

REGISTERED DIETITIAN POWER UP WITH PLANTS KIT



Tomatoes raised right.

POWER UP *WITH* PLANTS

PLANT-BASED FLEXITARIAN EATING



REGISTERED DIETITIANS ARE THE
TRUSTED SOURCE FOR NUTRITION.*

ALWAYS GOOD,
ALWAYS DELICIOUS
MyAvoNutrition.com

*Source: Pulse Health & Wellness. What Marketers Should Really Take Away from the 2017 IFIC Survey.
<https://www.pulseconnect.me/blog/2017/9/26/what-marketers-should-really-take-away-from-the-2017-ific-survey>. June 13, 2017.

POWER UP ON PLANTS

All Year

ENCOURAGE SHOPPERS TO PLAN FOR PLANT-BASED MEALS
TO BOOST FRUIT AND VEGETABLE INTAKE YEAR ROUND.

What's All the Buzz About Plant-Based Eating?

Avocados From Mexico and NatureSweet® tomatoes have partnered together on this health & wellness kit to bring wholesome fresh fruits and vegetables to the forefront of plant-based eating.

Eating a variety of fruits and vegetables, including fresh avocados and tomatoes, is a smart way to promote healthy eating and help shoppers embrace plant-based eating without limiting choices of any other foods or food groups. All three of the healthy eating patterns included in the Dietary Guidelines for Americans emphasize the importance of consuming more fruits and vegetables.

1. The Healthy U.S. Eating Style
2. The Healthy Mediterranean Style
3. The Healthy Vegetarian Style

Avocados From Mexico and NatureSweet® tomatoes are plant-based foods that can fit within all three of these healthy eating patterns!

As consumers strive to eat healthier and are increasingly seeking products labeled as “plant-based”,¹ paradoxically, the consumption of fruits and vegetables (“real plants”) continues to decline.² This kit is designed to help retail dietitians promote the consumption of eating more fresh fruits and vegetables as part of any healthy eating style. The innovative recipes included in this kit highlight the versatility of Avocados From Mexico and NatureSweet® tomatoes and offer solutions for easy and delicious meals.

PLANT-BASED SHOPPER INSIGHTS

NEARLY
HALF
of consumers



NEARLY HALF (48%)
of consumers look for foods and
drinks labeled “plant-based.”³

SPENDS
>60%
MORE



The plant-based shopper
spends **MORE THAN 61%** more as
compared to the average shopper.⁴

SALES GREW
2.5x
FASTER



Plant-based food sales grew
almost **2.5x FASTER** than total
food sales from 2018 to 2020.⁵

WHAT DRIVES
PLANT-BASED
SHOPPERS?

1
TASTE

2
HEALTH &
NUTRITION

3
COST &
CONVENIENCE

4
GOOD FOR
THE PLANET⁶



Sources: 1. Food Marketing Institute. 2021 U.S. Grocery Shopper Trends. 2. Produce for Better Health Foundation. 2020 State of the Plate Report. 3. Hartman Group. Scrutiny of Plant-Based Ingredients and Labeling an Ongoing Consumer Priority. 4. Plant-Based Food Association. Consumer Insights - Plant-Based Foods. <https://www.plantbasedfoods.org/marketplace/consumer-insights/>. September 21, 2021. 5. Good Food Institute. 2020 State of the Industry. 6. Plant-Based Food Association. <https://www.plantbasedfoods.org/retail-sales-data/>



THE PERKS *OF* EATING REAL PLANTS

MEET THE DYNAMIC DUO

Fruits and vegetables are the foundation of healthy eating. Check out the nutritional powerhouse you get with Avocados From Mexico and NatureSweet® tomatoes below.

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

VITAMIN C

LYCOPENE⁶

Tomato-based products are the major dietary source of lycopene -- an antioxidant found in red and pink produce items. (The amount of lycopene in tomatoes varies and ranges from 0.72 - 4.2 mg/100 grams).⁶

FIBER

GOOD FATS

NEARLY 20 VITAMINS, MINERALS & PHYTONUTRIENTS

NatureSweet® tomatoes

are the #1 selling tomato in the world!

NUTRITION FACTS:

1 serving
(1 cup) of Cherubs®
cherry tomatoes
contains

- ▶ 50 calories
- ▶ 1g fat
- ▶ 16% DV fiber
- ▶ 22% DV vitamin C
- ▶ 4% DV vitamin A

HEALTH BENEFITS OF EATING MORE PLANT FOODS

Eating more plant foods and adopting a flexitarian or semi-vegetarian eating style is associated with several health benefits:¹

- ▶ Better weight management (lower body mass index)²
- ▶ Improved blood lipid (cholesterol) profiles²
- ▶ Prevention of diet-related chronic diseases, including cardiovascular disease, diabetes, cancer and other illnesses^{2,3,4,5}

Whole plant foods such as fruits, vegetables, beans, nuts and seeds are rich sources of many of the nutrients we need.

