



THE PRODUCE
MOMS[®]

2026 MEDIA KIT



PRODUCE CONTENT POWERHOUSE

The Produce Moms® is a leading resource in educating consumers on the benefits of eating fresh produce, the produce growing process, and tips for how to select, store and serve fruits and vegetables.



THE PRODUCE CHALLENGE®



PRODUCE DIRECTORY



EDUCATIONAL RESOURCES



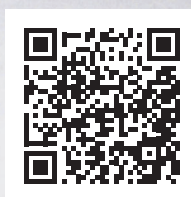
EBOOKS



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.



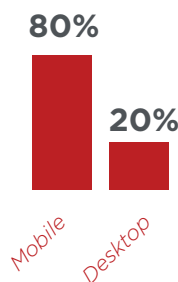
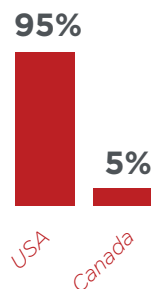


OUR SUCCESS

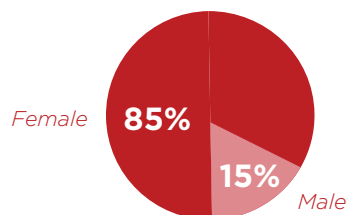
When people have a better understanding of the practices on the farm, they have a better understanding of how to select the produce at the grocery store, how to store it when they get home, and how to serve it to their family.

WEBSITE METRICS

- Onsite engagement time +45%
- Direct traffic +19%
- 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**

