



Partnership Opportunities



Who We Are



At Healthy Family Project, our team of parents believes in creating a healthier generation through easy, fun, thoughtful and inspiring content. Whether it's developing a recipe, creating a story with video, recording a podcast or crafting a blog post, all of our content is carefully curated based on current trends and inspired by our lives as parents.

John Shuman | Founder

In 2002, John Shuman, President and CEO of Shuman Farms, started Healthy Family Project as a way of encouraging and leading the industry to give back to the communities where their products are sold. John has been in the sweet onion business for more than 30 years and today Shuman Farms is the leading Vidalia and sweet onion supplier in the country. John and his wife, Lana, live in Reidsville, GA with their two boys Luke and Jake.



Trish James | Vice President

Grocery industry veteran of 15 years; specifically in the produce industry for nine working alongside health-conscious brands. Trish is the mom of two very active boys and passionate about helping others, especially in her community, which is why she appreciates the work we do at Healthy Family Project. She can be found volunteering weekly at her local food bank. Trish loves providing useful, relevant, and realistic resources to families. No parent-shaming just inspiring new habits and celebrating wins. Find her regular contributions on the Healthy Family Project blog.



Amanda Keefer | Managing Director

Amanda's public relations, community outreach and marketing experience spans 20 years. She is the mom of two girls, an oversized boxer dog and a sulcata tortoise. You can hear her as the host of the Healthy Family Project podcast, find her cooking alongside her girls in videos on the Healthy Family Project social media channels or spot her volunteering at a local charity. She's obsessed with grazing boards and is our resident snack board creator. When not in the office, Amanda can be found in the dance studio or with her family on the tennis courts.



Lesley Daniels | Account Development Director

Lesley got her first taste for the food industry over 10 years ago at Heinz. Her finance and communication skills gave her an opportunity to explore many roles within their supply chain and procurement teams. Years later, she took her passion for creating and marketing food to Giant Eagle to source and develop their private label brands. At Healthy Family Project, Lesley leads the Produce for Kids retail campaigns serving as the keystone between our retail partners and growers. As the mom of two daring boys and the wife of a passionate outdoorsman, Lesley is always searching for healthy and delicious ways to fuel their next family biking or hiking adventure.

Amber Gray | Digital Marketing Manager

Amber is exploring food through a whole new lens as the mom of a toddler. She has been part of the Healthy Family Project team for over 10 years, overseeing all digital marketing efforts including digital partnerships, content strategy, social media, website and email marketing. A passion for healthy cooking was instilled in her at a young age, cooking alongside her mom and sister in the kitchen. Her passion for cooking, food and photography has also brought her behind the lens to develop and photograph recipes for Healthy Family Project and partners.



Grace Vilches Boga | Marketing Coordinator

With a passion for healthy eating and digital marketing, Grace found her perfect match with the Healthy Family Project team. A south Florida native, Grace grew up in Miami surrounded by delicious Cuban food and a love for family. Grace is the in-house video production guru working to bring partner's products and brands to life. You'll often see Grace on our Instagram Story sharing the latest food trends, news on current promotions, and meal prep ideas. When she's not working she's looking for the newest foodie spots with her husband and mini Australian shepherd, Ollie.



Sally Kuzemchak, MS, RD | Official Registered Dietitian

Sally Kuzemchak is a registered dietitian, author and mom of two boys. Sally is a regular contributor to the Healthy Family Project blog, podcast and Instagram page. Sally is also the author of "The 101 Healthiest Foods for Kids" and "Cooking Light Dinnertime Survival Guide" and is a contributing writer for Parents magazine with recent work published in *Prevention*, *Health*, *Family Circle*, *Eating Well*, *Fitness and Shape*.



Julie Harrington, RD | Food Rx Host

Julie Harrington is a registered dietitian, chef, and author of JulieHarringtonRD.com, committed to helping people gain confidence in the kitchen to create nourishing meals. She spent years working as a retail dietitian, working one-on-one with shoppers to make healthier choices at the grocery store. She is the author of *The Healing Soup Cookbook*, hearty recipes to boost immunity and restore health. She also loves teaching kids culinary classes to encourage healthy eating habits at a young age. Catch her each month as host of our Food Rx series, talking all about food as medicine.



