



THE PRODUCE
MOMS®

2025 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®**



**PRODUCE
DIRECTORY**



**EDUCATIONAL
RESOURCES**



EBOOKS



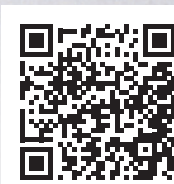
BLOG



PODCAST



CHECK OUT THIS RECIPE





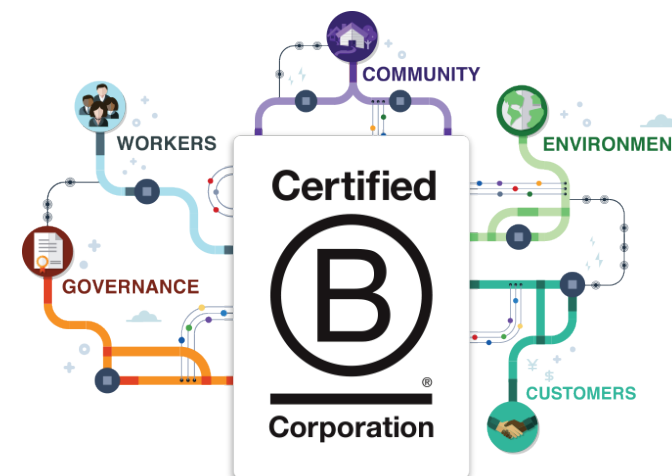
ABOUT THE PRODUCE MOMS

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.



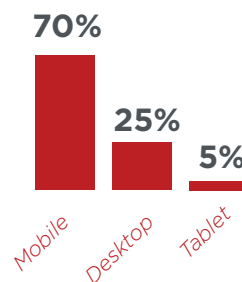
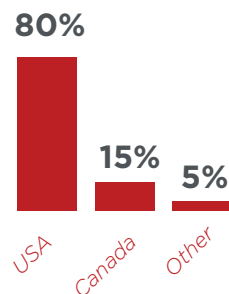


OUR SUCCESS

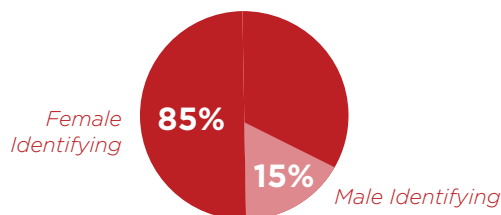
When people have a better understanding of the practices on the farm, they have a better understanding of how to select the produce at the grocery store, how to store it when they get home, and how to serve it to their family.

WEBSITE METRICS

- Page-views **+15% YoY** in Q3
- Sessions **+10% 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**