20%

Increase in social media traffic across key platforms

+200%

Email subscriber list

+25%

Time spent on site



martha
stewart



O THE OPRAH
MAGAZINE

THE HUFFPOST

Prevention



REALSIMPLE

Forbes

thrillist



CHECK OUT THIS RECIPE

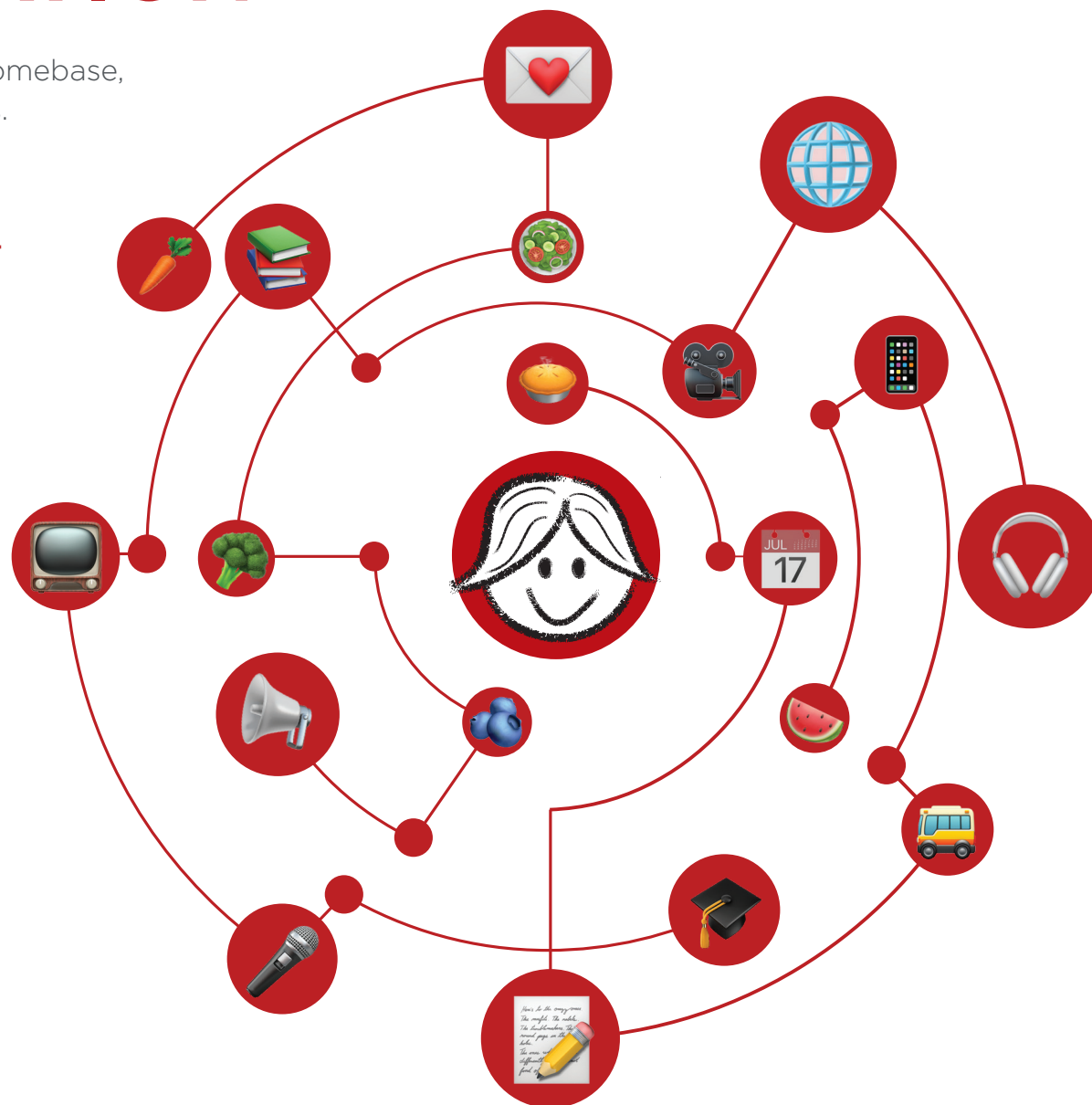




OUR NETWORK OF COMMUNICATION

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
- SAMSUNG FOOD
- 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