What We Do/How We Work

When you work with Healthy Family Project, you are working with a team of parents with children ranging from infants to high school who bring real-world experience and expertise to every piece of content we create.

Our team has resumes that include execution of top-level digital and traditional marketing programs, positions within national grocery chains, public relations campaign execution for international companies, recipe development, writing, photography, videography, podcasting and in-store promotions.

VALUES AT HEART

WE APPROACH EVERY CAMPAIGN WITH A DEEP DESIRE TO CREATE VALUE. WE DO SO BY BUILDING RELATIONSHIPS, TRUST AND COMPELLING CONTENT.

PARTNERSHIP

WE PRIDE OURSELVES ON PRODUCE INDUSTRY AND RETAIL EXPERTISE. YOU CAN LOOK AT US AS A TRUE EXTENSION OF YOUR TEAM.

DIFFERENCE

MOST IMPORTANTLY, WE CARE ABOUT OUR WORK TO CREATE A HEALTHIER GENERATION.



70,000+
AVG. UNIQUE
VISITORS PER MONTH
TO WEBSITE



300,000
TOTAL SOCIAL MEDIA
FOLLOWERS



5.2MM
AVERAGE MONTHLY
SOCIAL MEDIA
IMPRESSIONS



25,000
E-NEWSLETTER
SUBSCRIBERS



20,000+
PODCAST
DOWNLOADS

Why Cause Marketing?



WHAT IS CAUSE MARKETING?

Cause marketing is a corporate responsibility in which a company's promotional campaign has the dual purpose of increasing profitability while bettering society.



HOW IS A CAUSE MARKETING INITIATIVE DIFFERENT FROM A STAND ALONE DONATION?

Through marketing efforts, a cause marketing program lets the customer know that a company is socially responsible and interested in the same causes as their customer.



WHY CAUSE MARKETING?

Today's shopper has a desire to make the world a better place. They are looking to give back through their actions and purchases.



WHAT'S AN ADDED VALUE TO A CAUSE MARKETING CAMPAIGN?

Marketing and public relations efforts typically come from both the charity and the company's marketing teams adding authenticity to the messaging.



MORE THAN
\$7 million
RAISED



12 million
MEALS DONATED

Doing Well by Doing Good!

Who We Reach?

- Families who want new and inspiring ways to incorporate more healthful items into their lives
- Socially-conscious shoppers who want to make an impact with their purchase
- Parents and guardians concerned with nutrition
- Shoppers seeking relevant and useful information and a share-worthy experience
- New parents who tend to increase their spend on healthy products
- Retail dietitians who advise shoppers in stores





Produce for Kids[®]

Creating a healthier generation

Retail Campaign

PROGRAM OVERVIEW:

- Produce for Kids Campaigns were created to inspire shoppers and promote produce consumption while doing additional good by giving back to the community of the shopper.
- In-store elements vary per retail partner. We activate everything from POS signage and recipe tear pad units, to experiential "Turnip the Beet" standees and free fruit for kids stands.
- The in-store outreach meshes with a complete digital program in a 360-degree approach.





PRICING:

Price varies by retailer

KEY ELEMENTS:

- In-store POS
- Circular Support
- Branded Recipes
- Targeted E-Newsletters
- Social Media Support
- Public Relations & Influencer Outreach



Program Enhancement

Highlight your brand and products in an evergreen, permanent recipe on HealthyFamilyProject.com. Our team researches trends and develops recipes that consumers are hungry for. Then, we'll take care of photography, writing and promotion to our community of 400,000+ families. For more ways to enhance your partnership, make sure to check out our full list of digital offerings on pages 14-17.



Produce is a Basket Builder!
(+44% over average ring)

*FMI The Power of Produce



PRODUCE BUSINESS MARKETING
EXCELLENCE AWARD

Mission for Nutrition

PROGRAM OVERVIEW:

- Celebrate National Nutrition Month® with the award-winning Mission for Nutrition program designed to raise brand awareness through consumer and retail dietitian outreach and inspire healthy choices in-store and at home.
- Kits are sent to 400+ retail dietitians across 50+ retailers in the U.S. and Canada for use in-store to create a display to educate shoppers on the importance of a healthy diet. RDs submit pictures of their events using the kit materials for a chance to win a \$1,000 education scholarship.
- Month-long consumer promotion across multiple touchpoints to inspire shoppers with healthy ideas.

