

# Seismic Change Starts Here

2025 Impact  
Report





# A LETTER FROM LAUREN M. SCOTT, PRESIDENT OF THE FOUNDATION FOR FRESH PRODUCE



Human health is failing, and too often the organizations who can help are working in isolation. But thanks to our unwavering partners, that is changing. Our partners care about health outcomes. They invest in them. They believe health equity is a human right and a public good. And their vision and resources are making bold action possible.

With these partners, The Foundation for Fresh Produce is making connections no one else can because we have a perspective no one else has. As the only health-allied foundation that is an extension of the world's largest trade association for the entire produce supply chain, we see the big picture, and we see all its moving parts.

But making connections requires individuals and organizations who understand that baby steps are fine, unless they are the only steps you take, who believe lessons learned are lessons to be shared, and who recognize, to paraphrase a popular saying, "If you want to go fast, go alone; but if you want to go far, go together."

## **We need to go far.**

Poor diet is the leading cause of mortality and morbidity worldwide. Thankfully, there have never been more passionate advocates for fixing these problems than there are today. But, historically, collaboration among them, and between them and the produce industry itself, has been inconsistent and unorganized.

That's why we exist. To help us all go farther than we've ever gone before in changing the trajectory of human health.

In the following pages, you'll learn about the ground our partners have already helped cover in 2025. And if we haven't yet met, and your work includes fruits and vegetables as a solution to our health crises, let these pages be an invitation to join them.

Decades of research — and centuries of lived experience — have shown us that when people eat more fruits and vegetables, everything improves. Our health. Our communities. Even the health of our planet. As the FAO and WHO have said, the future of global health depends on food systems that promote well-being, protect biodiversity, and honor cultural traditions. The Foundation for Fresh Produce is setting out on a practical, measurable journey toward that future.

Where we're going touches on policy, on equity, and on access. That's because where we're going isn't just about personal transformation. It's about systemic transformation. And that takes all of us — donors, policy advocates, nonprofit partners, and everyday changemakers.

It is time for a new era that reaches beyond incremental gains — one that joins the helping hands and locked arms of extraordinary people and organizations of goodwill so that we can take bold strides together toward seismic change.



Lauren M. Scott  
President  
The Foundation for Fresh Produce



# A Commitment to Global Health



The Foundation's supporters and partners envision a world where people live longer, healthier lives as a result of lifelong consumption of fruits and vegetables. Fruit and vegetable consumption is an essential solution for global health and requires multi-level, multi-sector pathways for change. [LEARN MORE](#)

## The Foundation's supporters and partners believe:

A diet rich in fruits and vegetables is **critical for global health**.

Modern food systems have displaced them with calorie-dense, less nutrient-rich options, **requiring intentional education**.

**Everyone should have access to fruits and vegetables.**



## Six Levers for Change

While there are many complex factors affecting produce consumption worldwide, The Foundation has identified six key levers on which to focus efforts:



**Culture shift**



**Availability & Access**



**Affordability**



**Healthcare Integration**



**Policy Infrastructure**



**Business Ecosystem Innovation**

**The challenges around the world are different, but the solution is the same: fruits and vegetables.**

**In the Global North, priorities include:**

- Increasing fruit and vegetable consumption
- Reducing food waste
- Aligning healthcare with nutrition

**In the Global South, priorities include:**

- Strengthening supply chains
- Addressing micronutrient deficiencies
- Scaling school feeding programs



With contagious belief and commitment, in 2025 The Foundation's supporters and partners strengthened child fruit and vegetable education efforts, raised the public health case for produce, made powerful connections with food and nutrition professionals, and more.

**Because of your partnership, the following impactful successes occurred in 2025.**

# CONDUCTING A GLOBAL LANDSCAPE ANALYSIS

The challenges around the world vary from place to place. That's why in 2025 a thorough global landscape analysis was conducted to identify the most critical areas of focus.

