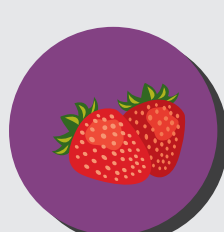
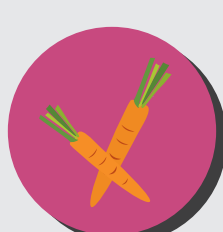


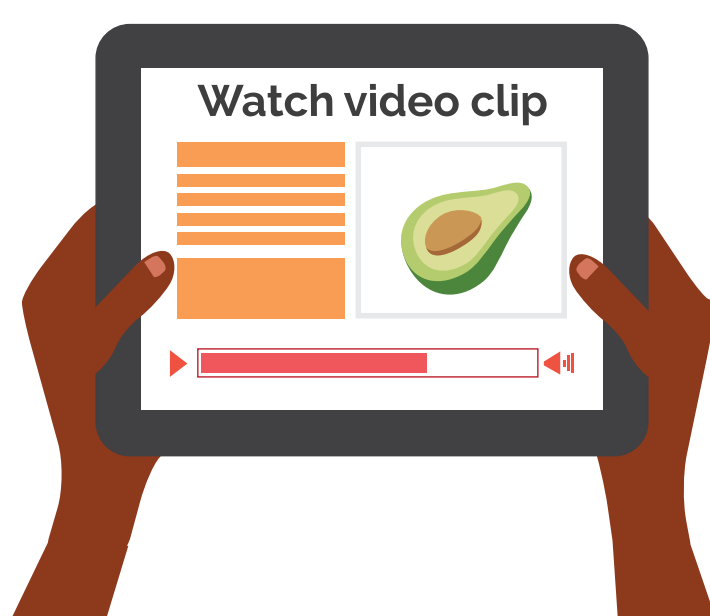
PROMOTING FRUITS AND VEGGIES: Time to Make Some Noise

With minimal resources, you can launch an in-house campaign to make eating produce cool again:



1

Watch this [video clip](#).



Launch a contest to crowdsource simple, yet clever, humorous slogans and poster/T-shirt designs promoting individual produce items.

2

3

Publicize a Vegetable of the Week, complete with nutrition facts, recipes, shopping, prep, and storage tips. Encourage potlucks to align with the theme. Propose coordinating with your onsite produce delivery service to include a larger supply of the featured item.



Hold a Radical Radishes rap or haiku contest, challenging teams to create and submit short produce-themed videos or poetry. Post all submissions online and have everyone vote on winners and runners-up. Award a traveling trophy and produce-related prizes.

4



In celebration of National Nutrition Month, we'll send you a free copy of the nutrition-themed March/April issue of the *Well-Being Practitioner* journal; [just send us an email](#) with Free WBP in the subject line.