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HEALTHY FAMILY PROJECT 2022 CAUSE MARKETING PROGRAMS TOP \$238,000

New digital marketing avenues support growth of funds raised and audience reached

Orlando, FL – December 8, 2022 – Healthy Family Project will close out 2022 with more than \$238,000 raised through retail and digital cause marketing programs pushing the total raised since 2002 to more than \$7.5 million for charities that support families. The organization leveraged social media, video content and digital shopper marketing to reach nearly 30 million families this year.

“The Healthy Family Project team strives to stay ahead of trends in the cause marketing space by continuously reviewing and analyzing new ways to share the healthy eating message with families,” said John Shuman, founder Healthy Family Project and president Shuman Farms. “As the first cause marketing organization in the produce industry, our experience spans twenty years. We continue to reinvent our programs and promotions as the marketing landscape shifts.”

2022 donations will fund 1.9 million meals through Feeding America food banks, 24 grants for military kids and impact the accessibility to fresh fruits and vegetables in schools through a \$26,000 donation to the International Fresh Produce Association’s Foundation for Fresh Produce.

In 2022, Healthy Family Project had more than 1 million website visits to healthyfamilyproject.com, visibility in 3,189 grocery stores across the U.S., surpassed 40,000 unique worldwide downloads of the Healthy Family Project podcast, produced 14 Live cooking classes and embarked on a robust [TikTok](#) campaign.

Retail campaigns in 2022 included Publix, Associated Wholesale Grocers Springfield Division, Military Produce Group, and Lowes Food Stores. Highlights from 2022 retail campaigns include omnichannel signage, exclusive cooking classes for Military families, ecommerce and Produce for Kids Saturdays encouraging kids to try new fruits and vegetables in Harps Food Stores.

“In 2022, we continued to align with brand partners that believe in the importance of making an impact in the world and communities where their products are sold,” said Trish James, vice president Healthy Family Project. “We take great pride in the results we deliver for our partners and through cause marketing efforts that boost brand awareness while making a difference.”

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

[Graphics Available Here](#)

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 \$7.5 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 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.