Teaming Up to Raise a Generation of Veggie Lovers

Ella Daniels, Partnership for a Healthier America

Stephanie Goodwin, PhD, MPH, RD, Danone North America and Happy Family Organics

Kofi Essel, MD, MPH, FAAP, Children's National Health System and The George Washington University School of Medicine and Health

Announcing Veggies Early & Often

A NEW CAMPAIGN FROM PHA

ahealthieramerica.org

PHA

Veggies Early & Often

AN EVENT TO ANNOUNCE PHA'S NEWEST JOURNEY TO SUPPORT OUR

littlest eaters

JANUARY 26, 2021 AT 11:00 AM ET

DARLENA BIRCH
MBA, RDN, Senior Public Health Nutritionist, National WIC Association

DR. CAREE COTWRIGHT
PhD, RDN, LD, Assistant Professor, University of Georgia

BETSY FORE
Co-founder & CEO, Tiny Organics

NANCY E. ROMAN
President & CEO, Partnership for a Healthier America

REGISTRATION IS OPEN!

PARTNERSHIP FOR A HEALTHIER AMERICA

AHEALTHIERAMERICA.ORG

The U.S. Dietary Guidelines (2020-2050) recommend toddlers (ages 12-23 months) consume .66-1 cup of total vegetables per day, but nearly **90% fall short** of that recommendation.

PARTNERSHIP FOR A HEALTHIER AMERICA

ahealthieramerica.org

PHA

Veggies Early & Often

Who are we reaching?

- Medical professionals
- Early childhood educators
- Food manufacturers

Veggies Early & Often

CAMPAIGN PARTNERS

National WIC Association

CDC Centers for Disease Control and Prevention

Cooking Matters®

dr.yum project eat well. change your world.

Good Feeding.

Palates in Training Fresh Bellies

lil' gourmets

YUMI

Learning Care group

TINY ORGANICS

Organics Happy Family®

KinderCare Education™

SQUARE BABY

nurture life

ahealthieramerica.org
PHA
Veggies Early & Often

Veggies Early & Often

NUTRITIONAL CRITERIA FOR ICON

Food products for infants and toddlers have >50% vegetables by weight

Meal products for infants and toddlers have >40% vegetables by weight

Product has no added salt or sugar and is free of additives

PRESS RELEASE

Partnership for a Healthier America Recognizes Eight Companies for Setting a New Standard in the Marketplace to Promote Veggie Introduction for Young Children

Baby food manufacturers and early child care providers adopt Partnership for a Healthier America's Veggies Early & Often icon, signaling that products or menus meet strict veggie-forward guidelines

August 31, 2021

Washington, DC – **Partnership for a Healthier America**, the premier national nonprofit working to transform the food landscape in pursuit of food equity, recognizes Happy Family Organics, KinderCare, Learning Care Group, lil'gourmets, Nurture Life, Square Baby, Tiny Organics, and Yumi for adopting PHA's Veggies Early & Often icon on baby and toddler food packaging or early child care provider menus, setting a new standard in the marketplace for veggie-forward baby and toddler food products at all price points.

"Despite vegetables being absolutely critical to a healthy life, infants and toddlers don't eat nearly enough of them," **said Nancy E. Roman, President and CEO of Partnership for a Healthier America**. "Our new icon will make it easier for parents and caregivers to

SHARE

PARTNER

Square Baby

lil'gourmets

Tiny Organics

Happy Family Organics

Learning Care Group

KinderCare Education

Nurture Life

Yumi

IMPACT AREA

Transforming the marketplace

The role of baby and toddler food manufacturers in 'Veggies Early & Often'

STEPHANIE GOODWIN, PHD, MPH, RD

Senior Manager, Government & Industry Affairs
Danone North America and Happy Family Organics
Washington, DC

RAISING LIFELONG VEGGIE LOVERS!
We've joined Partnership for a Healthier America's Veggies Early & Often campaign to help share nutrition education and offer even more nutritious options for your little one!
PHA
Learn more

The shortcomings of vegetable offerings in the U.S. commercial baby and toddler food marketplace.

Parent and caregiver efforts to provide veggie-forward diets to young children can be either supported or hampered by the offerings in the baby and toddler food marketplace. Much room exists to improve the U.S. mainstream retail baby and toddler food marketplace so it includes affordable products that support veggie-forward diets for the nation's youngest eaters.

