

Food Hero Online Campaign Highlights

Over 4,850 social media followers, and 12,000 engaged audience members a month on Pinterest

Free customizable tools for all communities

Over 1.88 million unique visitors to the website per year

Resources for 63 featured ingredients

~40% of all the page views are to the Spanish side of the website—toggle between languages on nearly every website page

Audience favorite: Search Recipes by Ingredient

Over 22 recipes featured in videos

363 well-tested recipes

81% of the recipes have user comments

A space packed with fun activities for kids!

At least 70% of kids who tried these 77 recipes liked the taste!

76 quantified and USDA meal pattern credited recipes

Over 31,900 print plus 4,700 email subscribers monthly



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