- 👉 **The findings were eye-opening**, notably revealing the rise of diet-related non-communicable disease in emerging middle-class nations.
- 👉 **Only 1–2% of health investments globally are directed toward NCD prevention.** That gap is staggering. Imagine the impact if we redirected even a fraction of global health funding to proven solutions like produce subsidies, school meal programs, and Food-is-Medicine prescriptions.

## IMPACT:

Supporters and partners are laser-focused on prioritizing early intervention and child nutrition worldwide, food-is-medicine for chronic disease management, and public-private partnerships to enhance nutrition equity in underserved communities.

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*To change the trajectory of global health, we must focus on removing barriers that prevent people from eating produce throughout the entire lifespan. That work begins with early intervention and child nutrition. When children eat better, families thrive and communities grow stronger.*



**Jin Ju Wilder**

The Foundation for Fresh Produce Chair;  
VP of Marketing & Business Development,  
Vesta Foodservice



# LAUNCHING THE CHILD NUTRITION EDUCATION NETWORK

This bold new initiative connects and supports organizations delivering fruit and vegetable education worldwide.

- **A global hub** for leaders in child nutrition education to connect, share, and scale impact.
- **An answer** to cuts to U.S. nutrition education funding and fragmented global efforts that leave children underserved.
- **An Opportunity** for early, evidence-based intervention to set lifelong habits and reduce diet-related disease.

**The Child Nutrition Education Network is a flagship initiative** — a long-term investment to strengthen child nutrition education efforts globally.

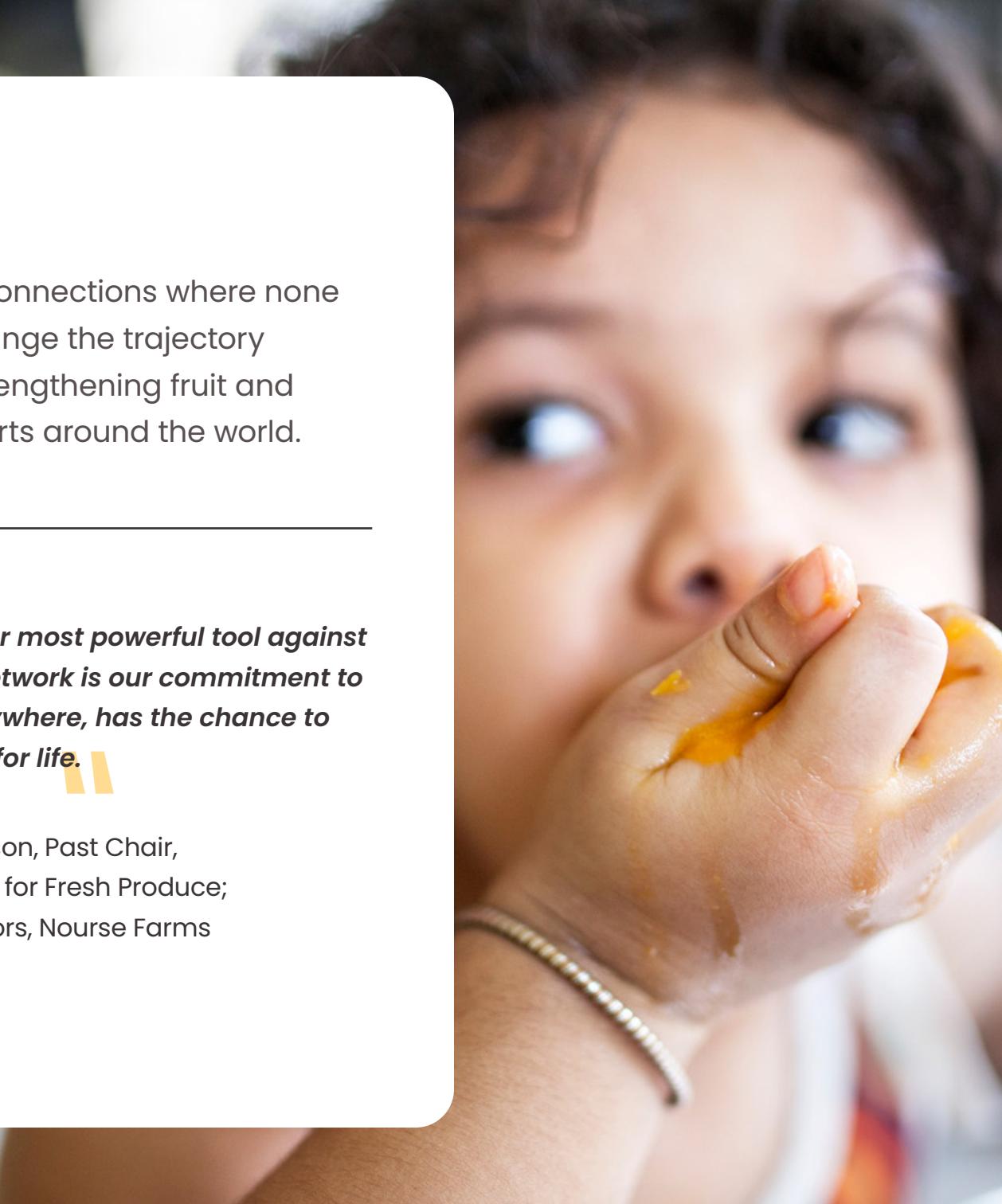
## IMPACT:

