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HEALTHY FAMILY PROJECT RECEPTION SEES RECORD ATTENDANCE AT SOUTHERN EXPOSURE

Cause marketing buzz continues around programs that have raised \$7.3 million for families in need

ORLANDO, FL (March 9, 2020) – More than 200 produce industry professionals celebrated the ongoing impact of Healthy Family Project’s cause marketing programs Friday evening at the annual [Healthy Family Project](#) reception at the Southeast Produce Council’s Southern Exposure.

This year’s [Healthy Family Project success story](#) was broadcast on screens located in the reception space and included testimonials from 2021 retailers. Guests were outfitted with the popular Fruits, & Veggies & Giving Back t-shirts that have gained popularity in the industry as a platform to showcase the willingness of the produce industry to give back through education, resources and donations to charities that help families.

“It’s humbling to look back at what started as a small in-store cause marketing promotion to what Healthy Family project has become today,” said John Shuman, president Shuman Farms and founder Healthy Family Project. “With the support of our retail and produce company partners, we are delivering best-in-class cause marketing programs influencing millions of families to eat healthier while also giving back to charities across the U.S.”

Shuman stood alongside retail and digital program partners during check presentations totaling \$250k raised in 2021 and benefitting Feeding America food banks as well as Our Military Kids and Foundation for Fresh Produce. The checks were presented for each 2021 retail and digital programs including Associated Wholesale Grocers (AWG) Springfield Division, Coborn’s, Military Produce Group, Publix Super Markets, Rouses and Stop and Shop as well as digital programs Power Your Lunchbox and Mission for Nutrition.

The messaging from the reception carried over to the Healthy Family Project booth at the Southern Exposure Expo, which featured a display showcasing the deep impact of healthful food choices.

2022 programs include AWG Springfield Division, AWG Oklahoma Division, Coborn’s, Military Produce Group, Publix Super Markets and Stop and Shop . In addition to these in-store campaigns, 2022 digital campaigns include Mission for Nutrition, which launched on March 1, and the annual Back to School with Healthy Family Project program that will launch in August 2022 to kick-off the school year.

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[Event photography available here](#)

Editors Note: Email amanda@healthyfamilyproject for additional event and check presentation photos.

About Healthy Family Project®

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.

About Shuman Farms, Inc.

Headquartered in the center of the Vidalia® growing region in southeast Georgia, Shuman Farms is an industry-leading, year-round grower, packer, and shipper of premium sweet onions. Learn more about Shuman Farms at shumanfarmsga.com.