-wife Ayesha Curry; Carolina Panthers Quarterback Cam Newton and New England Patriots’ Julian Edelman, Danny Amendola and Rob Gronkowski, to name a few.

The campaign will be piloted in La Crosse, Brown, Eau Claire, Chippewa, and Dunn counties through November 2017. The team of Wisconsin partners hopes to expand the campaign’s presence to additional Wisconsin communities, pending additional funding and positive evaluation results from the pilot. The campaign is being evaluated externally by researchers at the University of North Carolina - Chapel Hill.

Local agencies have taken the lead in this effort and have recruited more than 30 retail partners in their communities to participate in the campaign. FNV advertising will be seen on buses, billboards, online, social media, in retail environments, and at local events in these communities.

Local partners include: UW-Extension FoodWise, Eau Claire Healthy Communities, Chippewa Health Improvement Partnership & Eat Well Dunn County (including the Eau Claire, Chippewa and Dunn County Health Departments), the La Crosse County Health Department and Live54218. FNV will appear in stores starting in June at the following retailers: Bridge Stop, Dick's Fresh Market, Direct Stores, Festival Foods, Gordy's Market, Kwik Trip, Pick-n-Save, Save-a-Lot, Sunoco, People's Food Co-op, University Avenue Market and Woodman's Market. See attached for a complete overview of the campaign, partners and locations of creative placements.

Want to spread your love for fruits and veggies too? It's easy! Just start snapping photos of your favorite fruits and veggies, cool ways you prepare them, or tricks for getting them into your (or your kids'!) meals. Remember to tag @TeamFNV and use the hashtag #FNVinWI so we can see how much Wisconsin really loves fruits and veggies!

**About UW-Extension FoodWise**

*FoodWise is a community nutrition education program within the Family Living Programs of the University of Wisconsin-Extension, Cooperative Extension. We empower Wisconsin residents with limited incomes to make healthy choices to achieve healthy lives and reduce health disparities. FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). SNAP/FoodShare helps families buy the food they need for good health. Visit [access.wi.gov](http://access.wi.gov) to learn how to apply. An EEO/AA employer, University of Wisconsin-Extension provides equal opportunities in employment and programming, including Title VI, Title IX and ADA requirements.*

**About healthTIDE**

*healthTIDE is a statewide network of partners committed to increasing opportunities for physical activity and healthy eating in Wisconsin. Simply put, we work to make the healthy choice the easy choice. Through connection, coordination, and deeper collective action, healthTIDE engages and aligns diverse champions and partners in realizing better health outcomes for all. Together, we build health in the places where people live, learn, work, and play.*

**About Wisconsin Department of Health Services, Chronic Disease Prevention Program**

*The Wisconsin Department of Health Service, Chronic Disease Prevention Program provides a coordinated approach to identifying health risk behaviors, environments, and systems associated with diabetes, heart disease, stroke, and obesity. The Program's work impacts all ages and multiple sectors including early care and education, schools, worksites, health care, and the community. State and local partnerships align and coordinate strategy implementation to achieve measurable health impacts.*

**About FNV**

*FNV is on a mission to get the world to eat more fruits and veggies. Fresh, frozen, canned and dried — The Partnership for a Healthier America has united every type of fruit and veggie under one awesome brand: FNV. With a dash of playful creativity and boatloads of passion, FNV is harnessing the power of marketing to promote fruits and veggies in the same way brands market products. FNV is fueled by the Partnership for a Healthier America and supported by partners including Blue Cross NC, University of Wisconsin-Extension, Trinity Health, Meredith Media, Ocean Spray, The Honest Co., PMA, the Robert Wood Johnson Foundation, Lamar, and Octagon Sports Management.*

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