PRICING:

\$10,000 Total (\$8,000 Marketing Fee + \$2,000 Donation to Feeding America)

TIMING: March

KEY ELEMENTS:

- **Retail Dietitian (RDs) Promotion**
 - Option to include items in kit to RDs
 - Branding in printed materials in kit
 - Branded materials available for download on Healthy Family Project RD Resource Center
 - Targeted e-newsletters to RDs



• Consumer Promotion

- Dedicated microsite
- Targeted e-newsletters
- Social media support including #MissionForNutrition Twitter party
- Public relations and influencer outreach
- Podcast promotion
- Branding in downloadable e-book
- Communications toolkit supplied to assist with communications efforts

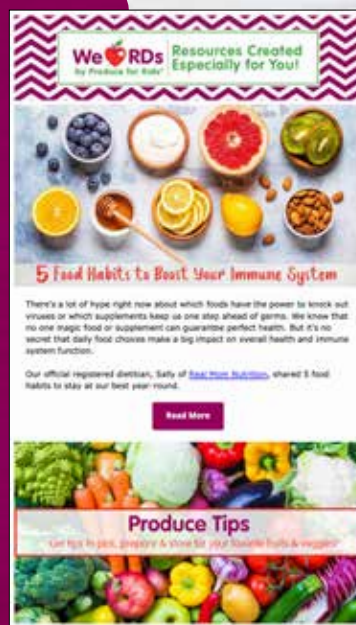


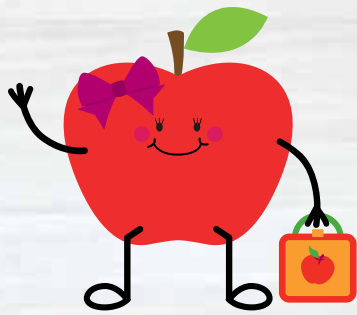
Reach Retail Dietitians Throughout the Year!

As trusted resources in-store, consumers turn to RDs for nutrition information, advice and services to help shape healthier lifestyle choices. Continue your outreach year-round or seasonally through Healthy Family Project database of RDs.

KEY ELEMENTS:

- Dedicated e-newsletter to targeted list of RDs that highlights brand and content
- Additional inclusion on monthly Healthy Family Project RD e-newsletter
- Branded materials available to RDs for download on Healthy Family Project RD Resource Center





Power Your Lunchbox



PRODUCE BUSINESS MARKETING
EXCELLENCE AWARD



BEST INTERNATIONAL
INITIATIVE FOR MARKETING
FRESH PRODUCE TO CHILDREN

Power Your Lunchbox

PROGRAM OVERVIEW:

- Award-winning all-digital program encourages families to eat a healthier lunch for the school year while giving back to the United Fresh Start Foundation to support children's accessibility to fresh fruits and vegetables.
- PowerYourLunchbox.com offers kid-friendly and registered dietitian-approved lunchbox inspiration and back to school content to help families eat more nutritious lunches during the school year and taps into the ever-growing conversation around back to school.

PRICING:

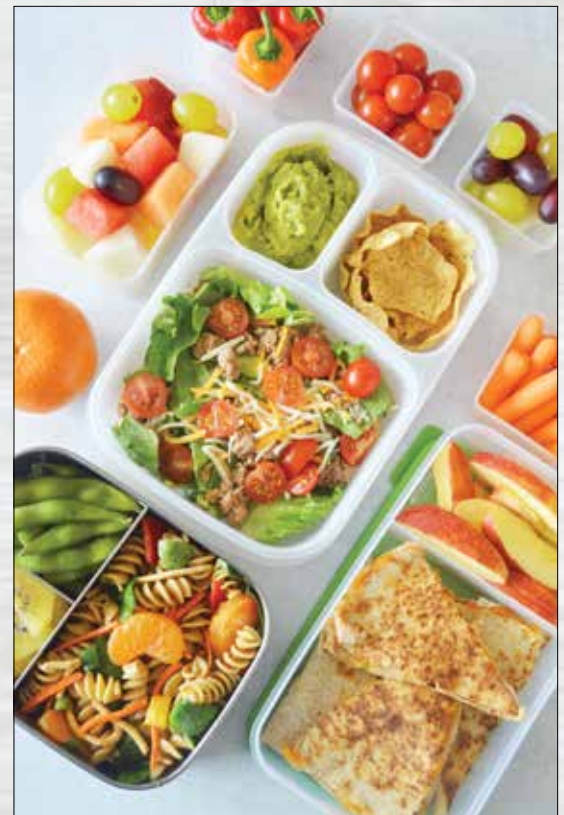
\$10,000 Total (\$8,000 Marketing Fee + \$2,000 Donation to United Fresh Start Foundation)

