



THE PRODUCE  
**MOMS**®

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**2024 MEDIA KIT**





# PRODUCE CONTENT POWERHOUSE

The Produce Moms® mission is to get more fruits and vegetables on every table. We are proud to be the first and only influencer brand in the world that is B Corp certified.



**THE PRODUCE CHALLENGE®**



**EBOOKS**



**PRODUCE DIRECTORY**



**RECIPES**



**THE PRODUCE MOMS PODCAST**



**EDUCATIONAL RESOURCES**



CHECK OUT THIS RECIPE





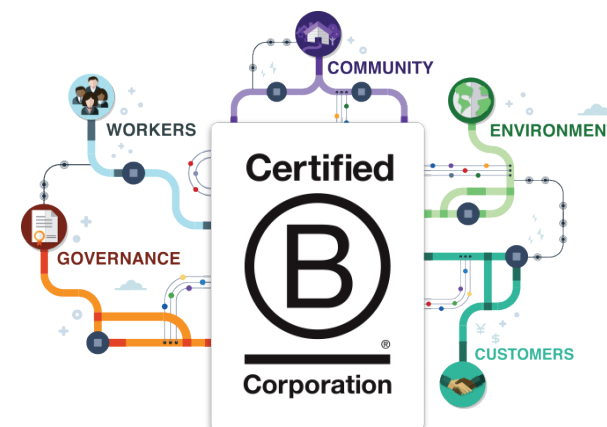
# ABOUT THE PRODUCE MOMS

Through our platforms and produce supplier partnerships, we educate consumers on the benefits of eating fresh produce, the growing process, and how to select, store and serve it.

## We Educate All Produce Moms on How to:

- Select, store, and serve fresh fruits and vegetables
- Gain an increased awareness of brands and varieties in the produce department
- Learn the facts about farming
- Gain understanding of the fresh produce supply chain

We also talk with school officials and lawmakers to support public policy to increase the availability of fresh produce in USDA school meals and other child nutrition programs.



*Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.*





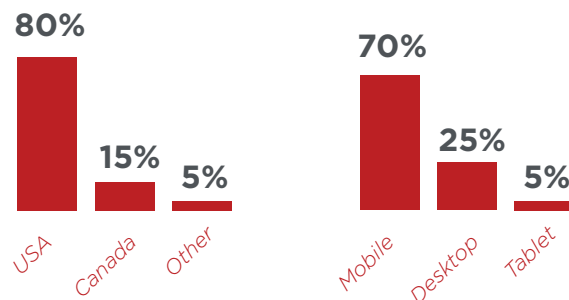


# OUR SUCCESS

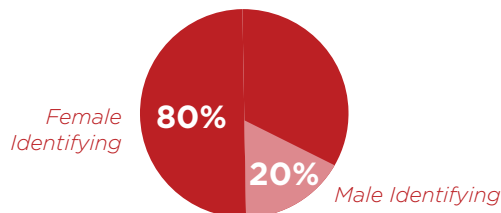
When people have a better understanding of the practices on the farm, they have a better understanding of how to select the produce at the grocery store, how to store it when they get home, and how to serve it to their family.

## WEBSITE METRICS

- Page-views **+40% YoY** in Q3
- Sessions **+11% YoY** in Q3
- Top states of users:  
**CA, TX, NY, FL and WA**



## AUDIENCE DATA



- Interests include health, fitness, bargain hunters, book lovers, aspiring chefs, TV lovers and cooking enthusiasts
- **25% of users fall between 25-34**

**125K +**  
Social Media Followers

**60K +**  
Monthly Website Sessions

**75K+**  
Monthly Page Views



martha  
stewart



THE OPRAH  
MAGAZINE

THE HUFFPOST

Prevention



REALSIMPLE

Forbes

thrillist



Pears



CHECK OUT THIS EBOOK







# OUR NETWORK OF COMMUNICATION

While TheProduceMoms.com is our homebase, we connect with people in many ways.

