

Pink Ribbon Produce is returning to Meijer stores for its eighth year in October to help raise awareness during **National Breast Cancer Awareness Month**. The program will also feature the Fresh Plate Challenge, which encourages consumers to fill half of their plate with fruits and vegetables to support the National Breast Cancer Foundation and reduce their own risk.

"Our team is pleased to have Pink Ribbon Produce in our stores year after year," said Brian Coates, senior produce buyer at Meijer. "And, the Fresh Plate Challenge has been a great addition because it gives our Meijer customers a chance to fight breast cancer by practicing healthy eating habits."

The Pink Ribbon Produce partnership between Meijer, NBCF and produce suppliers provides shoppers with an easy way to give back to their communities and support efforts to find cures for breast cancer. The money raised goes back into the community by providing mammograms and educational programs.

Click [here](#) to learn more about Pink Ribbon Produce.

<https://meijercommunity.com/2014-09-24-Meijer-Participates-in-Pink-Ribbon-Produce-Once-Again>