**AN EXECUTIVE BRAND SUMMARY**

The Produce Moms® is a media and education brand with a mission to inspire everyone, especially children, to eat more fruits and vegetables. The Produce Moms (TPM) exists because in order to increase consumption, consumers must:

- Be educated about how to select, store, and serve fresh produce,
- Gain an increased awareness of brands and varieties in the produce department,
- Learn the facts about farming,
- Gain knowledge and understanding of the fruit and vegetable supply chain.

Through a multi media platform approach, TPM educates consumers about fresh produce, introduces them to produce brands, engages the produce industry with consumers in inspiring conversations, and promotes public policy to protect and increase the availability of fresh produce at American schools. All of these efforts have built The Produce Moms into a community of fresh produce advocates.

What began as an idea and blog by Founder and CEO Lori Taylor in 2012 has evolved into a global monthly audience of more than 1.6 million users, nearly 100 brand partnerships with grocers and suppliers, a North American relationship with Nickelodeon and Viacom.

The agriculture supply chain continues to face new and old challenges: natural resources, government regulations, consumer communications, retail disruption, and more. The Produce Moms is a brand that is rooted in the supply chain and operates with our industry’s stakeholders at the forefront of what we do. Our audience was curated through authentic community building along with on-trend digital strategies and media outputs. TPM will empower your brand to efficiently and effectively tell your story to the end consumer, as well as strategic stakeholders in the produce and media industries.

**MEDIA APPEARANCES**

Lori Taylor has made more than 220 Live TV appearances to extend the company’s mission. TPM has also been featured on Oprah.com, MarthaStewart.com, RealSimple Magazine, Thrillist, and The Huffington Post. Last year she made her National television debut on the Hallmark Channel’s Home and Family.

**PARTNERSHIPS**

TPM works alongside fresh produce brands to develop a custom marketing campaign including custom digital content (infographic, blog, video, podcast), traditional media, email marketing, and cross-posting advocacy. 92% client retention since being owned and operated by Lori Taylor.

**EDUCATION**

TPM recognizes that educators are short on time. That’s why the company created turnkey solution for educators to be a part of national programming such as the Farm Bureau’s Ag in the Classroom or the USDA’s Team Nutrition.

**PODCAST**

Lori Taylor interviews industry leaders on TPM’s weekly podcast, highlighting relevant topics such as food safety and storage, farming, and food education. Podcast currently has over 80 episodes.

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