- BLOGS
  - EBOOKS
  - EDUCATIONAL RESOURCES
  - EMAIL
  - EVENTS
  - KEYNOTE SPEAKING
  - ON PACKAGE BRANDING
  - PODCASTS
  - SOCIAL MEDIA
  - TELEVISION
  - VIDEO
  - VIRTUAL FIELD TRIPS
  - WEB
- AND MORE!







# A VAST ARRAY OF LIFESTYLE CONTENT



HOW-TO PREP



RECIPE DEVELOPMENT



FOOD ART



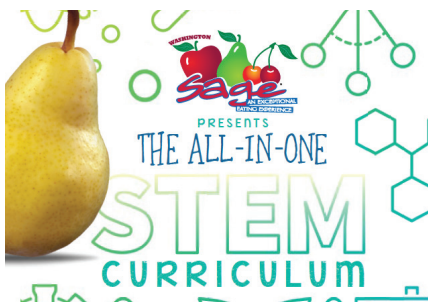
SUSTAINABLE CRAFTING



PRODUCT REVIEW



RAW BEAUTY



EDUCATION + EBOOKS



PETS



MEET THE FARMER





# LET US HANDLE THE PHOTOGRAPHY



EXCLUSIVE  
PARTNER  
OFFERING





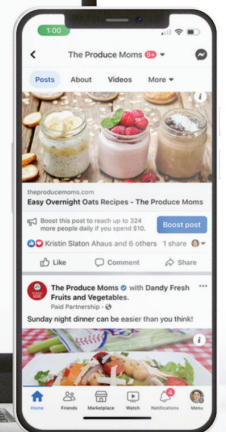
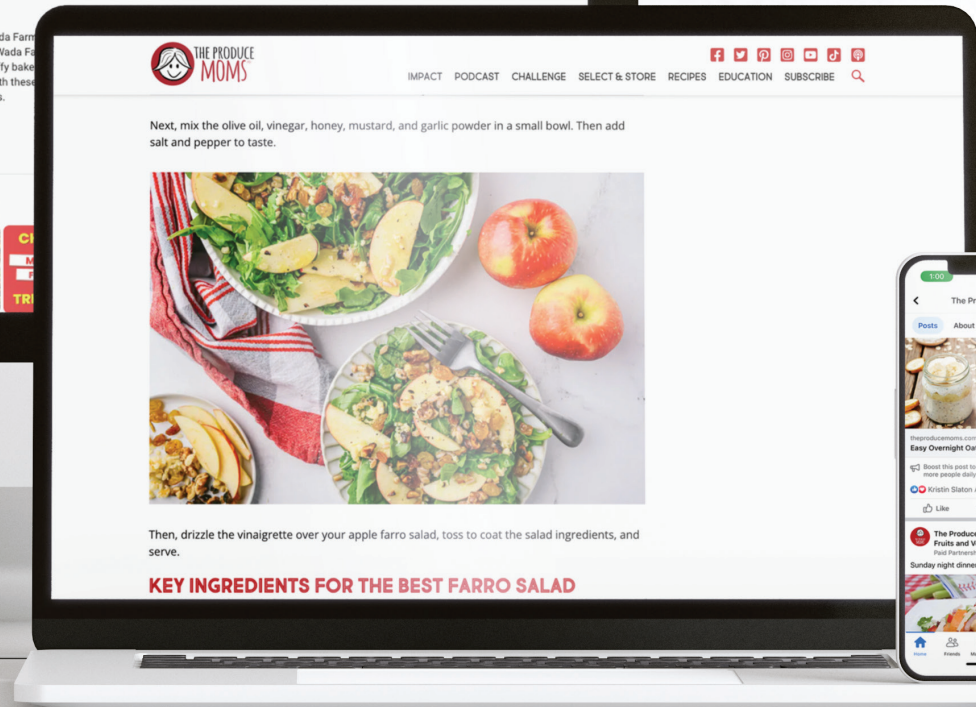
# BUILDING A ROBUST ONLINE COMMUNITY



FOLLOW US ON SOCIAL



WATCH US ON YOUTUBE







# EDITORIAL CALENDAR

DOES YOUR PUPPY  
NEED A TREAT?



