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**FOR IMMEDIATE RELEASE**

**HEALTHY FAMILY PROJECT 2021 EFFORTS MAKE AN IMPACT WITH \$250,000 DONATION**

**Marketing programs shining the light on better for you brands exceed expectations**

**Orlando, FL – December 14, 2021** – Healthy Family Project will close out 2021 with \$250,000 raised through retail and digital cause marketing programs adding to the total \$7 million raised for charities that benefit families and children. Charities receiving funding in 2021 include Feeding America®, Our Military Kids and Fresh Produce Foundation (formerly United Fresh Start Foundation).

“When I founded Produce for Kids, now Healthy Family Project, in 2002, I had a vision that our industry would impact those in need in a big way,” said John Shuman, founder Healthy Family Project and president Shuman Farms. “Our programs have authentically evolved with the consumer over the years and I look forward to continued growth.”

In addition to donations raised, Healthy Family Project is celebrating overall impact made reaching 25 million families through the Healthy Family Project website, social media and other digital communications. In 2021, Healthy Family Project implemented refreshed signage in 3,848 grocery stores, surpassed 30,000 unique downloads of the Healthy Family Project podcast, produced 15 Live cooking classes with the organization’s junior chefs and saw more than a half million website visits to healthyfamilyproject.com.

2021 donations will fund 2.5 million meals through Feeding America food banks, 37 grants for military kids and impact the accessibility to fresh fruits and vegetables in schools through a \$12,000 donation to Fresh Produce Foundation (formerly United Fresh Start Foundation.)

Retail campaigns in 2021 included Associated Wholesale Grocers Springfield Division, Coborn’s, Military Produce Group, Publix, Stop and Shop and Tops. Highlights from 2021 retail campaigns include refreshed signage, dietitian led cooking classes, ecommerce and Produce for Kids Fridays encouraging kids to try new fruits and vegetables in store.

“Better for you brands are sought after by families now more than ever. We are fortunate to work with 66 brands to instill healthy habits through creation and implementation of relevant content in store and in the digital space,” said Trish James, vice president Healthy Family Project. “We know our brand partners believe in the importance of giving back and do so through our cause marketing efforts that boost brand awareness while making a difference.”

2021 impact graphic attached.

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

### **About Healthy Family Project| Produce for Kids**

Healthy Family Project believes in creating a healthier generation. As a cause marketing organization, Healthy Family Project creates programs, like Produce for Kids, 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 and provided 12 million meals through Feeding America. To learn more about Healthy Family Project and healthy eating, visit [healthyfamilyproject.com](https://healthyfamilyproject.com).

### **About Feeding America®**

Feeding America® is the largest hunger-relief organization in the United States. Through a network of more than 200 food banks, 21 statewide food bank associations, and over 60,000 partner agencies, food pantries and meal programs, we helped provide 6.6 billion meals to tens of millions of people in need last year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; brings attention to the social and systemic barriers that contribute to food insecurity in our nation; and advocates for legislation that protects people from going hungry.