

WATCH OUT WISCONSIN!

Fruits and veggies just got the celebrity treatment!

Fresh, frozen, canned and dried – the Partnership for a Healthier America has united every type of fruit and veggie under one awesome brand: FNV. FNV is harnessing the power of marketing to promote fruits and veggies in the same way big brands market their products. A coalition of partners has now brought the campaign right here to Wisconsin.



The
PRODUCE
SECTION
MISSES
you

WHERE WILL THE CAMPAIGN BE?



EAU CLAIRE



LA CROSSE



GREEN BAY

30+

RETAILERS

15+

BILLBOARDS

SOCIAL MEDIA

DIGITAL

TRANSIT

HOW CAN WE GET IN ON THE FUN?

Catch FNV in your social media feeds, around your neighborhood, or along your commute. Snap a photo and share it on social media! Here are a few sample messages to help you show your love for the campaign:



Thank you @TeamFNV and Jessica Alba for the reminder! I'm headed straight to the produce department today #FNVinWI



We stand for fruits and veggies too! Excited that the @TeamFNV campaign has made its way to Wisconsin. #FNVinWI



The big brands have it figured out – why can't fruits and veggies get the same love? @TeamFNV has landed in Wisconsin and brought some major celeb power with them.

Want to spread your love for fruits and veggies too? It's easy, just start snapping photos of your favorite fruits and veggies, cool ways you prepare them, or tricks for getting them into your (or your kids'!) meals.

Remember to tag @TeamFNV and use the hashtag #FNVinWI so we can see how much Wisconsin really loves fruits and veggies.

Find Us On Social:



@TeamFNV



@foodwise_uwex



@health_tide



@TeamFNV



Foodwise, University of
Wisconsin - Extension



@health_tide



fb.me/TeamFNV



fb.me/healthTIDE



www.FNV.com



fyi.uwex.edu/foodwise/



www.healthtide.org



FIND US IN STORE

EAU CLAIRE, CHIPPEWA, DUNN

Bridge Stop | State Highway 25 (Wheeler)
Dick's Fresh Market | L Mart Shopping Center (Menomonie)
Direct Stores | Barstow Street (Eau Claire)
Festival Foods | Mall Drive (Eau Claire)
Gordy's | Birch Street, E. Hamilton Avenue, W. Clairemont Avenue (Eau Claire), Bay Street, City Highway J (Chippewa Falls)
Woodman's | Woodman Drive (Altoona)

BROWN

Festival Foods | Green Bay East, Green Bay West, Green Bay North, De Pere, Suamico
Pick-n-Save (Roundy's) | Main Street (Green Bay)
Save-a-Lot | Dousman Street (Green Bay)
Sunoco | Mather Street (Green Bay)
University Market | University Avenue (Green Bay)
Woodman's | Duck Creek Parkway (Green Bay)

LA CROSSE

Festival Foods | Copeland, Village, Onalaska, Holmen
Gordy's | George Street
Kwik Trip | South Avenue, Cass Street, Copeland Avenue, West Avenue N., Lang Drive, Rose Street
People's Co-Op | 5th Avenue S.
Woodman's | Crossing Meadows Drive (Onalaska)

CATCH US ON A BILLBOARD

EAU CLAIRE, CHIPPEWA, DUNN

Water Street & 7th Avenue
Madison Street & Germania Street
Madison Street & Farwell Street

BROWN

University Avenue & Peters Street
Irwin & Eastman Avenue
Main Street & Lime Kiln Road
Velp Avenue & Atkinson Dr.
Velp Avenue & Platten Street
Broadway & 5th Street
Broadway & Elmore Street
I-43 @ Irwin Avenue
Webster Avenue & Tower Drive
North Webster Avenue & Vanderbraak Street
Broadway Street & 6th Street

LA CROSSE

948 Jackson St at WI 33
1800 Rose St at US 53
136 Rose St at US 53

Thanks to our FNV Wisconsin Coalition Partners: FoodWise, a program of UW Extension | Eau Claire Healthy Communities, Chippewa Health Improvement Partnership & Dunn County Nutrition Action Team | healthTIDE Healthy Food Retail Team | La Crosse County Health Department | Live54218 and:

