



partnership opportunities

join us on our mission to create a healthier generation



2022 campaign & promotion guide



Our Mission
pg 3 - 5



Retail Campaigns
pg 6



Digital Marketing
pg 7 - 9



Mission for Nutrition
pg 10



Back to School
pg 11



FoodRx
pg 12



Podcast
pg 13



Our Team
pg 14 - 15



Understanding Cause Marketing
pg 16

CONTENTS

CLICK TO EACH SECTION

OUR MISSION

We are on a mission to create a healthier generation

When you work with Healthy Family Project, you are working with a **team who brings real-world experience and expertise** to every piece of content we create.



"My team is simply the best. Our resumes include top-level digital & 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."

Trish James • Vice President



VALUES AT HEART

We approach every campaign with a deep desire to **create value** and build relationships, trust, and inspiring content.

PARTNERSHIP

We pride ourselves on produce industry & 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.**

Just the stats...



100K+
Monthly
Website
Visitors



300K+
Social Media
Followers



5.2MM
Avg Monthly
Social Media
Impressions



20K+
eNewsletter
Subscribers



30K+
Podcast
Downloads

HOW CAN WE PARTNER TOGETHER ?

start here

Are you a grocery retailer or a consumer brand?

RETAILER

Great! Let's chat about our **Produce for Kids'** retail campaigns.



BRAND

Do you have distribution at grocery retailers?

NO

Would you like to reach 450+ retail dietitians across North America?

YES

Our **Mission for Nutrition** program is perfect for you.



NO

Do you specifically want to reach consumers during back-to-school?

YES

It's such a crazy time of year for families! Join us in helping make their **return-to-routine** a little easier.



NO

Do you want to have a voice in the trending "food is medicine" conversation?

YES

Food plays such an important role in health & nutrition. Let's talk about our **Food Rx** program.



NO

Do you want to elevate your brand and reach more families on their healthy living journey?

YES

We can create a **custom digital program** that fits your needs and budget!



Let's create a healthier generation together

Hyper-local Activations

Our **Produce for Kids** in-store retail campaigns are designed to inspire shoppers and promote produce consumption while giving back to the communities of our shoppers



"I make it my daily mission to step inside the mind of the shopper & work with our design team to develop the most **innovative and on-trend POS.**"

Lesley Daniels
Business Development Manager



Key Campaign Elements

- In-store POS
- Circular
- eCookbook
- Targeted eNewsletters
- Website & Digital Support
- Social Media
- Facebook Live Cooking Class
- Public Relations



The Healthy Family Project team is experienced in creating **professional digital content designed to elevate and showcase brands** in a way that is attractive to today's consumers.

Our digital campaigns are developed to connect your brand and products to consumers in creative and inspiring ways. 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 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.



DIGITAL MARKETING

"It's not enough for businesses to focus on just one channel - **they need an integrated approach** that will allow them time to create content for each platform while still maintaining their brand voice."

*Tracy Shaw
Digital Marketing Manager*



Recipe Development & Photography

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

Blog Posts

Content marketing improves brand reputation by **building trust through quality content**. Healthy Family Project is a spot where families can find recipe inspiration and tips to improve their lifestyle.

eNewsletters

Email newsletters can be one of the **greatest sources to advertise and promote a new product or service** within your brand. Our targeted email list reaches consumers in their inbox weekly with seasonal and relevant content.

Sweepstakes & Contests

Hosting a sweepstake or contest boosts online engagement, can help build your email list, and encourages sharing across social media. **Sweepstakes or contests can inspire consumers to interact and connect with your brand.**

Facebook Live Cooking Classes

Authentically showcase your brand to families looking for new ideas, recipes, and cooking tips. Our classes are designed to get everyone in the kitchen together.





SOCIAL MEDIA

“The best part of my job is seeing content we’ve created helping families and drumming up conversations. I am the voice behind our social media accounts and I take great **pride in the conversations we have in the digital space every day.**”

Grace Vilches • Social Media Specialist

- ✓ The average person spends **2 hrs and 25 min on social media** daily
- ✓ Healthy Family Project's Facebook & Instagram accounts **reach 2 million people** annually
- ✓ Our Pinterest boards have a **reach of 2.6MM** each month & our Twitter parties average **15MM impressions**
- ✓ We have more than 300,000 combined followers with a potential **reach of 4 million**

We have cultivated an **engaged community of over 400,000 people and families** across our social media outlets. Let us amplify your brand through original content and messaging across Facebook, Instagram, Tiktok, and Twitter with a strategic social media promotion.

Celebrate National Nutrition Month® with our **award-winning program** designed to raise brand awareness through consumer, retail dietitian, and school outreach inspiring healthy choices in-store, at home, and in school.



Targeted materials will be sent to **400+ retail dietitians across 50 retailers in the U.S. and Canada as well as 100+ school nutrition directors** for use in-store and in-school to educate and inspire shoppers and students.