150K+
Social Media Followers

+22%
User Engagement

+25%
Time Spent on Site



martha
stewart



THE OPRAH
MAGAZINE

THE HUFFPOST

Prevention



REALSIMPLE

Forbes

thrillist



CHECK OUT THIS EBOOK





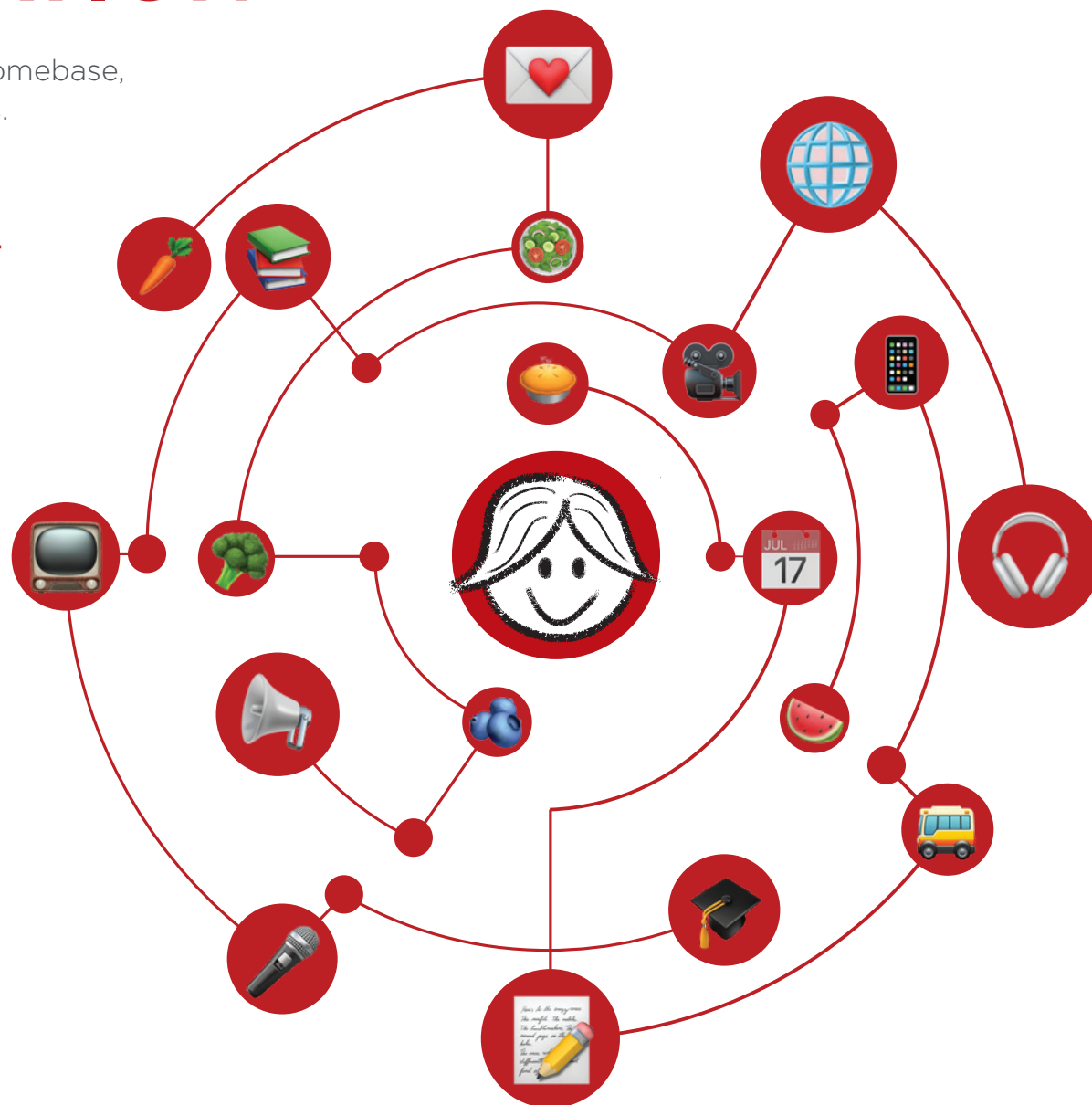
SUBSCRIBE TO OUR
NEWSLETTER



OUR NETWORK OF COMMUNICATION

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

- BLOGS
- LICENSED & BRANDED PRODUCT
- SOCIAL MEDIA
- PODCASTS
- TELEVISION
- EVENTS & KEYNOTE SPEAKING
- EMAIL
- VIDEO
- EBOOKS
- EDUCATIONAL RESOURCES
- VIRTUAL FIELD TRIPS
- GROCERY SHOPPI
- AMAZON ALEXA
- WALMART ECOMMERCE
- AND MORE!





INDUSTRY-LEADING LIFESTYLE EDITORIAL



RECIPE DEVELOPMENT



KID-FRIENDLY



NUTRITION INFORMATION



PET-FRIENDLY



DIY BEAUTY



PRODUCT REVIEW



BUDGET-FRIENDLY



HOLIDAY



UPCYCLED CRAFTING



HOME DECOR



HOW TO SELECT & STORE



CLASSROOM &
EDUCATION RESOURCES



LET US HANDLE THE PHOTOGRAPHY

- SEASONAL & THEMED IMAGES
- SOCIAL MEDIA LIBRARY: ONE YEAR OF CONTENT
- ECOMMERCE & ONLINE ORDERING IMAGES
- HIGH RESOLUTION PRINT-READY IMAGES
- LIFESTYLE PRODUCT IMAGES
- COMMODITY STOCK IMAGES
- UPDATED PACKAGING IMAGES





