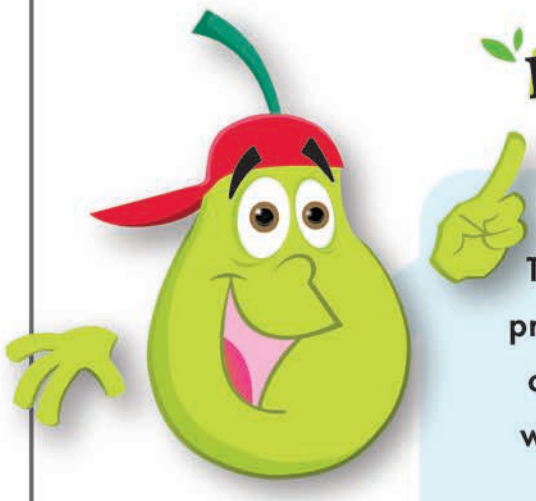
TURNS OUT, MOM WAS RIGHT!

TARGET®

MARKETING PRODUCE: HEALTH & NUTRTION BENEFITS

TURNS OUT, MOM WAS RIGHT!

FRUITRITION™ VEGETRITION™



ABOUT THE PROGRAM

This is a children-focused produce marketing program designed to promote and educate consumers on the importance of eating fresh whole, sliced, and juiced fruit and vegetable.

CUSTOMIZATION AND EXCLUSIVITY

Fruitrition and Vegetrition trademarked programs are available to be customized for U.S. and international Target promotions.

Research has shown that an increase in school kids' familiarity with fruits and vegetables can potentially increase their consumption amount of fresh produce.
- The Agricultural Research Service (Produce Business, July 2013)

Target continues fresh produce expansion. "Nearly 1,000 Target stores currently offer an expanded food layout. At these Target stores, approximately 10,000 square feet is dedicated to a vast array of fresh food choices, including a curated assortment of fresh produce, fresh packaged meat and pre-packaged baked goods. By the end of the year, more than 1,100 Target stores will offer the expanded fresh food layout."
- Article by pressroom.target.com/news, April 24, 2012

Fruitrtion's and Vegetrition's easy access to vegetable and fruit facts could help Target's produce expansion by providing nutrition information, fun facts, health benefits, description, and recipes in one easy location.

High Graphic Display Bins in Retail Setting

Before

After

BULKED AND BAGGED MULTI-COMMODITY DISPLAY BINS WITH ART

Fruitrition® and Vegetrition® Price Cards

Show Item Price Along with Fun Fruit and Vegetable Facts

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THINK FRESH! Nutrition matters to all cultures.

Reach diverse Hispanic consumers with bilingual Spanish and English promotions. Spending more on fresh fruits and vegetables than any other group, Hispanics make up about 10% of total U.S. buying power.

Spanish translated packaging

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SPANISH TRANSLATED PACKAGING USED IN SOUTH AMERICA

Bin sleeves designed and translated exclusively for the South America market. Totebags have fun interactive games translated for South American kids.

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FULL LINE OF ORGANICS

Fruitrition® and Vegetrition® also offer a full line of organic materials, which include:

Bins
Totes
POS Cards
Posters
Custom POS Materials

Differentiate organic products with brown kraft material

Program Website www.fruitfacts.info

INFORMATION-PACKED WEBSITE

Fruitrition® and Vegetrition® share an interactive, fact-filled website that is responsive and compatible with mobile devices. Website features nutrition facts, recipes, printable coloring pages, and tips on selecting produce at the grocery store, as well as program point-of-sale components

FRUITRITION™

WWW.FRUITFACTS.INFO

VEGETRITION™

WWW.VEGGIEFACTS.INFO

Program Website www.fruitfacts.info

Easily find health information on individual fruits and vegetables, and news and nutrtional articles, all on the same page.