We are proud to be the largest baby food brand to join Partnership for a Healthier America Veggies Early & Often campaign

Through our commitments to PHA's Veggies & Early Often Initiative, we are focusing on promoting vegetable consumption in young children through nutritious food options, increasing food access for families in need, and nutrition education. Over the next 3 years, we have committed to:

NUTRITION

Promote vegetable consumption by:

- Doubling the number of purees which have only vegetables as the primary ingredient
- Increasing by 50% the number of purees with greater than 50% vegetables
- Ensuring all toddler bowls with vegetables contain 50% veggies
- Ensuring 100% of the grains in all purees and toddler bowls are whole grains

FOOD ACCESS

Increase nutritious organic food access through:

- 1,000,000 meal and snack donations to children and families in need
- Expansion of access to nutritious organic food free of charge for qualifying women, infants and children through the federal WIC program

EDUCATION

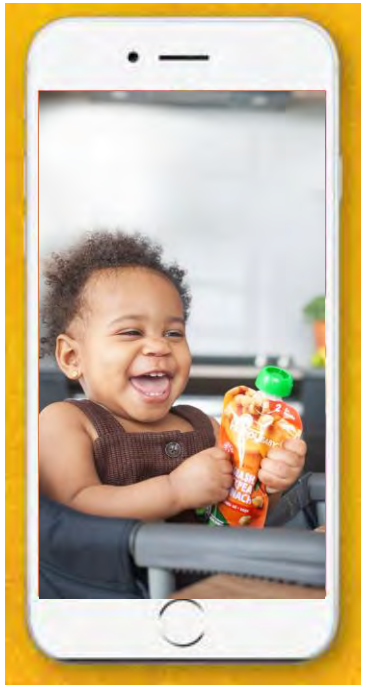
Educate families about:

- The importance of veggies early and often
- The benefits of whole grains
- The importance of limiting salts and added sugar in children's diets

The announcement went live in April in tandem with our launch of Savory Blends – created with a board of advisors!

Happy Family Organics® Launches Happy Baby® Savory Blends: A delicious, culinary-inspired new pouch line featuring more veggies per pouch than any leading baby food brand

In tandem with the new veggie-forward product line, Happy Family Organics announces a series of commitments with Partnership for a Healthier America, becoming the largest baby food brand to join the *Veggies Early & Often campaign*, inspiring healthy eating habits for little ones



FOOD ACCESS: 1,000,000 meal and snack donations to children and families in need

Since 2015 we have donated over across the US to children and families in need.

Our focus is on areas with limited food access or in food crisis, and our non-profit partner organizations help us reach these communities.

La Jornada Food Pantry in NY received over 16,500 product donations, over $100k in product!

196,696 meals and snacks have been donated this year as of August 1, 2021!

September 2021: National In-store Cause Marketing Campaign: Nutrition on a Mission