The Network is creating connections where none existed. It is poised to change the trajectory of children's health by strengthening fruit and vegetable education efforts around the world.

***“Fruits and vegetables are our most powerful tool against diet-related disease. This Network is our commitment to make sure every child, everywhere, has the chance to learn that early – and live it for life.”***



- Dwight Ferguson, Past Chair,  
The Foundation for Fresh Produce;  
Board of Directors, Nourse Farms



# CREATING THE ULTIMATE FRUIT & VEGGIE HUB

In 2025 priority was given to the creation of a new fruit and veggie hub for food and nutrition professionals on The Foundation's website, [fruitsandveggies.org](https://fruitsandveggies.org). This dedicated section expands resources available, prominently addressing their needs to help clients and patients eat more fruits and vegetables.

- **Considering the global scope of the human health crisis,** it's essential that health professionals and influencers are equipped to guide consumers to their healthiest food choices.
- **Several new resources were created** including a Managing Type 2 Diabetes brochure, a Seasonality Toolkit, and four continuing education webinars.
- **Fruitsandveggies.org also serves as a hub for consumer information,** inspiring Gen Z and Millennial Americans to enjoy more fruits and vegetables.

## IMPACT:

Food and nutrition professionals are able to easily find and access the credible resources they need to help the people they care for eat more fruits and vegetables. The success is clear in the numbers: Since the creation of the hub fruitsandveggies.org has seen a **114%** surge in health professional file downloads.

*I love the feature of looking up individual fruits and vegetables, seeing the recommended selection, use and storage guidelines, and the associated recipes! Great resource for myself as a clinician for use with patients.*

– Joseph Pavlovsky OMS-II, MS, RDN, Medical Student,  
Philadelphia College of Osteopathic Medicine



# PUBLISHING CRITICAL NEW RESEARCH

Two new white papers provide proof of what's possible. They illuminate the evidence and confirmation of the importance of fruits and vegetables in preventing and managing chronic disease to change the trajectory of human health.

 **Fruits, Vegetables, and Human Health: Key Nutrients and Their Role in Chronic Disease** written by **Dr. Jelena Gligorijević, Chief Medical Officer for The Foundation for Fresh Produce**, examines the critical importance of fruit and vegetable consumption in reducing the incidence and aiding the management of non-communicable disease.

