**Fruits and veggies go digital**

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By Nate Delesline III
*nate.delesline@insidebiz.com*

Taking a cue from America's top marketing campaigns, which successfully sell everything from soft drinks to sofas, advocates who want people to eat more fresh fruits and vegetables have decided that if they can't beat them, they'll join them.

They'll do it by employing modern marketing as part of the "fruits n' veggies" or FNV campaign, a recently launched nationwide brand focused on increasing the sale and consumption of fruits and vegetables.

To get fresh, healthful food in the hands of Hampton Roads residents, the FNV Mobile Market will go to neighborhoods and make fresh, local fruits and vegetables available for purchase. The Partnership for a Healthier America and Norfolk's Five Points Community Farm Market are behind the initiative.

The mobile market will offer affordable, locally and regionally sourced produce, along with cooking demonstrations, live music and a dollar-menu selection of fruit- and vegetable-based snacks. Dorothy McAuliffe, the first lady of Virginia and wife of Gov. Terry McAuliffe, joined local officials and program advocates at the YMCA on Granby Street to celebrate the launch.

"What our children eat, day in, day out, three times a day and in between is critical to their health, their success, their educational opportunity, and that's really what we're all here for," McAuliffe said.

Before and after the ceremony, as kids splashed in the Y's outdoor pool, visitors perused tables laden with fresh ears of corn, cucumbers, cantaloupes, apples and tomatoes. The mobile market will be at the Y on Granby on select Saturdays, and every Monday at the Vivian Mason Center at Olney Road and Church Street. A full schedule is available at 5ptsfarmmarket.org.

Along with Fresno, Calif., Hampton Roads is one of the lead markets for the FNV brand launch, which will include print and digital advertising, along with a strong social media presence and push, said Ryan Shadrick Wilson, chief strategy officer and general counsel of the Partnership for a Healthier America.

"We know that fruits and vegetables are some of the healthiest foods we can eat," Wilson said. "But if you look at food marketing, less than 1 percent of the dollars spent on food marketing are spent on fruits and vegetables. And if you think of the food you do see marketed - the cool, slick campaigns - it's usually for soda, for sports drinks, for fast food. We're not knocking that, we're not telling people what not to eat. We're just saying 'Hey, it's working for you. We're going to take a page out of your playbook.'"

Founding supporters of FNV are organizations that believe fruits and vegetables need to be marketed in a new way. They include the Produce Marketing Association, the Robert Wood Johnson Foundation, and World Wrestling Entertainment. Farm Fresh supermarket also is involved in the local campaign, according to an announcement shared after the event.