

THE 90-DAY EAT LIVELY! WELLNESS CHALLENGE

WORTH EVERY BITE.

FEATURING THE DYNAMIC DUO
OF PLANT-BASED FOODS!



MyAvoNutrition.com

While many factors affect heart disease, eating avocados as part of a diet low in saturated fat and cholesterol may reduce the risk.

CHALLENGE YOUR SHOPPERS TO START THE NEW YEAR RIGHT!



The 90-Day *Eat Lively!* Wellness Challenge Kit was created to help you inspire shoppers to eat more plant-based foods during the first three months of the year when they're most focused on health.

There are three key health promotions that coincide with this time span: **January New Year's Resolutions, February Heart Month and March National Nutrition Month.**

The challenge is simple: Shoppers are encouraged to meet specific food-focused monthly goals featuring Avocados From Mexico and NatureSweet® tomatoes:

- **JANUARY NEW YEAR'S RESOLUTIONS**
Aim for **5+ servings of fruits & vegetables per day**
- **FEBRUARY HEART MONTH**
Choose more **plant-based good fats**
- **MARCH NATIONAL NUTRITION MONTH**
Increase **fiber intake to 25g or more per day**

To get the most from this promotion, personalize your approach by encouraging shoppers to know their health and wellness numbers, then challenge them to improve by providing target dietary goals across all core usages and meal occasions.



FAST FACT: Studies show it takes on average 66 days to acquire a new habit.¹

WHY 90 DAYS?

Consumers are inspired by health messages during the first ninety days of the year so it's an ideal time to motivate them to add more plant-based foods to their diets.



1. Lally, P. et al. How Habits Are Formed: Modelling Habit Formation in the Real World. *Eur J Soc Psych.* 2010;40: 998 - 1009. http://repositorio.ispa.pt/bitstream/10400.12/3364/1/IJSP_998-1009.pdf

IN-STORE STRATEGIES FOR 12 WEEKS OF HEALTHY CHALLENGES

This is a great opportunity for in-store health experts to step forward and demonstrate their expertise! Use the ideas below to kick-start your thinking. **Encourage your shoppers to use the calendar on the right for weekly health goals.**

CREATE EXCITEMENT! <i>Take advantage of 3 monthly health promotions</i>	ENGAGE! <i>Leverage recipe demos & customer materials</i>	EMPOWER! <i>Encourage shoppers to know their health numbers</i>	EDUCATE! <i>Share key nutrition messages</i>
<p>JANUARY</p> <p>Encourage shoppers to start the year right by eating more plant-based foods.</p>	<ul style="list-style-type: none"> Identify yourself as a Registered Dietitian and in-house nutrition expert Get sports fans fired up by hosting a guacamole demo Display the AFM POS signage Demo healthy bagged lunches by adding avocado and tomatoes to sandwiches 	<ul style="list-style-type: none"> Challenge customers to add a serving of avocado or tomato to at least 2 meals per day Share avocado education tips during every customer interaction Hand out coupon tear pads with recipes & health tips 	<ul style="list-style-type: none"> The unsaturated fat in avocados can act as a “nutrient booster” by helping increase the absorption of fat-soluble nutrients, like vitamins A, D, E and K, that are eaten with this fruit Studies show that lycopene, an antioxidant found in tomatoes, may help to reduce the risk of heart disease NatureSweet® Cherubs® tomatoes provide 4% of the Daily Recommended Value of vitamin A which is important for healthy immune function, vision health and skin health. Vitamin A also plays a role in cancer prevention and reducing the risk for heart disease
<p>FEBRUARY</p> <p>National Heart Month is a great time to talk about heart health.</p>	<ul style="list-style-type: none"> Show how to substitute butter or vegetable oil with mashed avocado to increase intake of good (unsaturated) fats and lower intake of bad (saturated) fats Coordinate with your produce department to promote avocados and tomatoes 	<ul style="list-style-type: none"> Encourage customers to learn the quality of fats in their diets Challenge customers to look at the nutrition facts on labels 	<ul style="list-style-type: none"> Avocados contain nearly 20 vitamins, minerals and plant nutrients Avocados contribute 6% of the Daily Recommended Value of potassium per serving. This nutrient has been shown to help maintain healthy blood pressure NatureSweet® Cherubs® tomatoes contribute 8% of the Daily Recommended Value of vitamin C per serving
<p>MARCH</p> <p>It's National Nutrition Month so help shoppers find ways to add fiber to their diets.</p>	<ul style="list-style-type: none"> Inspire shoppers to connect and share health goals on social media Make recipe recommendations featuring avocados and tomatoes Demo our recipe for Breakfast Tostadas 	<ul style="list-style-type: none"> Keep shoppers motivated to meet target goals Challenge shoppers to consume 25+ grams of fiber per day 	<ul style="list-style-type: none"> Avocados and tomatoes are both good sources of dietary fiber, providing 3g per serving and 4g per serving, respectively Most individuals are not consuming adequate dietary fiber in their daily eating pattern Dietary fiber may help lower LDL cholesterol; decreasing cardiovascular disease and reducing risk of several cancers, stroke and type 2 diabetes