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CARTOON CHARACTER TIE-INS

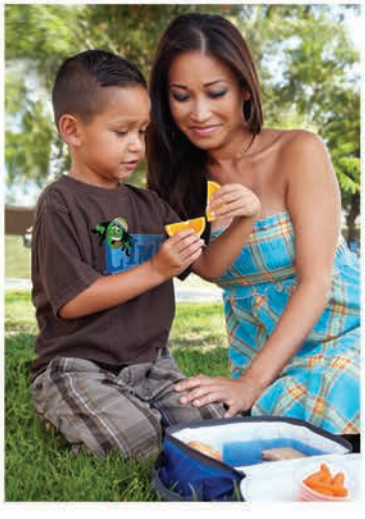
"Effective marketing, including fun cartoon character tie-ins, is doubtless appealing to children. Produce vendors should be looking at all these things, and the produce industry associations and commodity boards should be encouraging them.

The truth is that fruit is delicious and loved by children and adults because it is sweet and filled with sugar. Yes, there are various nutrients in fruits and, certainly, all nutritionists would agree that it is better for children to eat fruit than cookies."

Jim Prevor, Editor-in-Chief, Produce Business, November 2005

Custom Fruit & Vegetable Character Artwork

Children's Promotional Clothing



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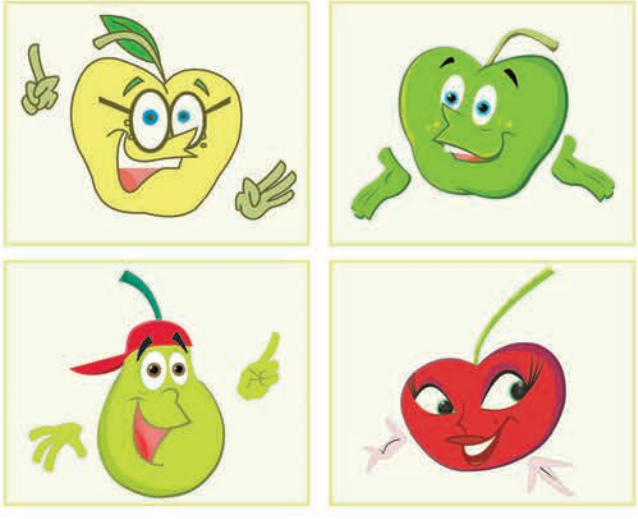
PROGRAM Highlights and Services



advertising

marketing

POS materials

brochures

packaging

web design

animation

illustration

nutrition benefits

recipes

FRUITRITION

Let us customize a program for your target market.
www.fruitfacts.info or www.icblind.com

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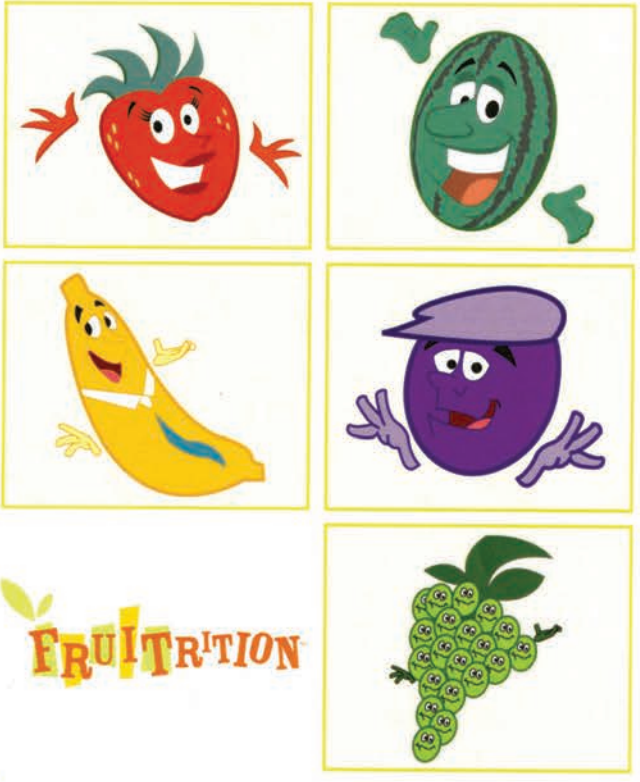

