THE PRODUCE MOMS®
2020 MEDIA KIT
THE PRODUCE MOMS
THEPRODUCEMOMS.COM
WHAT WE DO

Our mission to “change the way America eats” comes from our expertise in the produce industry. We’re helping people understand the many different ways that they can eat more fresh fruits and vegetables while simplifying the process.

OVER 90% OF AMERICANS DON’T EAT THE RECOMMENDED SERVINGS OF FRUITS AND VEGETABLES.

And that’s why we believe in order to increase consumption, consumers must be educated and inspired about fresh produce. Some ways include:

- How to select, store, and serve fresh produce,
- To gain an increased awareness of brands and varieties in the produce department,
- To learn the facts about farming,
- To gain knowledge and understanding of the fruit and vegetable supply chain,
- And we support public policy to increase the availability of fresh produce in USDA school meals and other child nutrition programs.
What began as an idea by Founder and CEO Lori Taylor in 2012 has evolved into an audience of more than 1.4 million, nearly 100 brand partnerships with grocers and suppliers, a North American relationship with Nickelodeon and Viacom, and a national partnership with Kroger. The Produce Moms is proud to be a thought leader and change agent within the industry.

Proud to be
WOMAN OWNED.
MOM OWNED.
FOUNDER OWNED.
AUDIENCE DEMOGRAPHICS

USA GROWN. EMERGING GLOBAL PRESENCE. The Produce Moms has followers in all 50 states and over 30 countries around the world.

TOP FOLLOWERS BY COUNTRY
1. United States
2. Canada
3. Mexico
4. Australia
5. United Kingdom

TOP FOLLOWERS BY STATE
1. California
2. Texas
3. New York
4. Florida
5. Illinois
6. Virginia
7. Pennsylvania
8. Ohio
9. Washington
10. Colorado

240,000+ ANNUAL UNIQUE WEBSITE VISITORS

83% FEMALE
16% MALE

18–24 25–34 35–44 45–54 55–64 65+
5% 28% 21% 17% 18% 11%
THE PRODUCE MOMS® ECO SYSTEM
Multidimensional / Multisensory Marketing
“We want consumers to know that all produce is good for you.”

LORI TAYLOR
AFTER 7 YEARS ONLINE WE ARE CELEBRATING

2012 TheProduceMom.com goes live

2016 Lori Taylor purchases The Produce Mom from her work-for-hire

2017 The Produce Mom rebrands itself as The Produce Moms

2018 The Produce Moms Podcast Launches

2019 Lori Taylor and The Produce Moms appointed to the New Hope Network Co-op

AND WE’RE JUST GETTING STARTED!

TPM BRAND PARTNERS 2012 – CURRENT
“Working with The Produce Moms is like getting the Intergalactic Good Housekeeping Seal of Approval. TPM is a partner, mentor, educator and coach to those lucky enough to work with Lori Taylor. TPM has created invaluable buzz for our brand and we look forward to a long-term relationship. We knew TPM cared about creating a healthier world, and they have given us the opportunity to show that we care as well. We have found that companies that give together, succeed together. TPM is the most authentic, unbiased ambassador and mentor for companies that truly want to make a difference by supporting healthy eating with produce.”

Linda York, Founder
Sticky Lickits

“TPM platform enables us to reach a broader audience to spread the good news about produce consumption. We trust TPM to tell our message as if it was their own. It’s always nice to have our favorite content shared beyond our own network of people. TPM is attentive, thoughtful and asks the right questions to figure out how best to support us. They do not support all brands in the same way - they do what we need. TPM is well networked and has connected me to many professionals in the industry to make us aware of opportunities.”

Lindsey Occhipinti, Marketing Manager
Monterey Mushrooms, Inc.

“Lori has an incredible talent for seeing and facilitating value-added partnerships. She is a dedicated and loyal professional who will work tirelessly to achieve the goals she shares with her colleagues and partners. She has positively impacted Kroger Health’s position as it relates to our partnerships with key produce brands and groups.”

Allison Baker
(Formerly Director of Nutrition at Kroger)
Vice President Of Business Development
Baze
CROSS-PLATFORM IMPACT

227+ APPEARANCES on live lifestyle television over the last 6 years on local and national networks

PUBLIC SPEAKER at national events, trade conferences and top universities

70+ industry leaders featured on The Produce Moms’ WEEKLY PODCAST

350+ annual innovative and original BLOG POSTS featuring custom photography, video and graphics

50+ LIVE STREAMS lifestyle and cooking segments streamed LIVE on Facebook and YouTube

Overall website traffic is up 15% from last year and website traffic from social media channels is up 71% from last year

OVER 700,000 TARGETED EMAILS sent last year on a weekly basis with less than 0.2% unsubscribe rate

Subscriber growth within our community GREW BY 27% in the past 12 months
All campaigns are custom built: substitutions of equal or lesser activation value always allowed. Sponsorship terms are 12 months with custom activation time lines. Trade PR campaigns included for noteworthy activations, as agreed upon by partners.

### 2020 PARTNERSHIPS

Custom digital content: infographic, blogs, videos, podcast

Traditional media: lifestyle television and LIVE streaming

Email marketing: Custom newsletters and ongoing promotion

Ongoing cross-posting advocacy

Custom Ebook

Custom Motion GIFs

Podcast Commercial

Inclusion in TPM e-commerce bundle

Custom Digital Assets/Events

Advertising Budget or Additional Video Content

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Beginning at $15,000, Beginning at $25,000, Beginning at $50,000

**Lori Taylor**
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**Alexandra Segal**
Creative Director

92% client retention rate since 2015