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Healthy Family Project Celebrates 20 Years of Cause Marketing & Impacting Families

John Shuman reflects on 20 years of success, growth and change

Orlando, FL – Sept. 19, 2022– This fall, Healthy Family Project is celebrating 20 years of innovative cause marketing programs and thought leadership in the health and nutrition space. In the 20-year timeframe the company, that was founded as Produce for Kids, has partnered with more than 100 better-for-you brands and 30 retailers while continuing to evolve with the health and nutrition needs of families.

Healthy Family Project Founder and President of Shuman Farms John Shuman attributes the company's 20-year success to his team's ability to tap into current trends and use out of the box thinking to reach the ever-changing shopper as well as the many brands and retailers that they partner with.

"Our team has always consisted of individuals who go above and beyond because they are passionate about making a difference in the world and in the communities where our partners do business," said Shuman. "I'm proud to say our cause marketing programs have raised more than \$7.5 million and 16 million meals. And, while raising those funds we've also helped countless families understand the importance of living a healthy and nutritionally sound life."

Over the years, Healthy Family Project's in-store cause marketing campaigns have seen tremendous change and growth. Many of the traditional campaigns that began in 2002 shifted from 4-week campaign periods to 6-week campaigns and even year-long campaigns with seasonal pulse points throughout the year. The point-of-sale (POS) materials originally used in 2002 have now transformed to POS tailored specifically for each individual brand and resonates with that retailers' shoppers including bi-lingual POS and digital resources.

In 2010, Healthy Family Project tapped into the world of retail dietitians recognizing their impact on shopper's choices. Since then, retail dietitians have been an integral part of strategy for retail campaigns as well as the center of the all-digital Mission for Nutrition program that supports retail dietitians with materials and resources to celebrate National Nutrition Month. Retail dietitians have become a core audience for Healthy Family Project and have a prominent role today and in future plans for the organization.

In the digital space, the company has assumed a position as a top influencer in the food and nutrition world. A position not originally envisioned in 2002, but a position that was authentically taken as the digital and social media space grew and transformed. From MySpace to Farmville and Pinterest to Facebook, Instagram, and Tik Tok, Healthy Family Project has been present and a part of the digital shifts. Healthy Family Project's digital reach far exceeds millions each year through healthyfamilyproject.com, social media outlets, podcast episodes and enewsletter marketing.

“The longevity of Healthy Family Project is a true testament to the philosophy - doing well by doing good,” continued Shuman. “I am looking forward to the next 20 years and the impact we will continue to make.”

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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 \$7.5 million to benefit children and families and provided 16 million meals through Feeding America. To learn more about Healthy Family Project and healthy eating, visit healthyfamilyproject.com.