TIMING:

Back to School (August – September)

KEY ELEMENTS:

- **Dedicated Website**
 - Brand logo and mentions throughout website
 - Recipe branding
- **Digital Support**
 - Targeted e-newsletters
 - Social media support including #PowerYourLunchbox Twitter party
 - Communications toolkit to assist with communications efforts
 - Promotion in monthly Food Rx video series
 - Podcast promotion



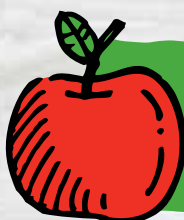


• Public Relations

- National, local and trade media outreach
- Promotion through Healthy Family Project influencer/content creator network with option to supply product

• Optional Opportunities

- Licensing rights to include Power Your Lunchbox on packaging or in-store displays
- Co-branded promotions or IRCs opportunities between participating brands



According to the National Retail Federation, Back to School spending was expected to reach \$80.7 billion in 2019. Join the buzz!



Food Rx

PROGRAM OVERVIEW:

Healthy Family Project has teamed up with Julie Harrington, registered dietitian and culinary nutrition chef, for Food Rx. The monthly video series focuses on the important role food plays in overall health and highlights health-conscious brands in timely and relevant content.

PRICING:

Packages starting at \$2,500

KEY ELEMENTS:

- Video featuring Julie and showcasing brand/product
- Accompanying blog post on HealthyFamilyProject.com
- Promotion across Healthy Family Project and Julie Harrington's social channels
- Promotion in e-newsletter to consumers, industry contacts and retail dietitians



According to a study by AI tech firm, Spoon Guru, 40% of Americans are worried that an unhealthy diet will lead to them developing a serious illness. Less than 30% believe grocery retailers are doing enough to help promote healthy eating.

What You Need to Know About

Added Sugars in Your Food



produceforkids.com



Protein-Rich Foods with no meat or nuts!

Hummus 2 Tbsp. = 2g	Broccoli 3/4 cup = 2g	Peanuts 2 cups = 2g	Avocado 1/2 = 2g
Whole Grain Crackers 15 = 3g	Tortilla 8-inch = 3g	Yogurt 1/2 cup = 3g	Roasted Chickpeas 1/4 cup = 5g
String Cheese 1 = 6g	Cheddar Cheese 1 oz. = 6g	Whole Grain Bread 1 slice = 6g	Hard Boiled Eggs 1 large = 6g
California Roll 5 pieces = 6g	Sunflower Seed Butter 2 Tbsp. = 7g	Milk, dairy or soy 1 cup = 8g	Edamame, in pods 1 cup = 9g
Vegetarian Burger or "Chicken" Patty 9 g	Tofu 3 oz. = 9g	Cheese Tortellini 3/4 cup = 10g	Slice of cheese pizza, from 14" pizza 12g

produceforkids.com



What You Need to Know About

Probiotics



Probiotic-Rich Foods to aid digestion & gut health

Yogurt	Kefir	Buttermilk	Aged Cheese
Sauerkraut	Kimchi	Miso	Tempeh
Binned Pickles	Kombucha	Fermented Veggies	Natto
Sourdough	Raw Milk & Cheese	Lassi	Apple Cider Vinegar (with the Mother)



Content Creation

One way to get consumers to truly connect with your brand and products is to show them fun, creative and inspiring ways to use them. Our team can help elevate and showcase your brand to our audience of millions of families through recipes and videos.

Our team researches the latest trends and questions being asked by families, then creates content around those topics that make your products shine. We develop recipes, test them with our own families, photograph them and share them out with our audience.