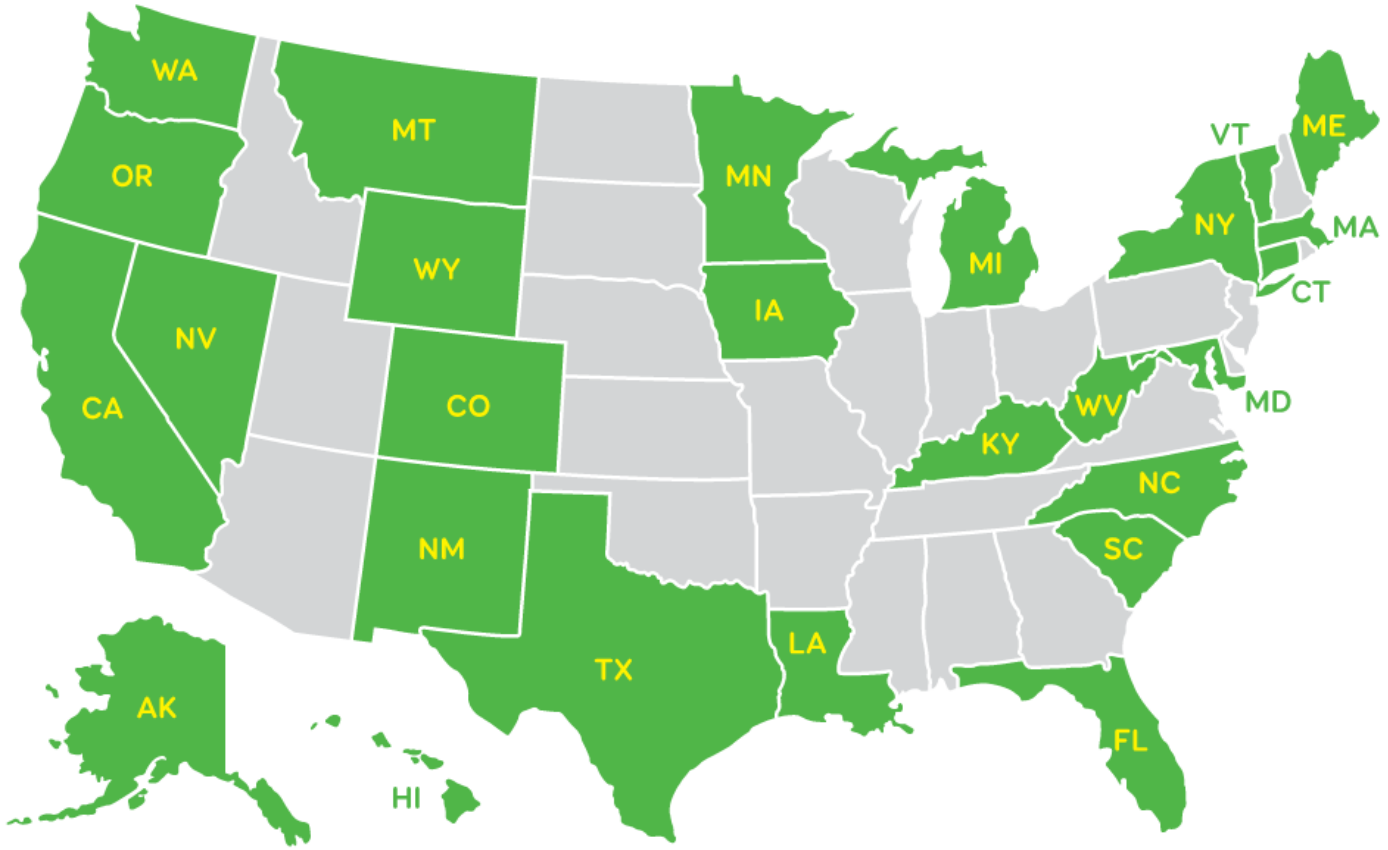
FOOD ACCESS:

Expansion of access to nutritious organic food free of charge for qualifying women, infants & children through the federal WIC program

4 new authorizations since we made our commitments: **OR, MI,** MD, KY (October)

Reaching **over 4 million** parents and children - **64%** of participants!

WIC Authorized in **26 of 27** states that accept organic in our category



*WIC is a registered service mark of the U.S. Department of Agriculture for USDA's Special Supplemental Nutrition Program for Women, Infants and Children

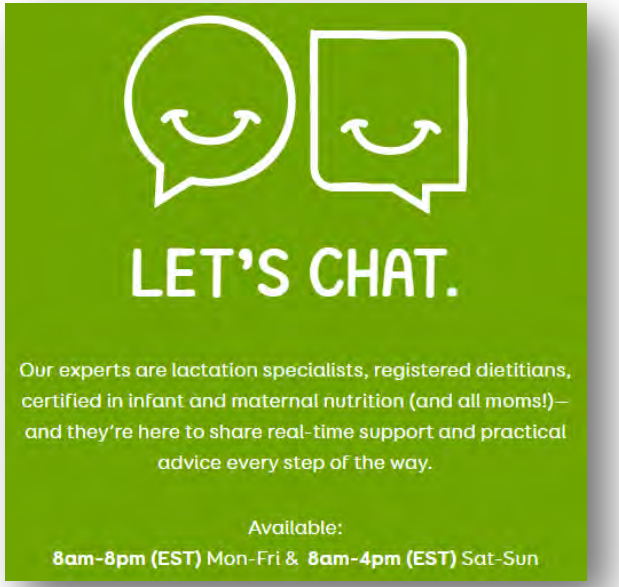
**United States Department of Agriculture

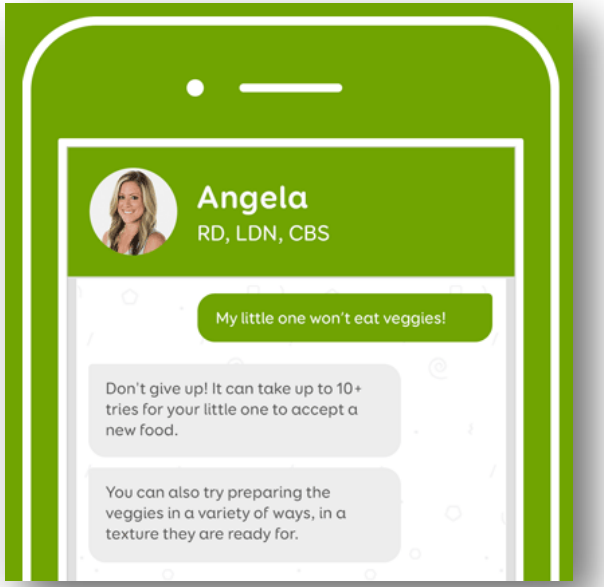
EDUCATION: Educate families around the importance of veggies early & often, limiting salts and added sugar in children's diets, & the benefits of whole grains