- ▶ They are nutrient-dense while being low in calories
- ▶ They are the sole sources of dietary fiber, vitamin C and flavanoids; good sources of vitamin B1, folic acid, potassium and magnesium
- ▶ Low in saturated fat and not a source of cholesterol

Sources: 1. International Food Information Council (IFIC). What is a flexitarian diet? <https://foodinsight.org/what-is-the-flexitarian-diet/> May 17, 2021. 2. Bowman SA. A Vegetarian-Style Dietary Pattern Is Associated with Lower Energy, Saturated Fat, and Sodium Intakes; and Higher Whole Grains, Legumes, Nuts, and Soy Intakes by Adults: National Health and Nutrition Examination Surveys 2013-2016. *Nutrients*. 2020 Sep 1;12(9):2668. <https://bit.ly/3E5StxM> 3. Krause AJ, Williams KA Sr. Understanding and Adopting Plant-Based Nutrition: A Survey of Medical Providers. *Am J Lifestyle Med*. 2017;13(3):312-318. Published 2017 Apr 16. <https://bit.ly/3C4T19K> 4. Satija A, Bhupathiraju SN, Spiegelman D, Chiuve SE, Manson JE, Willett W, Rexrode KM, Rimm EB, Hu FB. Healthful and Unhealthful Plant-Based Diets and the Risk of Coronary Heart Disease in U.S. Adults. *Journal of the American College of Cardiology*. 2017; 70(4):411-422. <https://www.jacc.org/doi/pdf/10.1016/j.jacc.2017.05.047> 5. Pawlak R. Vegetarian Diets in the Prevention and Management of Diabetes and Its Complications. *Diabetes Spectr*. 2017;30(2):82-88. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5439360/> 6. Imran M, Ghorat F, Ul-Haq I, et al. Lycopene as a Natural Antioxidant Used to Prevent Human Health Disorders. *Antioxidants (Basel)*. 2020;9(8):706. Published 2020 Aug 4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7464847/>

SHARE *ON* SOCIAL



Give our best tips, recipes and more to your customers. Here are some posts and graphics that are available to download at **MyAvoNutrition.com**. To learn more about your responsibility as a health professional in using disclosures on social media, please visit the Federal Trade Commission website:

<https://www.ftc.gov/tips-advice/business-center/guidance/disclosures-101-social-media-influencers>.

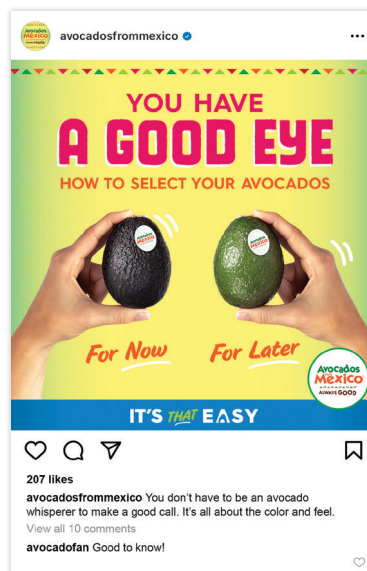
INSTRUCTIONS FOR SOCIAL POSTS

DOWNLOAD: Get social media assets for this RD Kit by visiting MyAvoNutrition.com.

TAG US: Include the appropriate AFM social media handle (@AvocadosFromMexico or @AvosFromMexico, and @NatureSweet or @NSTomatoes) when posting so that we can follow your retailer (don't forget to @tag your retailer) and possibly re-post to our millions of followers too!

#HASHTAGS: Using the #Sponsored to disclose relationships to branded marketing content is recommended to protect consumers. If you're a credentialed health and nutrition professional, disclosing that information can help consumers identify your qualifications: #Dietitian #RDN or #Nutritionist

HERE ARE
SOME POSTS
TO HELP GET
YOU STARTED



USE OUR KIT HASHTAGS: #AFMPlantLove | #AFMPlantPlan | #PlantBasedDuo

UNPACKING THIS KIT



HOW TO USE IT

Developed specifically for Retail Registered Dietitians, these Health & Wellness tools can help you educate and promote the benefits of plant-based eating to your customers. Fresh avocados and tomatoes are delicious, nutritious and easy to include in everyday meals. Let's inspire customers to embrace plant-based eating.