## JANUARY

- Resolutions
- Back-to-School
- Healthy Eating
- Kids in the Kitchen

## FEBRUARY

- The "Big Game"
- Valentine's Day
- Red & Pink
- Food is Culture

## MARCH

- St. Patrick's Day
- B Corp Celebration
- Spring Cleaning and Org.
- National Ag Week

## APRIL

- Easter & Passover
- Sustainability
- National Pet Day
- Flavors of Spring

## MAY

- Cinco de Mayo
- Mother's Day
- Memorial Day
- Bridal & Baby Showers

## JUNE

- Graduation
- Father's Day
- Grilling Season
- Summer Vibes

## JULY

- 4th of July
- Pools and Picnics
- Cocktails & Mocktails
- Composting

## AUGUST

- Fall Back-to-School
- Tailgating
- Team Snacks
- Raw Beauty

## SEPTEMBER

- One-Pot Wonders
- Sheet Pan Meals
- Flavors of Fall
- Breakfast Month

## OCTOBER

- School Lunch Week
- Treats, No Tricks!
- Sustainability
- National Farmer's Day

## NOVEMBER

- Thanksgiving
- Winter Festivities
- Soups & Comfort Foods
- Holiday Gift Guide

## DECEMBER

- Winter Holidays
- Tablescape & Decor
- Produce Affordability
- Appetizers & Desserts



# IN THE PRESS

*"We never waver in what our message is. We only work with brands and we only convey a message that is sustainable, that is ethical, and that is healthy above all costs."*



*"Through its platform, community and produce supplier partnerships, The Produce Moms educate consumers on the growing process of fresh produce, the benefits of eating it, and how to select, store and serve it."*

## Forbes

*"When produce-industry players like the Watermelon Board or Dole want to move product, they call The Produce Mom Lori Taylor."*



CHECK OUT THIS RECIPE





# AWARD-WINNING PODCAST



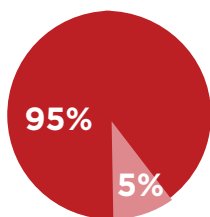
The Produce Moms Podcast began in 2018. We've received various recognitions for this show, including the prestigious Davey Award, presented to The Produce Moms Podcast in 2021. In 2022 we transitioned our podcast to both audio & visual, enriching the connection between our audience and our guests.

- **Seasonal Advertising Opportunities**
- **30-Second Standard Opportunities**
- **45-Second Guest Commercials**
- as well as
- **Full Feature Guest Episodes**

## PODCAST METRICS

- 4.9 Rating on Apple Podcasts
- 100,000+ Unique Listeners
- 65,000+ IAB Listeners

USA, Canada,  
Mexico  
(92% USA  
Audience)



Global Audience  
Spanning 52  
Countries



SUBSCRIBE TO THE PODCAST



# 2024 CAMPAIGN SUMMARIES

All campaigns are custom built. We are always willing to create custom campaigns to fit your budget, goals and needs.

**Lori Taylor**

lori@theproducemoms.com

**Stacy Walker**

stacy@silverliningsales.com

**Helina Fox**

helina@theproducemoms.com

## HEALTHY PROMOTION

Beginning at \$18,150

## SIGNATURE LEVEL

Beginning at \$30,250

## PLATINUM

Beginning at \$60,500

## ELITE NEW FOR 2024

Beginning at \$125,000

- Higher volume of services
- TPM advocacy for a broad portfolio of products
- Strategy, Innovation, and Consulting support
- In-person business event, meeting, and government affairs support