EDITORIAL CALENDAR

CHECK OUT THIS RECIPE



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



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

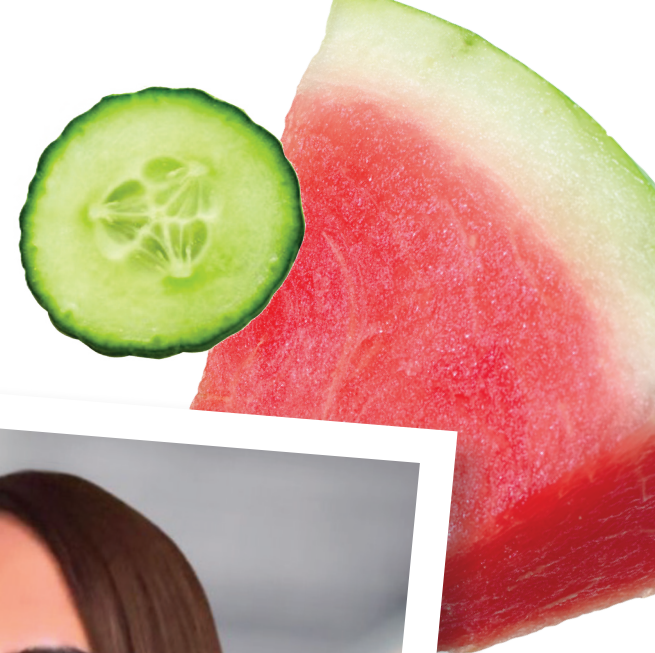
NUTRITION SERVICES

- 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

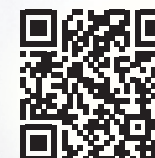




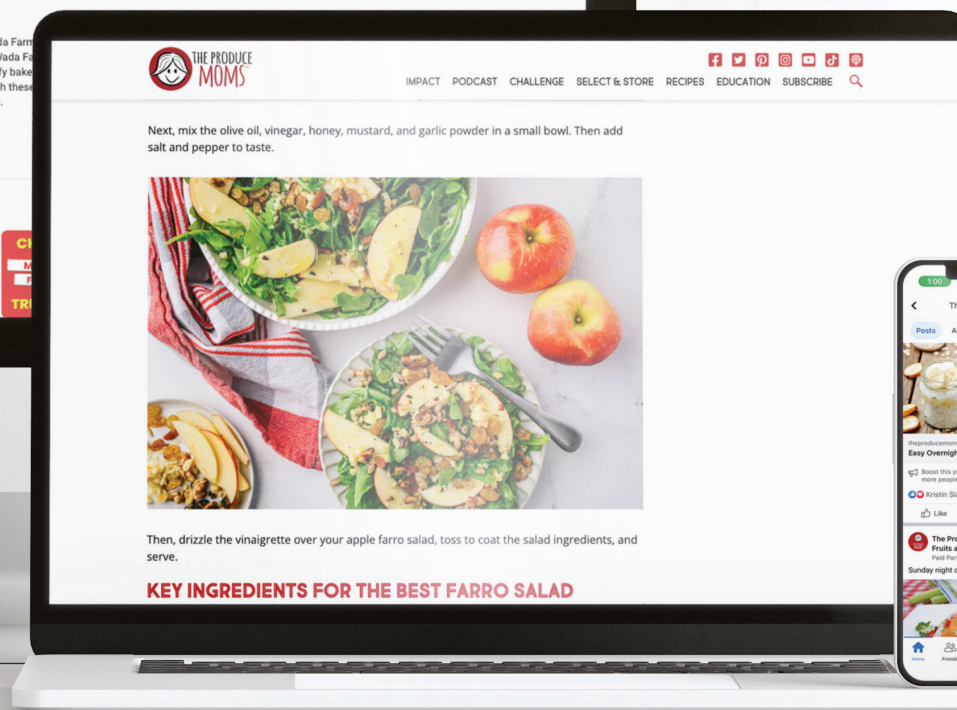
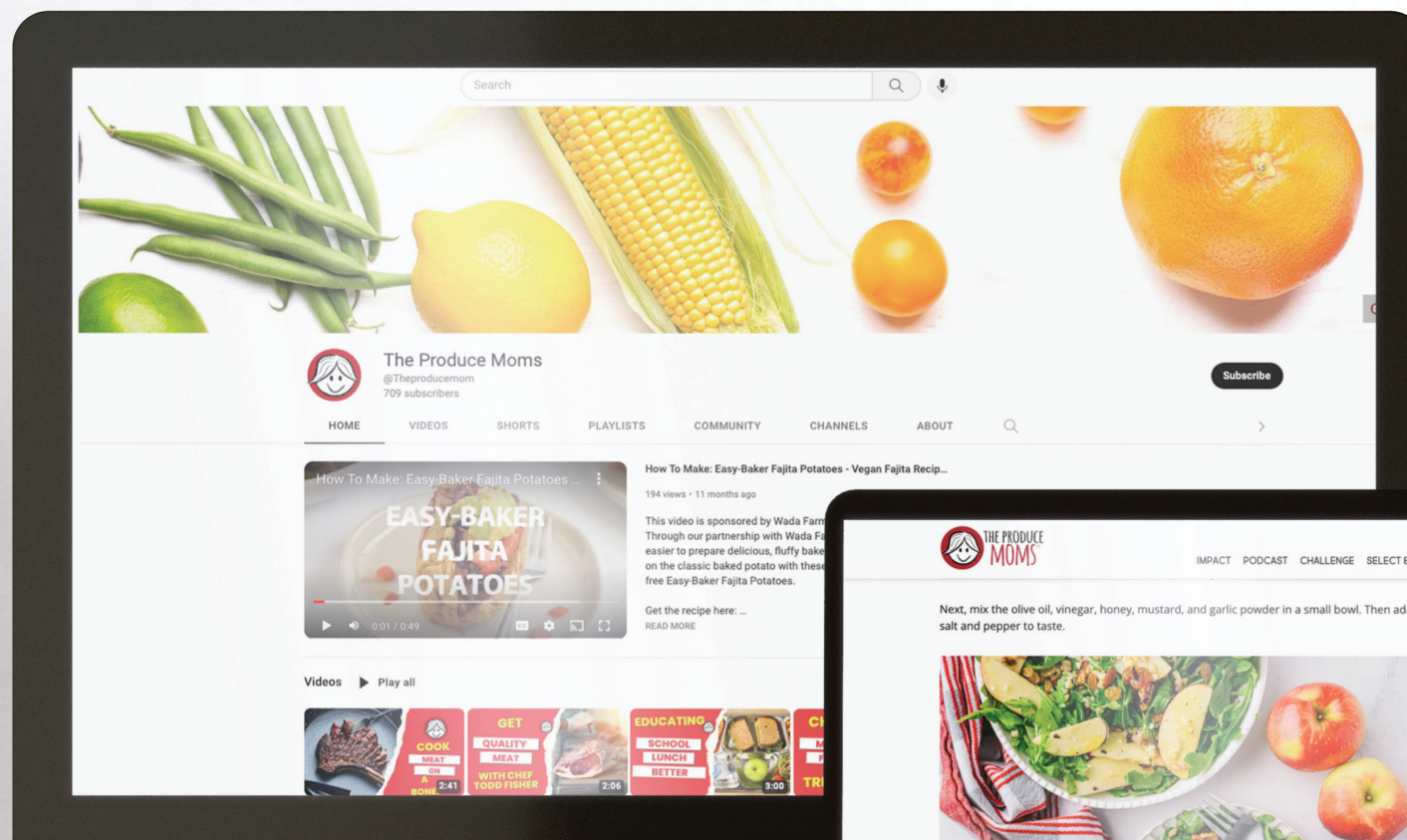
BUILDING A ROBUST ONLINE COMMUNITY



FOLLOW US ON SOCIAL



WATCH US ON YOUTUBE





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



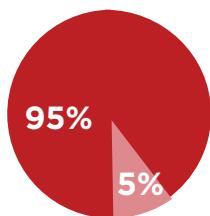
The Produce Moms Podcast began in 2018. We've received various recognitions for this show, including the prestigious Davey Award, presented to The Produce Moms Podcast in 2021. In 2022 we transitioned our podcast to both audio & visual, enriching the connection between our audience and our guests.