 **Fighting Non-Communicable Disease Through Diet** written by **Stephanie Hodges, RD, Founder of The Nourished Principles** makes one thing clear: At a time when the rise of major, diet-related non-communicable disease in emerging middle-class nations is startling, fruits and vegetables are the frontline defense.

## IMPACT:

A clear view emerged of the impact that could be made on global health if we redirected even a fraction of global health funding to proven fruit and vegetables solutions like produce subsidies, school meal programs, and Food-is-Medicine prescriptions.

*Fruits and vegetables have the power to prevent disease, extend lives, and promote equity. I look forward to working with healthcare providers, researchers, and industry partners to turn the power of nutrition – and particularly produce – into measurable progress in global health.*



– Dr. Jelena Gligorijević, Chief Medical Officer,  
The Foundation for Fresh Produce



# ELEVATING PRODUCE IN THE GLOBAL MEDICAL COMMUNITY

Access and credibility was garnered in the global medical community through the appointment of a Chief Medical Officer, Dr. Jelena Gligorijević, to The Foundation. This new role is a big step forward for the produce industry, raising the industry's profile in international health dialogues.

## **Dr. Jelena Gligorijević expertise includes:**

- 👉 A nutrition specialty with over three decades of experience in clinical practice, academic instruction and public health advocacy.
- 👉 A focus on preventive medicine, nutrition therapy and global health promotion.

## IMPACT:

Dr. Gligorijević's new role strengthens the clinical and public health case for produce, ensuring that fruits and vegetables are recognized by the global medical community as essential to health and disease prevention.

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***Dr. Gligorijević's expertise and global perspective is innovative for the produce industry, opening the door for meaningful alliances with the medical community to deliver on a shared goal of improving health through better nutrition.***



- Lauren M. Scott, President,  
The Foundation for Fresh Produce



# CONNECTING FOOD & NUTRITION LEADERS WITH THE PRODUCE INDUSTRY

Food and nutrition leaders influence peoples' food decisions every day at retail, in foodservice, in medical settings, and online. Connecting these important influencers with the produce industry is critical for creating meaningful behavior change.

- **The Foundation hosted two networking and educational events** where professionals collaborated for increased fruit and vegetable consumption and were introduced to the latest in produce innovations, research, and behavioral insights.
- **Two key events gave School Nutrition leaders line of sight to the produce industry** to guide menu planning, procurement, and new fruit and vegetable offering ideas.

## IMPACT:

Food and nutrition professionals learned about the latest in produce innovations, research, and behavioral insights to improve their communication strategies and better encourage their clients, patients and customers to buy and enjoy more fruits and vegetables.

*These events nurture partners who can help us make the biggest changes in global health. We can't grow fruit and vegetable consumption alone; we need these important professionals, who encourage us to choose fruits and vegetables everywhere we make food decisions, at our side.*



- Katie Calligaro,  
Director of Marketing & Communications,  
The Foundation for Fresh Produce



# IMPACT:

K-12 School foodservice leaders left the events inspired for when they return to their kitchens and excited for their important role in educating students about different fruit and vegetables.

***Our students and communities count on us to offer delicious, nutritious fresh fruits and veggies, and this has become an important learning opportunity for us.***



- Bertrand Weber, Director of Culinary and Wellness Services, Minneapolis Public Schools



# EMPOWERING PROFESSIONALS AT EVENTS

Meeting food and nutrition professionals where they are, literally, helps them keep fruits and vegetables top-of-mind and in conversations with their clients, customers, and patients.

- Many food and nutrition professionals became aware of The Foundation's resources to help them help the people they care for enjoy more fruits and vegetables.
- By listening to and learning from food and nutrition professionals, The Foundation is identifying their needs and working to provide practical solutions.

## IMPACT:

These outstanding professionals are now better equipped to do their outstanding work – helping the people they care for enjoy more fruits and vegetables.