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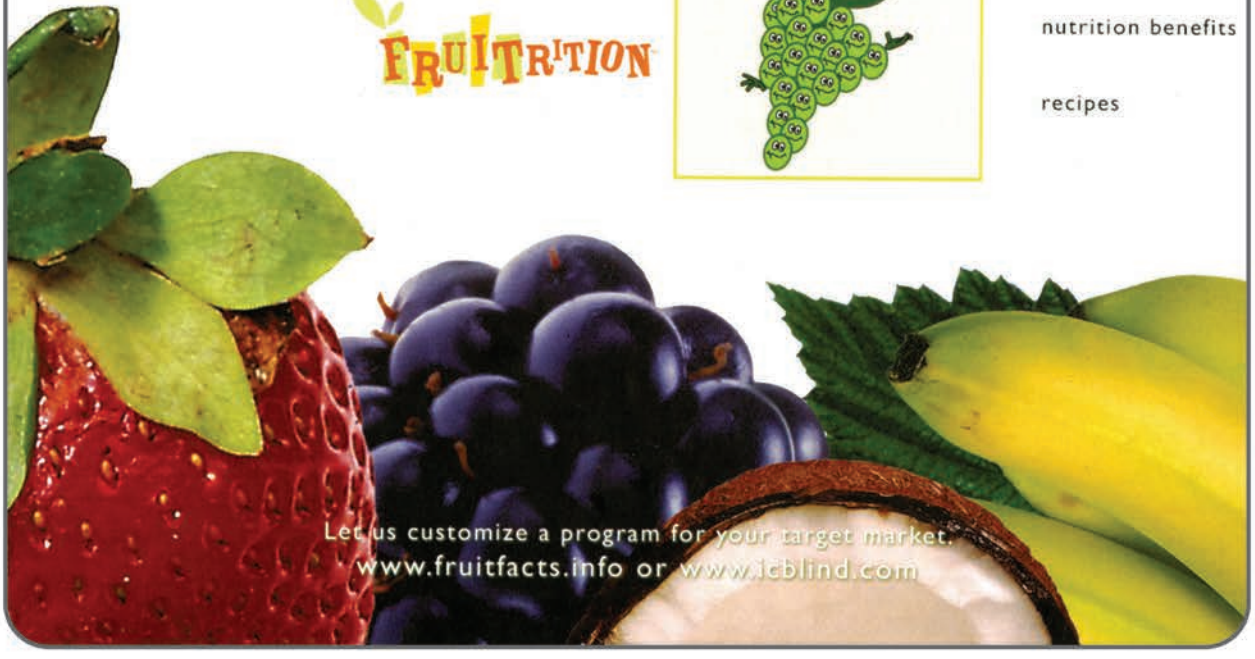

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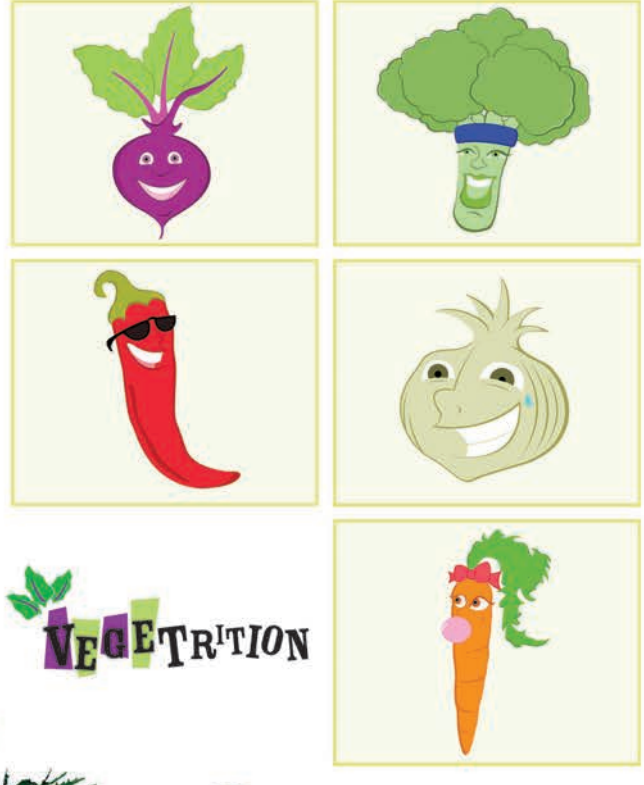

