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BACK-TO-SCHOOL CAMPAIGN SEES 224 MILLION IMPRESSIONS

Seven better-for-you brands unite with Healthy Family Project to increase access to fruit and vegetables in schools

ORLANDO, Fla. – Oct. 20 2022 – Healthy Family Project’s annual Back-to-School campaign wrapped in early October with impressions topping 224 mm and social media reach seeing more than 24 mm impressions. This year’s campaign focused on lifestyle content and how nutrition and food impact and play a role in the everyday lives of families. The program, now in its ninth year and in partnership with seven health-conscious brand partners, has raised more than \$180,000 to benefit children and families with greater access to fresh fruit and vegetables.

This year, partners donated \$14,000, to support the International Fresh Produce Association’s initiatives focused on increasing children’s access to fresh produce in K-12 schools, and supporting this community’s ability to source, serve and promote fresh produce to next generation consumers and their families. The Back-to-School campaign brings the 2022 total donation towards these initiatives to \$26,000.

[TikTok](#) and [Instagram](#) were front and center this year, as more families gravitate to these platforms to seek out information for back to school. A Facebook Live back-to-school themed cook along took place in August on the [Healthy Family Project Facebook page](#) with more than 11,000 viewers.

“Each year, our Back-to-School campaign gains more and more steam as Healthy Family Project’s consumer audience continues to grow,” said Trish James, vice president, Healthy Family Project. “Our team carefully analyzes trends and taps into our audience to assess the needs of families each year so that we can present our partner brands in the most strategically curated content possible.”

The hub of this annual campaign is healthyfamilyproject.com, serving as the “go-to” spot for families kicking off the new school year. The site features family-friendly and registered dietitian-approved recipe inspiration for breakfast, lunch, snacks and dinner, highlighting the campaign’s health-conscious brand partners including Bee Sweet Citrus, Crispy Green®, JAZZ™ Apples, Nature Fresh Farms, Pero Family Farms®, Shuman Farms, and Yo Quiero!®.

Complimentary elements to the campaign included communication and materials developed for K-12 food service operators, as well as an upcoming podcast to highlight the variety of ways schools can introduce fresh produce to students. The Back-to-School campaign’s donation supports this demographic that plays such an important role in the health and wellness of our children.

“Our partnership with Healthy Family Project is incredibly beneficial, enabling us to create fruit and veggie focused programming and connections that benefit school foodservice operators and the students they serve,” said Andrew Marshall, IFPA’s staff liaison for wholesaler-distributor members, and lead staffer on engagement opportunities with the K-12 school nutrition community. “We value this longstanding collaboration and look forward to working together on future projects that empower K-12 foodservice operators, students, and families to choose fresh produce at school and at home.”

The Back-to-School program started in 2014 to help families during the busy time of year. In 2016, the program was awarded a Marketing Excellence Award from *Produce Business* and in 2019 awarded the first-place recipient of the Best International Initiative for Marketing Fresh Produce to Children at the London Produce Show and Conference.

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[Campaign graphics available to download.](#)

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. To learn more about Healthy Family Project and healthy eating, visit healthyfamilyproject.com.