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*I think health professionals need access to better, evidence information about why we should be eating fruits and vegetables so that they can empower not just their patients but also themselves.*



– Dr. Simran Malhorta,  
Lifestyle Medicine Physician





**This work is powered by a community of leaders committed to changing the trajectory of human health.**

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Bryce Zane	Inci Dannenberg	Mark Orsi on behalf of Team Wonderful	Rochelle Bohm on behalf of CMI Orchards	Victor Arriagada on behalf of Forever Fresh LLC
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California Walnut Commission	Florida Department of Agriculture & Consumer Services	International Paper	Okanagan Specialty Fruits	Yo Quiero!
Chelan Fresh	F&S Fresh Foods	J & K Fresh, LLC	Onions 52	Zavocado Frutas Finas S.A. de C.V.
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		Just Made Foods	Pure Flavor Farms LP	
			Sakata Seed America, Inc.	
			Stemilt Growers LLC	

### IN-KIND DONATIONS

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Farm Journal Media	Google Ads	Phoenix Media Group	Produce Blue Book
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Together, these investments are shaping what's next, and the opportunity ahead has never been greater.



## Strategic Grant Partners

These partners provide focused funding that accelerates solutions in areas like child nutrition, talent development, packaging innovation, and digital engagement. Their support ensures bold ideas turn into real-world results.

### **Costco Wholesale Child Nutrition Education Network Grant**

Costco's support advances the Child Nutrition Education Network, a hub connecting organizations that deliver fruit and vegetable education to kids. Their investment strengthens partnerships and ensures more children build healthy habits early in life.

### **Driscoll's Digital Nest Grant**

Driscoll's grant supports our "I'd Bite That" digital campaign, developed in partnership with Digital NEST to inspire fruit and vegetable consumption among Gen Z. This investment fuels youth-led content creation that resonates nationwide and elevates the voices of young creators from underserved communities.

### **Frieda Rapoport Caplan Women's Catalyst Scholarship**

The Caplan family sustains the Frieda Rapoport Caplan Women's Catalyst Scholarship, covering travel and lodging for first-time attendees of the Women's Fresh Perspectives Conference. This gift honors Frieda's legacy while ensuring the next generation of women in produce and floral can access a space designed to inspire, connect, and empower.

### **Healthy Family Project School Nutrition Grant**

Support from the Healthy Family Project strengthens our work to connect the produce industry with K-12 school nutrition leaders and other key stakeholders. This grant expands access to fresh fruits and vegetables for children and helps drive healthier habits in schools and communities across the country.

### **Pack Family Career Pathways Program Grant**

The Pack Family Career Pathways program, founded in partnership with the Jay and Ruthie Pack Family Foundation, provides immersive industry experiences for top university students exploring careers in fresh produce. Their ongoing support continues to attract diverse talent and connect the next generation with professional opportunities.

### **Tip Murphy Scholarship for Leadership Excellence**

Recognizing that strong leaders drive the future of the produce and floral industry, the Tip Murphy Scholarship for Leadership Excellence supports young professionals by advancing their careers through leadership skill development. The scholarship, created in 2008 to honor produce industry veteran Tip Murphy, continues to cultivate the next generation of industry leaders.

### **USDA Sustainable Packaging Innovation Lab Grant**

Funding from the USDA's Assisting Specialty Crop Exports initiative is supporting the creation of the Sustainable Packaging Innovation Lab. This initiative tackles packaging-related trade barriers by accelerating the development of sustainable, export-ready solutions for fresh and fresh-cut produce – helping ensure access to fruits and vegetables worldwide.

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**The Foundation is also deeply grateful to their retiring board members for their inspired service:**

**CarrieAnn Arias**  
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**Jason Osborn**  
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# Together, We Can Change the Trajectory of Human Health

[LEARN MORE](#)



## Support the mission



**Eboni Wall**

VP, Foundation & Strategic Partnerships

The Foundation for Fresh Produce

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