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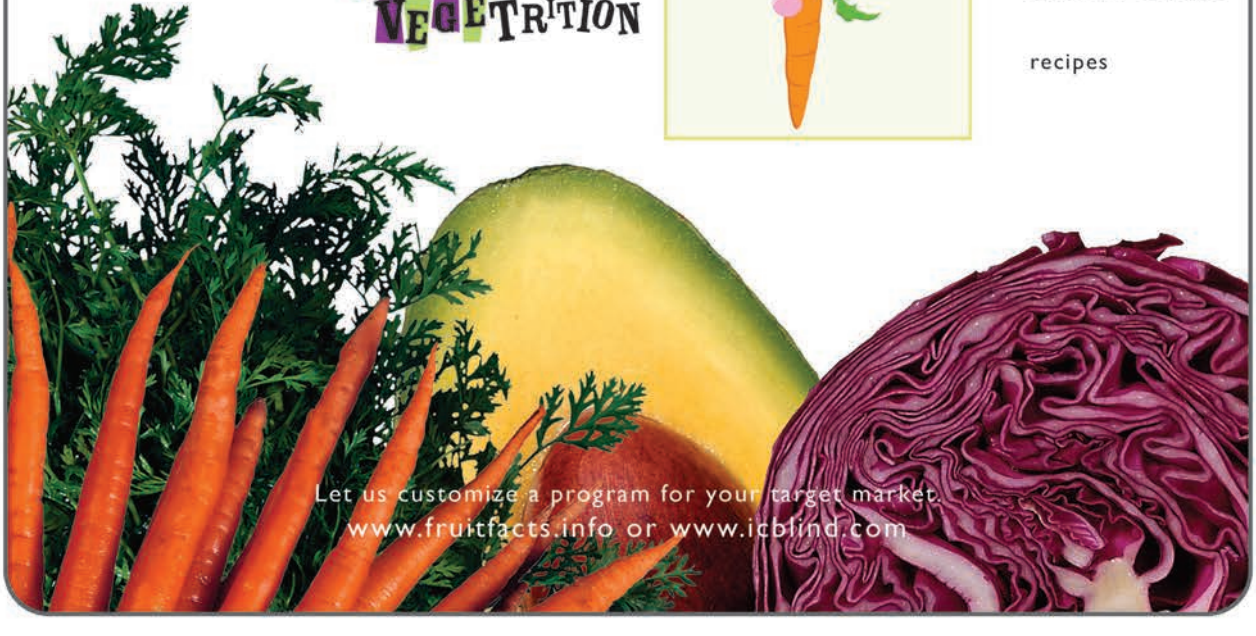

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FRUITRITION™ VEGETRITION™

Additional Character Overview

tangerine mom

sour lemon

orange dad

crazy orange

nectarine

lemon sister

apricot

jolly grapefruit

peach

plum

key lime mon

lime brother

grapes

banana

single grape

cherry

golden deliciious

granny smith

red deliciious

pear

strawberry

watermelon

honeydew

Character used on fruit sticker

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Example of children's programs co-branding with multiple commodities.

Packer and grower identification on the packaging

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PROGRAM COORDINATION, DESIGN AND PROMOTION

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FRUITRITION™ WWW.FRUITFACTS.INFO

VEGETRITION™ WWW.VEGGIEFACTS.INFO

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Go to partner login at www.fruitfacts.info or
Scan QR code to download Presentation powerpoint format.
Password is "goodfood"

MARKETING LOGOS
WEBSITES APPS
TRADESHOWS
ART PHOTOGRAPHY
PACKAGING VIDEO
PRINT BRANDING

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