



look who  
wants to join  
your team!

123

SESAME STREET®

eat  
brighter!™

TM/© Sesame





small investment,  
**MONSTER RETURNS.**

**join eat brighter!™**

...and find out how to boost your marketing power!

Produce Marketing Association (PMA), Partnership for a Healthier America and Sesame Workshop have joined forces to create the eat brighter!™ movement, an opportunity to include *Sesame Street* characters in your marketing plan and help to increase sales!

Kids love seeing *Sesame Street* characters, and you'll love featuring their images on the fresh, delicious produce you deliver to stores. The eat brighter! movement allows select suppliers, distributors and retailers to use the *Sesame Street* brand and characters to engage children as they promote and sell their produce—all **royalty-free!**



# furry, fun and affordable!

For a one-time, nominal fee, you can strengthen your marketing plan with the influence of an internationally recognized and trusted brand!

## *How does it work?*

Your application fee includes access to high resolution images of nine primary *Sesame Street* characters.

## *How quickly can I begin?*

With the marketing toolkit, you'll have plenty of ready-to-use assets for packaging graphics, point-of-sale, and more! You can start using the eat brighter! brand to your advantage right away!

PMA, Partnership for a Healthier America and Sesame Workshop have worked together to make this program affordable for companies regardless of size. The investment to use well-known licensed character images in your marketing efforts can typically cost millions of dollars. As a PMA member, you have a chance to use all of the program assets for **less than \$1,000!**



Category	PMA Member Fee*	PMA Non-Member Fee*
Large Retailers (More than 10 stores)	\$950	\$3,500
Medium Retailers (6-10 stores)	\$200	\$500
Small Retailers (1-5 stores)	\$150	\$500
Large Suppliers** (Annual Sales \$500,000+)	\$950	\$3,500
Small Suppliers** (Annual Sales <\$500,000)	\$200	\$500
Promotional Organization	\$500	\$1,850

\*Administrative fee is payable to PMA in our usual format: U.S. funds drawn on U.S. banks only, company check, MasterCard®, VISA®, American Express® and wire transfer.

\*\*Suppliers are fresh produce growers-shippers, processors, repackers, and distributors.

# see eat brighter! in action!

The produce industry is already raving about the eat brighter movement! Here are just a few successes of suppliers and retailers that have joined us so far.

Mars Super Markets & East Coast Fresh



Giumarra Companies



Fowler Farms



The Oppenheimer Group



Sbrocco International



Nature Fresh Farms



Naturipe Farms



Mucci Farms

## PMA helps your business grow.

The eat brighter! movement is just one of the many solutions PMA makes available to suppliers, distributors and retailers to help drive demand, increase consumption and show monster returns. Learn more about the continuous value PMA can bring to your business—starting with the eat brighter! movement.



# stand out on the shelf!

With the support of beloved *Sesame Street* characters such as Big Bird, Elmo and Cookie Monster, your eat brighter! branded items are sure to grab the attention of kids—and their parents, too.

“Our eat brighter! packaging has been flying off the shelves! Customers love them!”

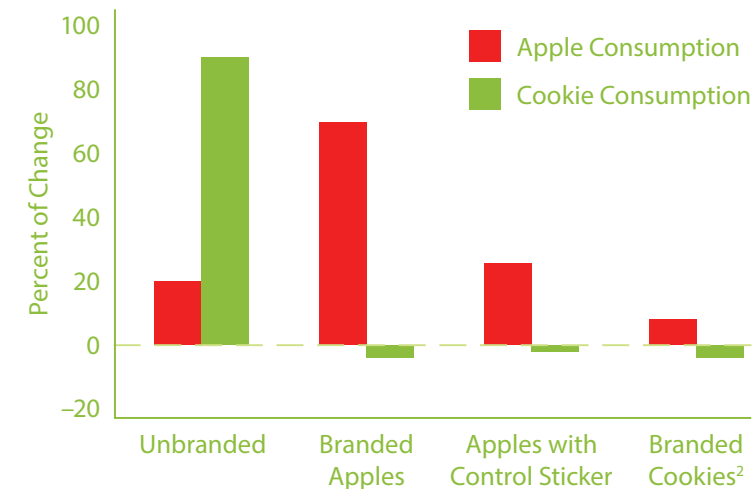
Larry McIntosh,  
Peak of the Market

Sesame Workshop is a prominent member of the Top 40 Global Licensors, making it an extraordinarily recognizable, international brand.<sup>1</sup>

Participants of eat brighter! are reporting increased sales volume and positive customer feedback as well as the fastest packaging launches they have ever done!



Your *Sesame Street* friends have an impressive ability to promote and influence healthier food choices. In a study published in the *Archives of Pediatrics and Adolescent Medicine*, **children were nearly twice as likely to choose an apple over a cookie when the apple featured an Elmo sticker!**



<sup>1</sup>Top 150 Global Licensors," *Global License!*, 1 May 2015.

<sup>2</sup>Percentage of change in selection from baseline

# the heart behind the plan.

Not only is eat brighter! a smart marketing plan, it has big dreams!

In 2013, Elmo and Rosita joined First Lady of the United States Michelle Obama to announce that Sesame Workshop and PMA had joined Partnership for a Healthier America in the formation of the eat brighter! movement. It is our vision that eat brighter! will help inspire children and their families to eat more fresh fruits and vegetables!



**Nearly one in three children in America is overweight or obese.** At the same time, fresh produce consumption remains far below recommendations. As industry members, we have the power to change the future for an entire generation—and we need to make that change right now.

# ready to join the movement?

We're excited to eat brighter! with you! Sign up today!

The low cost and high benefits of eat brighter! are unheard of in the industry. Applying is easy. Just choose one of the following:

- 1 **Call us:** +1 (302) 738-7100 for the Solution Center
- 2 **Email us:** [eatbrighter@pma.com](mailto:eatbrighter@pma.com)
- 3 **Sign up to learn more:** [pma.com/eatbrighter](http://pma.com/eatbrighter)

**Don't wait! Take advantage of this incredible opportunity today!**  
**#eatbrighter**

A PMA membership has always been a great value for your money—we help you grow your business and career through smarter connections: to the right people, information, tools and insights.

Now a PMA membership is worth even more. Become a member today and take advantage of the significant member discounts for enrolling in the eat brighter! movement.





**PRODUCE MARKETING ASSOCIATION**  
P.O. Box 6036 Newark, DE 19714-6036 USA  
Address Service Requested

have you heard?

your favorite *Sesame Street* characters  
want to be a part of your marketing plan!

for details,  
take a peek inside!

