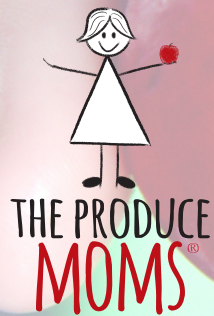


THE PRODUCE MOMS®
2020
MEDIA KIT



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.





LORI TAYLOR
Founder and CEO

AUTHENTICITY LEADS TO RECOGNITION



Leadership
Class 24 United
Fresh Produce
Association



40 Under Forty
Vance Agribusiness



40 Under Forty
Produce Business
Magazine



Most Influential
Produce Industry
Professional
The Packer
25

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 | 6. Virginia |
| 2. Texas | 7. Pennsylvania |
| 3. New York | 8. Ohio |
| 4. Florida | 9. Washington |
| 5. Illinois | 10. Colorado |

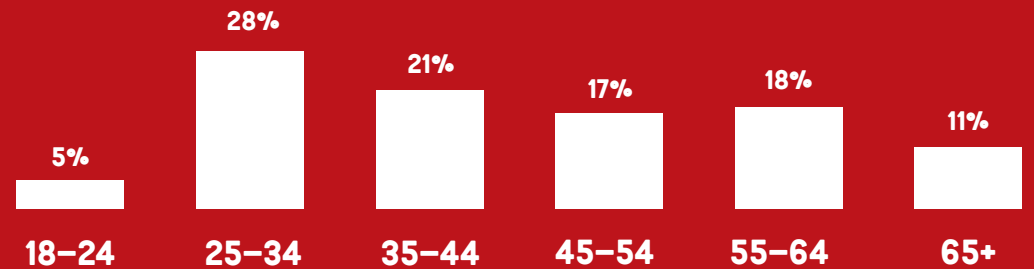
240,000+
ANNUAL UNIQUE
WEBSITE
VISITORS

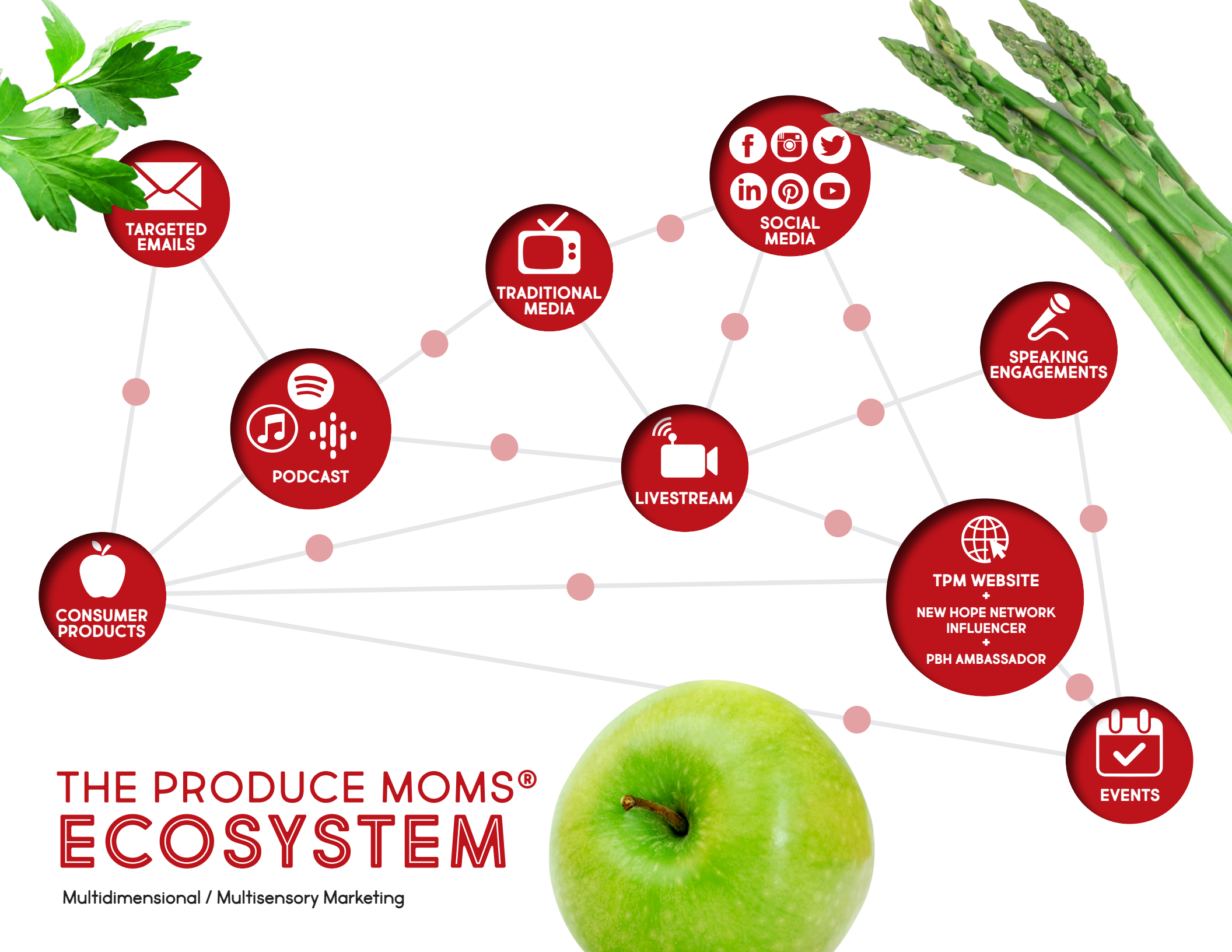


83%
FEMALE



16%
MALE





THE PRODUCE MOMS® ECOSYSTEM

Multidimensional / Multisensory Marketing



THE PRODUCE
MOMS[®]

“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!



