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PRODUCE FOR KIDS ANNOUNCES EXPANSION PLANS WITH HEALTHY FAMILY PROJECT

Fresh Summit serving as platform to showcase growth plan for family of brands

ORLANDO, Fla., Sept. 24, 2020 - In an effort to expand its mission to create a healthier generation, Produce for Kids®' consumer-facing brand is changing to Healthy Family Project. The organization is dedicated to continuing to deliver the resources its audience seeks and extend its effectiveness for current and new partners as it moves into the healthy lifestyle space. The Produce for Kids brand will remain focused within grocery retail, aligning with produce companies to execute in-store campaigns throughout the year. In addition to [Produce for Kids](#), brands under the Healthy Family Project umbrella include; [Food Rx](#), [Power Your Lunchbox](#) and [Mission for Nutrition](#).

"We are excited to expand into the healthy lifestyle space in a way that will allow us to extend our effectiveness for current and new produce partners," said John Shuman, founder, Produce for Kids and president, Shuman Farms. "We will remain rooted in helping our retail partners and sponsors connect with their shoppers while making a difference."

Produce Marketing Association's Fresh Summit will be the first opportunity for Healthy Family Project to showcase the new family of brands structure. A scheduled Food Rx demo will take place at the Healthy Family Project's Fresh Summit Marketplace page featuring digital partner National Watermelon Promotion Board. The food-as-medicine-inspired video series, hosted by registered dietitian Julie Harrington, has gained popularity over the past year focusing on the important role food plays in overall health and often features a health-conscious brand partner.

"Although Fresh Summit looks different this year, we believe it was the right space to announce our expansion," continued Shuman. "I had a goal 20 years ago to bring the produce industry together to give back and now as we pass \$7 million raised, I realize there's no limit to the impact we can make as an organization in the healthy living space."

Visitors to the Healthy Family Project Marketplace page will be able to download everything they need to better understand opportunities and the future vision of Produce for Kids and Healthy Family Project. In addition to Food Rx at the Marketplace page, a new *Serious Snacking with Village Farms and Healthy Family Project* in-the-kitchen video will be showcased by Village Farms on its Fresh Summit Marketplace page.

Fueling the foundation for this expansion was the overall growth in all areas of Produce for Kids business in the past two years. With the addition of several new retail partners and health-conscious brand partners as well as the growth of the Produce for Kids social media, website and podcast, it was a natural choice to transition the brands under the Healthy Family Project umbrella.

Website traffic has been trending up year-over-year and has already seen 29% increase in 2020, while organic traffic is up 65%. Instagram engagement showed a 32% increase last year while Pinterest is reaching an average of 3.2 million people per month. In the new [Healthy Family Facebook group](#), where parents talk about everything from how to

pick a pineapple to what sunscreen is best, membership skyrocketed in growth by 191%. The [Healthy Family Project podcast](#), which covers everything from meal prep to mental health, is close to 20,000 unique downloads.

Over the summer, the Produce for Kids website, now [HealthyFamilyProject.com](#), received a facelift in anticipation of the expansion. Shoppers looking for their specific Produce for Kids in-store campaign are now able to identify their neighborhood grocer on the homepage and skip directly to that grocer's dedicated page to find out the latest news. Other updates included a new robust searchable recipe index to help consumers find everything from plant-based dishes to air-fryer recipes. The Healthy Family Project blog, now offering a wide range of topics, and podcast are also featured prominently throughout the website, along with a Produce Tips section with tips on how to select, prepare and store over 60 different commodities.

Learn more by watching [the expansion video here](#).

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About Healthy Family Project

Healthy Family Project believes in creating a healthier generation. As a cause marketing organization, Healthy Family Project creates programs that provide easy, fun, and inspiring recipes and healthy ideas. Since its creation in 2002 by Shuman Farms, Healthy Family Project has raised more than \$7 million to benefit children and families. To learn more about Healthy Family Project and healthy eating, visit [healthyfamilyproject.com](#).

About Shuman Farms

Headquartered in the center of the Vidalia® growing region in southeast Georgia, family-owned Shuman Farms has been in the sweet onion industry for more than 30 years. Today, Shuman Farms is a leading year-round grower and shipper of premium sweet onions. For more information, visit [shumanfarms.com](#)