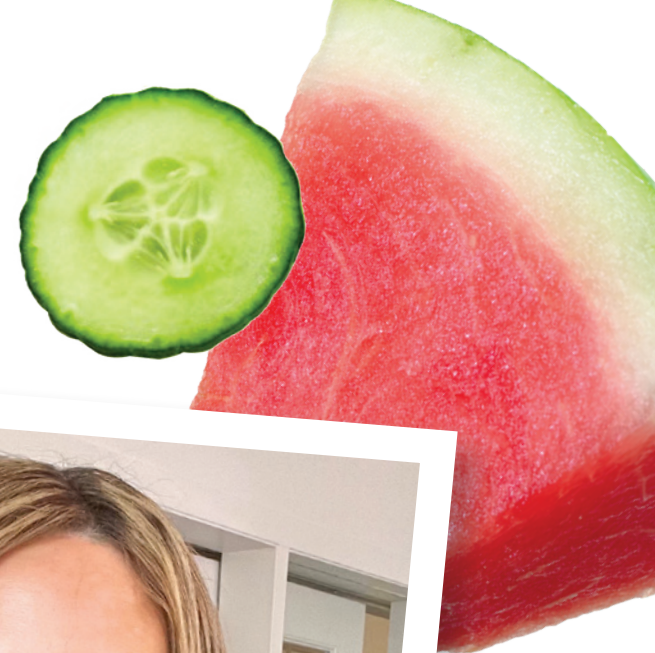
EXCITING NEW OFFERING NUTRITION SERVICES

- NUTRITION RESEARCH
- WEBSITE AUDIT OF NUTRITION CLAIMS AND HEALTH-FOCUSED MESSAGING
- SCIENCE AND REGULATORY COMPLIANCE GUIDANCE
- AMA FORMAT CITATIONS AND CLAIMS BACK-UP
- NUTRITION-FOCUSED CONTENT OPPORTUNITIES
- NUTRITION SEO OPTIMIZATION
- NUTRITION INFLUENCER SERVICES AND MORE!