PRICING:

Packages starting at \$2,000

RECIPE DEVELOPMENT & PHOTOGRAPHY:

Families are hungry for tasty recipes. You can't scroll through Instagram or Pinterest without seeing pictures of food. And if Pinterest's 5 billion annual food and recipe searches is any indication, having beautiful photography and tested recipes is key to driving engagement with your products.

KEY ELEMENTS:

- On-trend recipes that are family-tested and registered dietitian-approved
- Product/packaging highlighted in recipe and high resolution photography
- Accompanying blog post on HealthyFamilyProject.com
- Promotion on social media and in e-newsletter
- Year-long Pinterest promotional strategy to drive traffic/awareness
- Option to add-on photography licensing rights for brand use



In need of foodservice photography or product shots?
WE CAN DO THAT TOO!



VIDEO CONTENT:

Video is a must for any digital or social media marketing strategy, and are a consumers' favorite type of content to see from brands. In fact, 54% of consumers want to see more video from brands and businesses they support. Choose between "hands in pans" style videos or explainer videos featuring our mini chefs or in-house talent.

KEY ELEMENTS:

- Social media/website-ready video highlighting brand/product
- Promotion on social media and in e-newsletter

FEATURED INSTAGRAM STORY:

Instagram Stories are used by 500 million people every day. Bring your products to life through a featured Instagram story to our audience of more than 83,000 followers. Stories are a great opportunity to connect personally with our followers and share ideas in a real-life, authentic way.

KEY ELEMENTS:

- Product/recipe featured in step-by-step or how-to Instagram story to engage consumers
- Ability for consumers to swipe up to learn more or grab recipe



85%

of all internet users in the US
are watching monthly video
content on their devices

*Statista, 2018



Digital Promotions

Over the years, we've cultivated a community of families in the digital space who are looking for content focused on living a healthy lifestyle. We form thoughtful partnerships with health-conscious brands to bring this type of content to life and create life-long customers for our partners.

Let us help you take your vision to the next level through a strategic partnership that combines some of all of the following offerings. Space is limited for all opportunities.

PRICING:

Packages starting at \$5,000

E-NEWSLETTER OUTREACH:

According to a study by Mapp Consumer Views, 60% of consumers say that email marketing influences them to make a purchase. Our quality email list can effectively reach families with information that's personalized and relevant.

KEY ELEMENTS

- Dedicated e-newsletter with content highlighting brand
- Promotion on social media

DISTRIBUTION: 25,000+



BLOG POSTS:

Content marketing improves brand reputation by building trust through quality content. The Healthy Family Project Blog is a spot where families can obtain quality information to keep their families healthy.

KEY ELEMENTS

- Blog post highlighting brand and/or products with back links to brand website
- Promotion on social media and in e-newsletter

UNIQUE MONTHLY WEBSITE VISITORS: 65,000+



SWEEPSTAKES OR CONTEST:

Hosting a sweepstakes or contest can boost online engagement, build your email list and increase sharing across social media. A sweepstakes or contest can inspire consumers to interact and connect with your brand.

KEY ELEMENTS

- Option to host on Instagram, Facebook or within a sponsored blog or recipe post.
- Opt-in to receive future brand communications
- Creative elements and official rules
- Promotion on social media and in e-newsletter

ESTIMATED REACH: 50,000 – 100,000



FACEBOOK LIVE:

Our regular Facebook Live videos can authentically showcase your brand to families looking for new ideas to make in the kitchen. Amanda and kid chef, Charli, share tasty ideas to get families cooking together.

KEY ELEMENTS

- Brand and products featured in 20-30 minute Facebook Live video
- Promotion on social media and in e-newsletter

ESTIMATE VIDEO VIEWS: 15,000



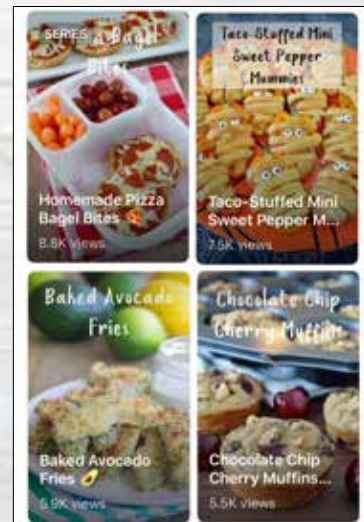
INSTAGRAM LIVE OR IGTV FEATURE:

With over 1 billion monthly active users, Instagram has been on the rise the last few years. With 60% of users seeking out and discovering new products through the platform, we can help amplify your message.