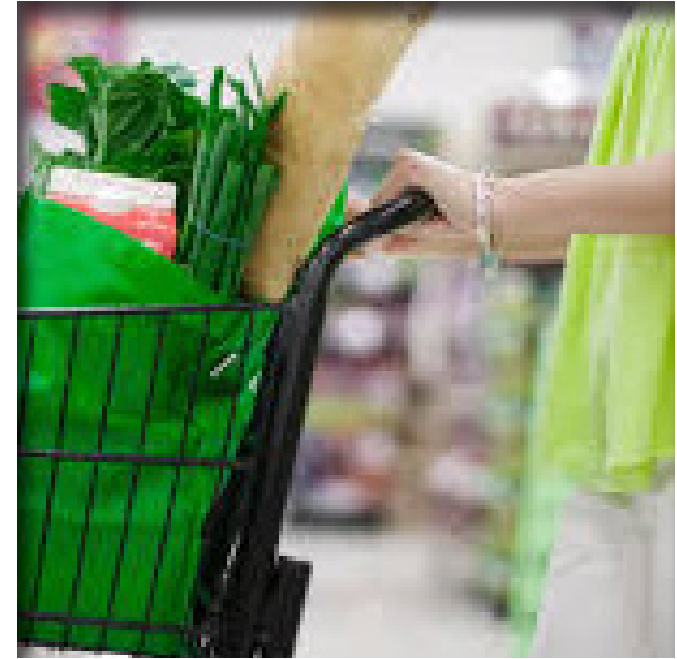
TPM BRAND PARTNERS 2012 – CURRENT

OUR BRAND PARTNERS HAVE SPOKEN



"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



"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

VIACOM

THRILLIST

REALSIMPLE



HUFFPOST

nick



FOX



CBS



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

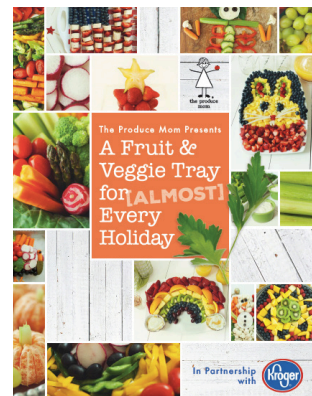
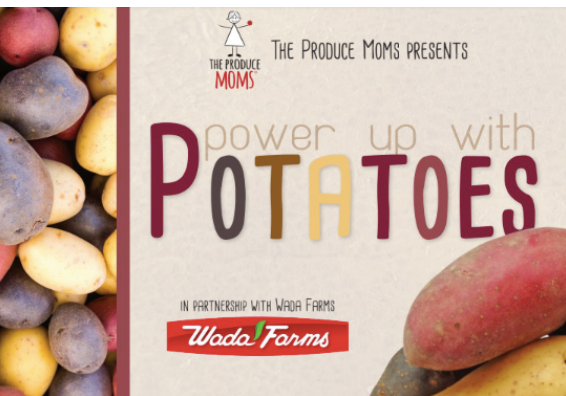
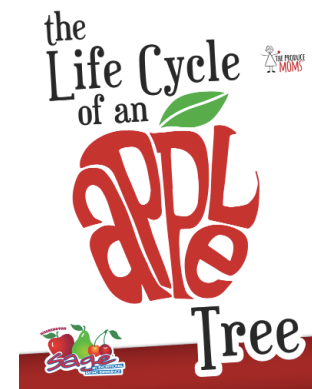
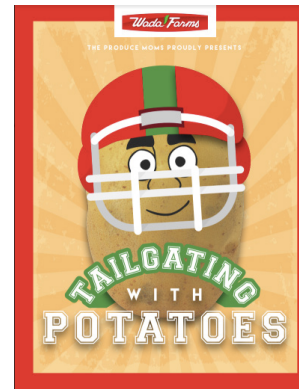
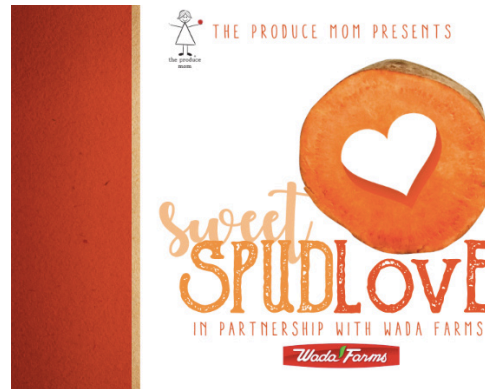


Subscriber growth within our community **GREW BY 27%** in the past 12 months

OUR EXPERTISE SPEAKS

Available in 2020 for
digital download on

amazonkindle



2020 PARTNERSHIPS

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.

	HEALTHY PROMOTION	SIGNATURE CAMPAIGN	PLATINUM CAMPAIGN
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			✓
	Beginning at \$15,000	Beginning at \$25,000	Beginning at \$50,000



**92% CLIENT
RETENTION
RATE SINCE
2015**



LORI TAYLOR

Founder and CEO

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