JACLYN LONDON, MS, RD, CDN

Chief Nutrition Officer at
The Produce Moms





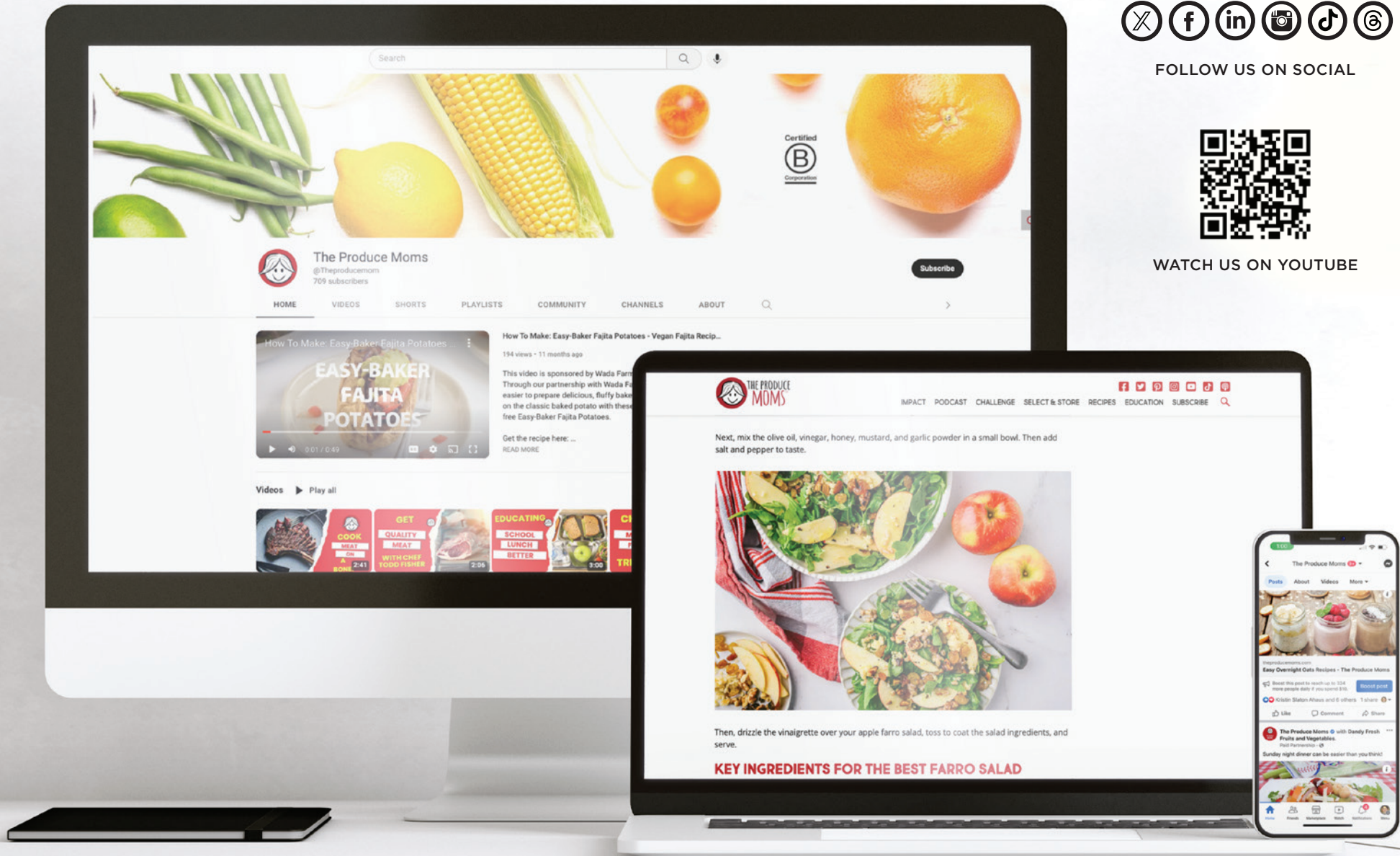
BUILDING A ROBUST ONLINE COMMUNITY



FOLLOW US ON SOCIAL



WATCH US ON YOUTUBE





EDITORIAL CALENDAR

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

DOES YOUR PUPPY
NEED A TREAT?





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

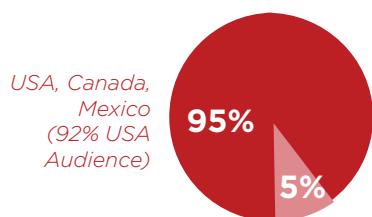


The Produce Moms Podcast began in 2018. We've received various recognitions for this show, including the prestigious Davey Award, presented to The Produce Moms Podcast in 2021. In 2022 we transitioned our podcast to both audio & visual, enriching the connection between our audience and our guests.