|                                                                                                                     | Healthy Promotion                                | Signature Level                                                                    | Platinum                                                                                                                 | Elite                                                                                                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                     | <i>Typically fulfilled in less than 6 months</i> | <i>Typically fulfilled in less than 9 months</i>                                   | <i>Typically fulfilled in less than 12 months</i>                                                                        | <i>Typically fulfilled in 12 months</i>                                                                                                                                                                                            |
| ** ALL DELIVERABLES WILL INCLUDE CROSS-PROMOTION ON SOCIAL MEDIA PLATFORMS                                          |                                                  |                                                                                    |                                                                                                                          |                                                                                                                                                                                                                                    |
| Partner Logos Placed on theproducemoms.com for Partnership Duration (Referral Visits and Cross-Platform Promotions) | <input checked="" type="checkbox"/><br>One (1)   | <input checked="" type="checkbox"/><br>One (1)                                     | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| Opportunity to Participate in TPM Giveaways, Consumer Polling or Surveys                                            | <input checked="" type="checkbox"/><br>One (1)   | <input checked="" type="checkbox"/><br>One (1)                                     | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| TPM Newsletter - Brand Content or Recipe Inclusion                                                                  | <input checked="" type="checkbox"/><br>One (1)   | <input checked="" type="checkbox"/><br>One (1)                                     | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| Pinterest + Google Web Stories Content Publication                                                                  | <input checked="" type="checkbox"/><br>One (1)   | <input checked="" type="checkbox"/><br>One (1)                                     | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| Commodity Feature in The Produce Challenge*                                                                         | <input checked="" type="checkbox"/><br>One (1)   | <input checked="" type="checkbox"/><br>One (1)                                     | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| Self-produced 16:9 Lifestyle/Recipe Video                                                                           | <input checked="" type="checkbox"/><br>One (1)   | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2) | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                       | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Four (4)                                                                        |
| Social Media Quality Videos + Corresponding Blog                                                                    | <input checked="" type="checkbox"/><br>One (1)   | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2) | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Three (3) | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Six (6) |
| Custom Infographic                                                                                                  | <input checked="" type="checkbox"/><br>One (1)   | <input checked="" type="checkbox"/><br>One (1)                                     | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| Life Style Live or Similar Lifestyle Program (On-air Product and/or Recipe Feature)                                 | <input checked="" type="checkbox"/><br>One (1)   | <input checked="" type="checkbox"/><br>One (1)                                     | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| Opportunity to Sample Products and Promote Your Brand at TPM Community Events and Engagements                       | <input checked="" type="checkbox"/><br>One (1)   | <input checked="" type="checkbox"/><br>One (1)                                     | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| Custom GIFS                                                                                                         |                                                  | <input checked="" type="checkbox"/><br>One (1)                                     | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| Custom Blogs with Custom Photography                                                                                |                                                  | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2) | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Three (3) | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Six (6) |
| Custom Email Campaign                                                                                               |                                                  | <input checked="" type="checkbox"/><br>One (1)                                     | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| Podcast Commercial Opportunity                                                                                      |                                                  | <input checked="" type="checkbox"/><br>One (1)                                     | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| Podcast Guest Opportunity                                                                                           |                                                  |                                                                                    | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| Custom eBook or Additional Social Media Quality Videos + Corresponding Blog                                         |                                                  |                                                                                    | <input checked="" type="checkbox"/><br>One (1)                                                                           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/><br>Two (2)                                                                                                                                                 |
| The Produce Moms Approved™ Seal                                                                                     |                                                  |                                                                                    | <input checked="" type="checkbox"/><br>Product must meet criteria                                                        | <input checked="" type="checkbox"/><br>Product must meet criteria                                                                                                                                                                  |





# CO-BRANDING AND THE PRODUCE MOMS APPROVED™ SEAL



*“Crunch Pak identifies The Produce Moms as a brand that connects us with women and moms interested in consuming more fruits and vegetables.”*

**TONY FREYTAG,  
EVP & CO-FOUNDER  
CRUNCH PAK**

Your Co-Branded Partnership Includes:

- Flexible fee structure
- Packaging and plate design support
- Educational experiences through packaging



To learn more about The Produce Moms Approved™ criteria, please scan the QR Code.







# MEET THE TEAM



## **Lori Taylor**

Founder and CEO  
317-373-1881  
Lori@TheProduceMoms.com



## **Kristin Ahaus**

Communications and Client Relations



## **Stacy Walker**

Brand Partnership and Campaign Sales  
973-818-0165  
Stacy@silverliningsales.com



## **Lindsay Valdez**

Audience Development



## **Helina Fox**

Business Development  
Helina@TheProduceMoms.com