- ▶ **Recipe Booklet (25 each kit)**
Your printed kit includes a recipe booklet featuring 8 of our best plant-based recipes to share directly with your customers. You can also download a digital PDF version online to share with customers via email or social media.
- ▶ **Coupon & Dietitian's Education Tear Pad (1 tear pad/50 pg)** Perfect for a nutrition class, store tour, community event or counseling session, you can hand out individual coupons with a recipe and shopping list. *We encourage you to distribute them as soon as possible to avoid the expiration date. Digital download version does not include the coupon.
- ▶ **Circular Ads (Digital Only)** Use these ads to promote plant-based eating through your retailer. We created two sizes, a banner ad and two full-page ads, for ease of placement.
- ▶ **Additional Resources**
 - ▶ Logo - (NEW) Avocados From Mexico (AFM) updated in 2021
 - ▶ Display & merchandising (POS) tools
 - ▶ Seasonal shopper marketing campaigns

Do you have questions or need additional help? Ask Our Registered Dietitian!

FLEXITARIANS DRIVE *THE* PLANT-BASED TREND⁷



Did You Know?

Nearly half of Americans could be considered flexitarians, while less than 5% identify as vegetarian.⁸



WHAT IS A FLEXITARIAN? Flexible + Vegetarian. The flexitarian eating style can be described as a semi-vegetarian style that emphasizes the benefits of eating more plant-based foods. The wonder of a flexitarian eating style is flexibility -- ALL food groups fit! The flexitarian eating style includes a wide variety, including dairy, eggs, beef, chicken, seafood, or plant-based protein alternatives. In fact, a flexitarian eating pattern is a unique way to promote all three of the eating patterns promoted in the Dietary Guidelines in ONE flexible eating style! Furthermore, emerging evidence suggests that the flexitarian eating style that emphasizes the consumption of fruits and vegetables may help reduce the risk of heart disease, diabetes and certain types of cancer, as well as assist with weight management.⁹

THE MANY TYPES OF PLANT-BASED EATERS

	 Red Meat	 Poultry	 Seafood	 Eggs	 Dairy	 Plants
Flexitarian	✓	✓	✓	✓	✓	✓
Pollo-Vegetarian		✓		✓		✓
Pescatarian			✓			✓
Lacto-Ovo Vegetarian				✓	✓	✓
Lacto-Vegetarian					✓	✓
Ovo-Vegetarian				✓		✓
Fully Plant-Based						✓
Vegan						✓

Sources: 6. Monaco, E. How meat eaters, not vegans, are driving the plant-based foods boom, according to industry experts. Business Insider. September 21, 2020. <https://bit.ly/3IX4wk8>
7. Packaged Facts. Flexitarianism on the Rise in U.S., Reports Packaged Facts. <https://www.prnewswire.com/news-releases/flexitarianism-on-the-rise-in-us-reports-packaged-facts-301154622.html>. October 29, 2020. 8. Bowman SA. A Vegetarian-Style Dietary Pattern Is Associated with Lower Energy, Saturated Fat, and Sodium Intakes; and Higher Whole Grains, Legumes, Nuts, and Soy Intakes by Adults: National Health and Nutrition Examination Surveys 2013-2016. Nutrients. 2020 Sep 1;12(9):2668. <https://bit.ly/3E3STxM> 9. International Food Information Council (IFIC). What is a flexitarian diet? <https://foodinsight.org/what-is-the-flexitarian-diet/>. May 17, 2021.

EASY WAYS TO EAT *MORE* FRESH VEGGIES THE ORIGINAL PLANT-BASED FOODS



Virtually Yours!

Visit AFM's Virtual Salad Bar for a wide variety of salad recipes:

[AvocadosFromMexico.com/Avocado-Salad-Bar](https://www.avocadosfrommexico.com/Avocado-Salad-Bar)

WHOLE PLANT FOODS VS. PROCESSED PLANT FOODS

Given the explosion of new plant-based packaged foods available, it's helpful to remind customers that choosing whole plants, such as fruits and vegetables, are an important foundation for any healthy eating pattern.

Since the term "plant-based" is not a regulated FDA labeling term, it does not require any verification and may be confusing to consumers. As compared to conventional alternatives, products labeled as plant-based do not guarantee improved nutritional value; less calories, lower sodium, or fewer ingredients.

Whether shoppers are motivated to choose plant-based products to improve their health or to support environmental sustainability, dietitians have the expertise to lead the way.

MAKE YOUR BURGER IMPOSSIBLY DELICIOUS *WITH* FRESH AVOCADOS & TOMATOES



Plant-based burgers are the second leading plant-based category and it's growing fast. There was nearly a 45% increase in sales growth from 2019-2020 and it doesn't seem to be slowing down.²

ADD AVOCADO TO YOUR NEXT BURGER

Slice it, spread it, mash it or grill it.

ADD TEXTURE, COLOR AND VARIETY WITH FRESH TOMATOES!

Red, yellow, purple or any color tomato – they all taste great!