- **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



*Global Audience
Spanning 52
Countries*



SUBSCRIBE TO
THE PODCAST



NOW AVAILABLE! ONSITE ADVERTISING

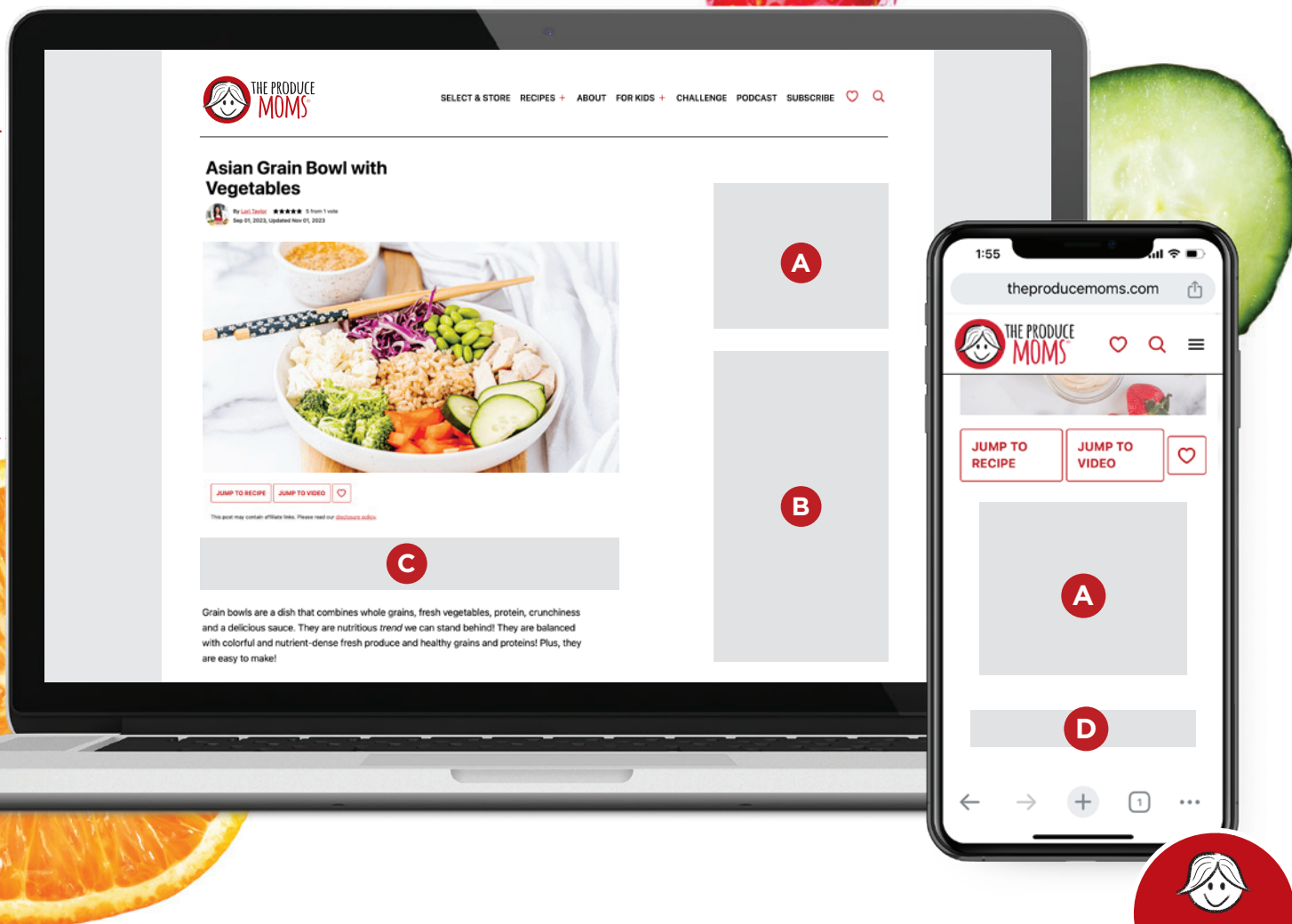
Advertising opportunities start at \$1,000.
Contact [Lori Taylor](#) and [Lindsay Valdez](#) to create your advertising package today!

CHECK OUT OUR WEBSITE!



AVAILABLE SIZES:

- A** 300 x 250 px
- B** 300 x 600 px
- C** 728 x 90 px
- D** 320 x 50 px





2025 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

Helina Fox

helina@theproducemoms.com

HEALTHY PROMOTION

Beginning at \$18,150

SIGNATURE LEVEL

Beginning at \$30,250

PLATINUM

Beginning at \$60,500

ELITE

Beginning at \$150,000

- 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"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
Opportunity to Participate in TPM Giveaways, Consumer Polling or Surveys	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
TPM Newsletter - Brand Content or Recipe Inclusion	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
Pinterest + Google Web Stories Content Publication	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
Commodity Feature in The Produce Challenge*	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
Self-produced 16:9 Lifestyle/Recipe Video	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Four (4)
Social Media Quality Videos + Corresponding Blog	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 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"/> Six (6)
Custom Infographic	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
Life Style Live or Similar Lifestyle Program (On-air Product and/or Recipe Feature)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
Opportunity to Sample Products and Promote Your Brand at TPM Community Events and Engagements	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
Custom GIFS		<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
Custom Blogs with Custom Photography		<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> 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"/> Six (6)
Custom Email Campaign		<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
Podcast Commercial Opportunity		<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
Podcast Guest Opportunity			<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
Custom eBook or Additional Social Media Quality Videos + Corresponding Blog			<input checked="" type="checkbox"/> One (1)	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Two (2)
The Produce Moms Approved™ Seal			<input checked="" type="checkbox"/> Product must meet criteria	<input checked="" type="checkbox"/> 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



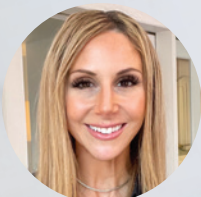
Lori Taylor

Founder and CEO
317-373-1881
lori@theproducemoms.com



Helina Fox

Business Development
helina@theproducemoms.com



Jaclyn London

Chief Nutrition Officer



Kristin Ahaus

Communications and Client Relations



Lindsay Valdez

Audience Development