Education efforts:

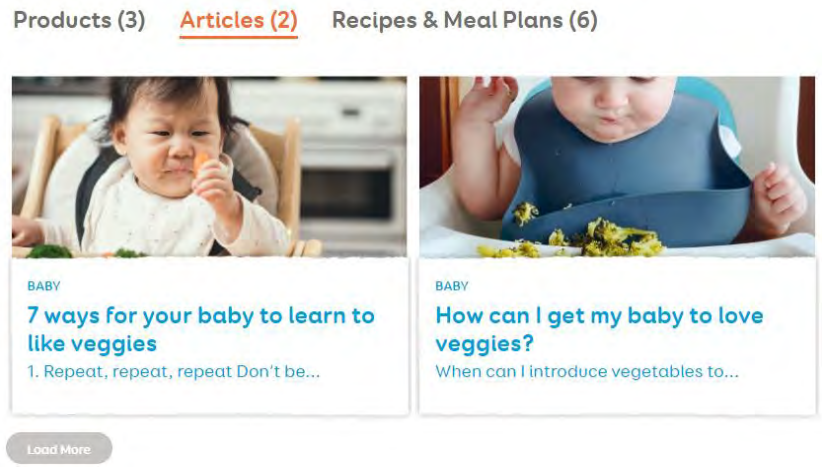
- Resource Center articles
- Happy Baby Expert support
- Social media content
- Collaborative campaign initiatives with other industry partners & PHA

Happy Baby Experts





Resource Center Articles



Industry Collabs

- Industry Events with major retailers
- Consumer facing virtual events with HCPs

The role of medical professionals in 'Veggies Early & Often'

KOFI ESSEL, MD, MPH, FAAP

Community Pediatrician, Children's Health Center at Anacostia - Goldberg Center for Community Pediatric Health
Children's National Hospital
Director, Community/Urban Health Scholarly Concentration,
Director, GW Culinary Medicine Program
Director, GW Clinical Public Health Summit on Obesity
The George Washington University School of Medicine and Health Sciences
Washington, DC

ahealthieramerica.org
PHA
Veggies Early & Often

A Review of Evidence to Support Why Young Eaters Need Veggies 'Early and Often'

Yes, kids can learn to love veggies

PHA Veggies Early & Often

PARTNERSHIP FOR A HEALTHIER AMERICA

KEY MESSAGE 1

Veggies early and often are critical to a happy, healthy life

KEY MESSAGE 2

Through exposure early and often kids can grow to love veggies

KEY MESSAGE 3

Early veggie variety is key to raising an adventurous, happy, healthy eater

KEY MESSAGE 4

Role model for kids—cook and eat a balanced, plant-forward diet

THE ROLE OF MEDICAL PROFESSIONALS IN 'VEGGIES EARLY & OFTEN'

What challenges remain?

PARTNERSHIP FOR A HEALTHIER AMERICA

CALL TO ACTION

Talk to parents and caregivers about veggies 'early and often'

Download the paper and infographic at ahealthieramerica.org

Sign up for upcoming events at ahealthieramerica.org/events

PARTNERSHIP FOR A HEALTHIER AMERICA

ahealthieramerica.org
PHA
Veggies Early & Often

PHA
Veggies Early & Often

PARTNERSHIP FOR A HEALTHIER AMERICA

PHA & EARLY CHILDHOOD EDUCATORS

teaming up TO raise a generation of veggie lovers

OCTOBER 13, 2021 AT 2:00 PM ET

REGISTRATION IS OPEN AT AHEALTHIERAMERICA.ORG/EVENTS

DR. CAREE COTWRIGHT
PhD, RDN, LD,
Assistant Professor,
University of Georgia

LAURA DOVE
Director of Head Start,
Supervisor of Preschool Programs,
Fredericksburg City Public Schools

REYNALDO GREEN
VP of Nutrition
and Family Well-being,
Quality Care for Children

NICOLE SPAIN
MS, LDN, RDN, Registered
Dietician Nutritionist,
Learning Care Group

CONTACT

Ella Daniels
Campaign Manager
Partnership for a Healthier America
edaniels@ahealthieramerica.org

WEBSITE

ahealthieramerica.org