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ROUSES MARKETS' PRODUCE PARTNERS SUPPORTING LOCAL FEEDING AMERICA® MEMBER FOOD BANKS THROUGH PRODUCE FOR KIDS

6-month campaign aims to give back and offer resources to families

Thibodaux, LA – Sept. 9, 2020 – Rouses Markets has joined the Produce for Kids® family aligned with 10 produce partners in an effort to educate shoppers on the benefits of healthy eating while supporting local Feeding America® member food banks including Feeding the Gulf Coast, Greater Baton Rouge Food Bank, and Second Harvest Food Bank of Greater New Orleans and Acadiana.

The campaign will kick off Sept. 9 and be live in stores through the end of 2020. Shoppers will notice signage near each of the produce partners as well as family-friendly recipes showcased in-store with scannable QR codes to obtain the recipes.

“We are excited to kick off this new partnership with Rouses Markets with such a great round-up of produce companies,” said Trish James, vice president, Produce for Kids. “We know Rouses Markets is dedicated to nutrition and supporting their communities so the Produce for Kids campaign is a perfect fit.”

Produce brands participating in the initiative are donating 100,000 meals* to Feeding America member food banks in Louisiana, Mississippi and Alabama and include: Curation Foods, Dole®, Earth Greens, Mountain King, Pure Flavor®, Schraad Sales & Marketing, Shuman Farms, Sage Fruit®, Sunkist® and Marzetti®.

In addition to in-store signage, the campaign details will be highlighted in the weekly circular and featured in [My Rouses Everyday](#), a magazine distributed to more than 65 Rouses Markets stores. Rouses Markets' registered dietitian, April Sins, will be hosting a series of Facebook Lives highlighting partner products in recipe ideas for families throughout the campaign.

“At Rouses Markets, we are focused on helping our shoppers achieve a well-balanced diet full of fruits and vegetables,” said April Sins, MS, RDN, LDN, Rouses Markets registered dietitian. “Implementing the Produce for Kids campaign offers yet another avenue for us to support our families through inspiring recipes while also giving back to people in need.”

Now more than ever, Feeding America member food banks are in need of support as COVID-19 has affected unemployment rates and the ability for kids to receive daily meals, often provided at school. According to USDA, 1 in 9 people in the U.S. struggle with hunger.

During the campaign, podcast episodes, videos and blog content will be targeted to reach Rouses Markets' shoppers through direct email outreach along with social media ads and posts. Shoppers are encouraged to share healthy recipes from their own kitchen and inspiration during the campaign using the hashtag #produceforkids.

Shoppers can find more resources at produceforkids.com/rouses which features more than 500 registered dietitian-approved and family-tested recipes, meal planning tools, grocery store-specific campaign details and healthy tips.

**Every \$1 donated to Feeding America helps secure at least 10 meals on behalf of member food banks.*

[Photos Available Here](#)

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About Produce for Kids®

Produce for Kids® believes in creating a healthier generation. As a cause marketing organization, Produce for Kids creates programs that provide easy, fun, and inspiring recipes. Since its creation in 2002 by Shuman Farms., Produce for Kids has raised more than \$7 million to charities that support children and families. To learn more about Produce for Kids and healthy eating, visit www.produceforkids.com, [Facebook](#), [Twitter](#), [Pinterest](#) or [Instagram](#).

About Rouses Markets

The late Anthony J. Rouse, Sr., founded Rouses Markets in 1960. Donny Rouse, CEO, is the 3rd generation of the family to lead the family owned chain, which is one of the largest independents in the country. Rouses Markets has stores in Louisiana, along the Mississippi Gulf Coast and Lower Alabama and employs over 7,000 team members. It has consistently been voted Best Supermarket and Best Place to Work. www.rouses.com

About Feeding America®

Feeding America® is the largest domestic hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 40 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Visit www.feedingamerica.org, find us on Facebook or follow us on Twitter.

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Editors Note: Email amanda@produceforkids.com for additional retail check presentation photos.

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About Shuman Farms, Inc.

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 grower and shipper of sweet onions. For more information, visit shumanfarms.com

About Feeding America

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).