12-WEEK HEALTH CHALLENGE

WHY PLANT-BASED FOODS?

Eating more plant-based foods, including fresh fruits and vegetables, is a great way to get nutrients, like good fats and dietary fiber, and is associated with significantly lower risk for heart disease and stroke.¹



NEW YEAR, NEW YOU!

GOAL: Aim for 5+ servings of fruits & vegetables per day.

WEEK 1	WEEK 2	WEEK 3	WEEK 4
 <p>Add a serving of avocado or tomato to at least 2 meals per day.</p>	 <p>Pack a healthy lunch and a snack using a serving of avocado at least 4 days this week.</p>	 <p>Add a salad with avocado and tomato at least 4 days this week.</p>	 <p>Make at least 2 appetizers for the Big Game with avocado and tomatoes.</p>



WE HEART ♥ HEALTH MONTH

GOAL: Choose more plant-based good fats.

WEEK 5	WEEK 6	WEEK 7	WEEK 8
 <p>Review nutrition facts labels this week to make sure you're choosing good fats over bad.</p>	 <p>Use creamy guacamole as a sandwich spread at least 2 or more days.</p>	 <p>For Valentine's Day, use avocado in place of other fats in baking desserts.</p>	 <p>Make a fresh salad or salad dressing with avocado to boost good fats and nutrient absorption.</p>



NATIONAL NUTRITION MONTH

GOAL: Increase fiber intake to 25g or more per day.

WEEK 9	WEEK 10	WEEK 11	WEEK 12
 <p>Track your dietary fiber this week—how many days can you consume 25 grams or more?</p>	 <p>Make at least 3 plant-based meals this week using avocados and tomatoes.</p>	 <p>Plan at least 5 healthy high-fiber snacks this week using avocados and tomatoes.</p>	 <p>Avocados and tomatoes make a fiber-filled delicious salad. Include at least 3 times this week.</p>

¹: Hu, FB. Plant-Based foods and prevention of cardiovascular disease: an overview. Am J Clin Nutr. 2003; 78 (supp):544S – 51S.

MEET THE DYNAMIC DUO OF PLANT-BASED FOODS

Avocados and tomatoes pack an awesome nutritional punch!

Delicious, nutritious and always in season, Avocados From Mexico are amazingly versatile and provide good fats and nearly 20 vitamins and minerals.

Nutrition Facts: 1 serving (1/3 avocado) contains	▶ 80 calories
	▶ 8g fat
	▶ 6g of unsaturated "good fats"
	▶ 11% DV fiber
	▶ 4% DV vitamin C
	▶ 6% DV potassium
	▶ 10% DV folate

LYCOPENE
VITAMIN C
VITAMIN A

FIBER

GOOD FATS

NEARLY 20 VITAMINS, MINERALS & PHYTONUTRIENTS

Bright, juicy and irresistible, NatureSweet® tomatoes make salads divine. In fact, they're the #1-selling small tomato in the world!