KEY ELEMENTS

- Brand/product featured in Instagram Live or IGTV featured video
- Promotion on social media and in e-newsletter

ESTIMATED REACH: 83,000+



SOCIAL MEDIA PROMOTIONS:

Healthy Family Project has cultivated a community of over 300,000 people and families across our social media outlets. Let us amplify your brand through original content and messaging across Facebook, Instagram and Twitter through a strategic social media promotion.

KEY ELEMENTS

- Brand/product featured in original lifestyle photography
- Promotion across all social media channels
- Option for paid social ads to amplify messaging

ESTIMATED REACH: 300,000



TWITTER PARTIES:

Twitter parties allow brands to connect one-on-one with parents and influencers around a central topic for 1 hour, led by one of our Healthy Family Project influencers/content creators.

KEY ELEMENTS:

- Healthy Family Project to plan and assemble all materials for party
- Opportunity to offer up prizes for attendees
- Promotion on social media and in e-newsletter

ESTIMATED IMPRESSIONS: 8.5 million





Healthy Bites Podcast Segment

PROGRAM OVERVIEW:

Reach the ever-growing audience of podcast listeners by having your brand featured on the Healthy Family Project podcast. Our podcast with host, Amanda Keefer, covers the hot topics in the world of health, food and family with regular new episodes and a variety of guests. Subscribe through Apple or Google podcasts, Spotify, iHeartRadio and any other podcast broadcasting site.

PRICING:

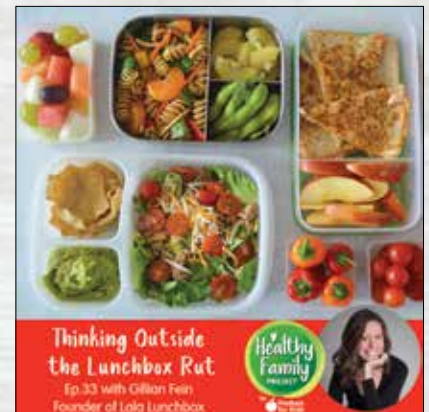
Packages starting at \$1,200

KEY ELEMENTS:

- Brand featured in 2-3 minute Healthy Bites segment during an episode of The Healthy Family Project
- Brand mention/links in show notes and blog post

AD SPOT OPTIONS:

- Provide a 2-3 minute ad spot or script for the host to read during the episode
- On-air product taste test or review



According to the Edison Podcast Consumer 2019 Today.

51%
of Americans 12+ have
listened to a podcast, with

32%
having listened in the
past month, and

22%
in the past week.

"The Healthy Family Project is my "go-to" resource for an authentic view of raising kids, meal planning and budget friendly recipes that are healthy and delicious. Amanda and her guests provide a real world approach that is relatable and fun to listen to"

- Sherri, mom of two, Colorado

Together, we will create a healthier generation.

"Our customers are very important to us. We like to help them make healthy choices and Produce for Kids is a huge part of that. When we merchandise the amazing Produce for Kids' recipes and items together in the produce department it helps drive sales and healthy eating habits."

- Mike Roberts, Director of Produce Operations, Harps Food Stores, Inc.

"Bee Sweet Citrus has been a sponsor of the Power Your Lunchbox campaign for several years and it is an absolutely rewarding experience. The whole point of the program is to give back to Feeding America and educate parents, children, and educators about eating healthy and that is important to Bee Sweet. We want children to eat healthy and Healthy Family Project helps us spread that message. It's a win-win for all of us."

- Monique Bienvenue, Director of Communications, Bee Sweet Citrus

"Crispy Green has been a long-standing partner of Healthy Family Project since 2015. We are proud to sponsor a program that educates families, children and the community on making healthier food choices, which aligns perfectly with our mission of using food as a force for good. Working with Healthy Family Project on the Power Your Lunchbox and Mission for Nutrition campaigns has been a wonderful experience, and we look forward to continuing our partnership. Together, we will make an impact by creating a healthier community one 'smart lifebite' at a time."

- Gabriella Costantini, Marketing & Communications Lead, Crispy Green



healthyfamilyproject.com