- **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

USA, Canada,
Mexico
(92% USA
Audience)



Global Audience
Spanning 52
Countries



SUBSCRIBE TO
THE PODCAST



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Lori Taylor - Founder of The Produce Moms

The Produce Moms — Building a Steadfast Community Focused on Fruits and Vegetables

Company founder Lori Taylor keeps the message simple but loud and clear.

Ahead of What's Next

Progressive GROCER

NEWS RETAILER D

bluebook

Fruit & Vegetables Increasing Consumption

Lori Taylor, founder and CEO, The Produce Moms

The Produce Moms, which began as a marketing initiative, has turned into a nationally recognized B Corp-certified organization devoted to increasing the consumption of fruits and vegetables.

Taryn Pfalzgraf
June 12, 2025

Walmart, The Produce Moms Collaborate on Co-Branded Campaign

For back-to-school occasion, retailer touts fresh fruits and veggies

1:55

Kroger

WELLNESS FESTIVAL

The Produce Moms® Show Out At Kroger Wellness Festival for the Fifth Year; Lori Taylor Shares

Stay in the know, subscribe to our weekday newsletter:

email address

THE PACKER/NEWS/INDUSTRY

The Produce Mom's podcast highlights women leaders in honor of International Women's Day

Podcast host and mom Lori Taylor is celebrating women across the fresh produce industry in a month-long showcase of women leaders.





2026 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)	☒ One (1)	☒ One (1)	☒ One (1)	☒ ☒ Two (2)
Opportunity to Participate in TPM Giveaways, Consumer Polling or Surveys	☒ One (1)	☒ One (1)	☒ One (1)	☒ ☒ Two (2)
TPM Newsletter - Brand Content or Recipe Inclusion	☒ One (1)	☒ One (1)	☒ One (1)	☒ ☒ Two (2)
Pinterest + Google Web Stories Content Publication	☒ One (1)	☒ One (1)	☒ One (1)	☒ ☒ Two (2)
Commodity Feature in The Produce Challenge*	☒ One (1)	☒ One (1)	☒ One (1)	☒ ☒ Two (2)
Self-produced 16:9 Lifestyle/Recipe Video	☒ One (1)	☒ ☒ Two (2)	☒ ☒ Two (2)	☒ ☒ ☒ ☒ Four (4)
Social Media Quality Videos + Corresponding Blog	☒ One (1)	☒ ☒ Two (2)	☒ ☒ ☒ Three (3)	☒ ☒ ☒ ☒ ☒ ☒ Six (6)
Custom Infographic	☒ One (1)	☒ One (1)	☒ One (1)	☒ ☒ Two (2)
Life Style Live or Similar Lifestyle Program (On-air Product and/or Recipe Feature)	☒ One (1)	☒ One (1)	☒ One (1)	☒ ☒ Two (2)
Opportunity to Sample Products and Promote Your Brand at TPM Community Events and Engagements	☒ One (1)	☒ One (1)	☒ One (1)	☒ ☒ Two (2)
Custom GIFS		☒ One (1)	☒ One (1)	☒ ☒ Two (2)
Custom Blogs with Custom Photography		☒ ☒ Two (2)	☒ ☒ ☒ Three (3)	☒ ☒ ☒ ☒ ☒ ☒ Six (6)
Custom Email Campaign		☒ One (1)	☒ One (1)	☒ ☒ Two (2)
Podcast Commercial Opportunity		☒ One (1)	☒ One (1)	☒ ☒ Two (2)
Podcast Guest Opportunity			☒ One (1)	☒ ☒ Two (2)
Custom eBook or Additional Social Media Quality Videos + Corresponding Blog			☒ One (1)	☒ ☒ Two (2)
The Produce Moms Approved™ Seal			☒ Product must meet criteria	☒ 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



Kristin Ahaus

Communications and Client Relations



Helina Fox

Business Development
helina@theproducemoms.com



Lindsay Valdez

Audience Development



Jaclyn London

Chief Nutrition Officer



Jan McHugh

Photographer

MISSION STATEMENT:

To get more fruits and vegetables on every table.

CORE VALUES:

- We believe that fruits and vegetables are delicious, nutritious, convenient and affordable.
- We believe in a world where both career and family can thrive.
- We believe moms can change the way America eats.