Pricing: \$10,000 total

(\$8,000 Marketing Fee + \$2,000 Donation to the Foundation for Fresh Produce)

Key Elements:

- Branded in kit materials including meal plan magazine & What's in Season display card
- Option to add branded materials to digital resource page
- Visibility in retail dietitian focused Facebook group
- eNewsletter features
- Facebook Live cooking class
- Prominent placement on missionfornutrition.com
- Social media promotions including #MissionforNutrition Twitter party
- Public relations & influencer outreach
- Feature in downloadable meal plan magazine

Produce
Business
Marketing
Excellence
Award

2019

Back to School with Healthy Family Project

Our **award-winning** all-digital program encourages families to eat a healthier lunch for the school year while giving back to the Foundation for Fresh Produce to **support children's accessibility to fresh fruits and vegetables.**

Pricing: \$10,000 total
(\$8,000 Marketing Fee +
\$2,000 Donation)

Key Elements:

- Category exclusive
- Branding in recipe & back-to-school content on poweryourlunchbox.com
- Dedicated digital and social media promotions including [#PowerYourLunchbox](https://twitter.com/PowerYourLunchbox) Twitter Party
- Featured in target e-Newsletters
- Featured in Facebook Live cooking class
- Prominent placement on poweryourlunchbox.com
- Public relations & influencer outreach
- Communications Kit to assist with marketing and social media efforts

Back to School spending reached over \$108 billion in 2021*

*National Retail Federation



Healthy Family Project has partnered with Julie Harrington, registered dietitian, and culinary nutrition chef, for Food Rx. This dedicated video series focuses on the **important role food plays in overall health** and highlights health-conscious brands in timely and relevant content. Food Rx videos allow us to tell a story, create a simple recipe and get people excited about your brand.



Pricing: Packages start at \$2,500

Key Elements:

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

40% of Americans worry that an unhealthy diet will lead them to developing a serious illness but than 30% believe that grocery retailers are doing enough to promote healthy eating.*

*AI tech firm, Spoon Guru research



"Our Healthy Family Project podcast is a **place for relatable and fun conversations with subject matter experts**. Our topics are carefully selected based on trending hot topics for families."

*Amanda Keefer
Managing Director
& Podcast Host*



HEALTHY BITES PODCAST SEGMENT

Pricing: Packages start at \$1,200

Key Elements:

- Brand featured in a 2-3 minute Healthy Bite segment during episode & mentioned (with links) in show notes and blog post
- Provide an ad spot or script for our host to read or opt for an on-air product taste-test



57%
or 162 million
Americans
12+ have
listened to a
podcast*
(7% increase
since 2019)

41%
of Americans
12+ listen to
at least one
podcast each
month
(9% increase
since 2019)

28%
of Americans
12+ listen to
at least one
podcast each
week
(6% increase
since 2019)

* Edison Research, The Podcast Consumer, 2021

OUR TEAM

We believe in creating a healthier generation through easy, fun, thoughtful, and inspiring content. Whether we are 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 own lives as parents.



John Shuman • Founder & President

In 2002, John, President & CEO of Shuman Farms, started Healthy Family Project as a way of encouraging and leading the produce industry to give back to the communities where their products are sold. John has been in the sweet onion business for more than 35 years and today, Shuman Farms is the leading Vidalia and sweet onion grower in the country. John and his wife, Lana, live in Reidsville, GA with their two boys.

Trish James • Vice President

Grocery industry veteran of 20 years, Trish is a mom of two very active boys and passionate about helping others, especially in her community. You can find Trish volunteering weekly at her church and local food bank and she loves to see the work at Healthy Family Project in action in her own backyard. It is important to her that we are providing useful, relevant, realistic, and inspiring content for families - no parent-shaming allowed!



Amanda Keefer • Managing Director

Amanda's public relations, community outreach, and marketing experience spans 20 years. She is a 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 on our social media channels, or volunteering at a local charity. She is also our resident grazing board guru. 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 and has never looked back. Her finance and communication skills have given her the opportunity to explore many roles in supply chain, procurement, category management, and marketing. Lesley leads our Produce for Kids retail campaigns serving as the keystone between our retail partners and growers. She is a mom of two boys and enjoys adventuring with her family - both in the kitchen and in nature.





Tracy Shaw • Digital Marketing Manager

Tracy is mom to two busy teenagers that are now getting more involved in the kitchen and taking an interest in healthy foods. She has been a part of the Healthy Family Project family for over 7 years. Tracy now oversees all digital marketing efforts including digital partnerships, content strategy, website, and email marketing. She has a passion for helping others, supporting farmers, and healthy cooking, which you will see in her recipe creations and content.

Grace Vilches Boga • Social Media Specialist

With a passion for healthy eating and digital marketing, 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 partners' 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



Andrea Wiggins • Sales Assistant

Andrea has had a focus on sales, account management, and customer success for over 10 years. She strives in creating lasting partnerships and loves being a part of an organization that gives back. With a love for healthy cooking and snacking Healthy Family Project is a perfect fit. Andrea is the mom of two wonderful boys and an energetic girl that thankfully loves to try new things! Camping, photography, and three busy kids keeps life exciting.

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 SurvivalGuide" 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 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 and loves teaching kids culinary classes to encourage healthy eating habits at a young age.

UNDERSTANDING 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 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 customers.

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 is 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.**



Who We Reach

- Families looking for new & inspiring ways to incorporate more healthful items into their lives
- Socially-conscious shoppers making an impact with their purchase
- Shoppers seeking relevant & useful information & a share-worthy experience
- New parents increasing their spend on healthful products
- Registered dietitians & school nutrition directors on the front lines of families' healthy eating journeys

TOGETHER WE'RE CREATING 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 drives sales and healthy eating habits.**"

Mike Roberts

Director of Produce Operations, Harps Food Stores

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

Monique Bienvenue

Director of Communications, Bee Sweet Citrus



"Crispy Green has been a long-standing partner of Healthy Family Project and **we are proud to sponsor a program that educates families, children, and the community on making healthier food choices.** The programs align perfectly with our mission of using food as a force for good. Working with the team has been a wonderful experience. Together, we will make an impact by creating a healthier community one 'smart lifebite' at a time."

Gabriella Constantini

Marketing & Communications Lead, Crispy Green