Nutrition Facts: 1 serving (1 cup) of Cherubs® cherry tomatoes contains	▶ 50 calories
	▶ 1g fat
	▶ 16% DV fiber
	▶ 8% DV vitamin C
	▶ 4% DV vitamin A

AVO NUTRITIONAL TALKING POINTS

- ▶ The only fruit that contributes good fats (monounsaturated and polyunsaturated) which can help reduce LDL (bad) cholesterol levels in blood and **lower risk of heart disease and stroke.**¹
- ▶ Good fats found in avocados also **help the body absorb nutrients.**¹
- ▶ Diets rich in healthy foods containing fiber, such as avocados, may reduce the **risk of heart disease, obesity and type 2 diabetes.** Avocados are a good source of fiber.¹
- ▶ Avocados contribute 136 micrograms of lutein per serving, a carotenoid linked to **eye health, cancer prevention and heart health.**¹

TOMATO NUTRITIONAL TALKING POINTS

- ▶ Studies suggest that the consumption of lycopene containing foods **may affect cancer and cardiovascular disease risk.**²
- ▶ The fiber, potassium, vitamin C, folic acid and choline content in tomatoes all **support heart health.**³
- ▶ Increasing potassium intake may play an important role in **maintaining healthful blood pressure.**⁴
- ▶ Vitamin C is an essential component for collagen production and believed to be important for the **protection against UV-induced skin damage.**⁵

1. Hass Avocado Board Nutrition Copy Points

2. Story, EB, Kopec, RE, Schwartz, SJ, Harris, GH. An Updated on the Health Effects of Tomato Lycopene. Annu Rev Food Sci Technol. 2010; 1(1): 189-210.

3. Chaudhary, P., Sharma, A., Singh, B. et al. J Food Sci Technol (2018) 55: 2833. <https://doi.org/10.1007/s13197-018-3221-z>

4. Health Professional Fact Sheet on Potassium (NIH). <https://ods.od.nih.gov/factsheets/Potassium-HealthProfessional/>

5. Pullar, JM, Carr, AC, Vissers, MCM. The Roles of Vitamin C in Skin Health. Nutrients. 2017; 9: 866. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5579659/pdf/nutrients-09-00866.pdf>

ENGAGE CUSTOMERS ONLINE SOCIAL MEDIA



Help your shoppers create healthy eating habits in the new year with Avocados From Mexico and NatureSweet® tomatoes—the dynamic duo of plant-based foods. Get creative! Social media gives registered dietitians a great way to showcase their expertise and educate shoppers about the many health benefits of avocados and tomatoes.

INSTRUCTIONS FOR SOCIAL POSTS

DOWNLOAD: Get our social media assets at MyAvoNutrition.com.

TAG US: Please include the appropriate AFM or NatureSweet® social media handle (@AvocadosFromMexico or @AvosFromMexico, and @NatureSweet or @nstomatoes) when posting so that we can follow your retailer and possibly re-post to our millions of followers too!

#HASHTAGS: Include the hashtags (#) provided to help shoppers and others find targeted content on #GoodFats, etc.

HERE ARE SOME SAMPLE POSTS TO GET YOU STARTED:



JANUARY KEY MESSAGING

- #My90DayChallenge—Start the new year right by creating healthy new eating habits.
- Fill half your plate with fruits and veggies including avocados and tomatoes all week long. #EatYourVeggies
- #RedGreenGo—Go red and green with avocados and tomatoes for health. Share photos of your creations!
- #GoVeggies—Eat more lycopene found in red ripe tomatoes.



FEBRUARY KEY MESSAGING

- Learn the difference between good fats vs. bad. #GoodFats
- Try using creamy guacamole as a sandwich spread. #GoGuac
- For Valentine's Day, make yummy avocado brownies substituting creamy avocado for butter. #AvoBrownies
- This week, boost good fats by making a fresh salad with avocado and avocado dressing. #AvoDressing



MARCH KEY MESSAGING

- Take the 90-Day *Eat Lively!* Wellness Challenge and track how many days you can consume 25 grams of fiber or more.
- Try new plant-based meals this week like avocado toast and avo zucchini boats. #EatMorePlants
- Up for a challenge? Eat at least 5 healthy, high-fiber snacks this week. #HighFiber5
- Avocados and tomatoes make a delicious fiber-filled salad. Include at least 3x this week. Share a photo! #90DayEatLively

FOLLOW AND TAG US!

