

Healthy Family Project Celebrates 9 Years of Partnership with Associated Wholesale Grocers Through 2025 Produce for Kids Campaign

Campaign launches in AWG Springfield and Gulf Coast divisions, delivering 170,000 meals to local Feeding America food banks

Reidsville, GA (April 11, 2025) - Healthy Family Project is proud to kick off its 2025 Produce for Kids campaign in Associated Wholesale Grocers (AWG) Springfield and Gulf Coast divisions, marking a milestone nine-year partnership dedicated to promoting healthier families and supporting communities in need.

Through this year's campaign, participating produce partners are coming together to make a powerful impact by collectively donating 170,000 meals to local Feeding America® food banks. Shoppers will see in-store signage featuring QR codes that lead to Healthy Family Project's library of registered dietitian-approved recipes, helping families make easy, nutritious choices.

"Over the past 15 years, our partnership with AWG has inspired healthier eating habits while also helping fight hunger at the local level," said Trish James, Vice President of Healthy Family Project. "This campaign is about community, and we're incredibly grateful to our produce partners and retail teams who help bring it all to life."

To celebrate the launch, Healthy Family Project hosted an [Instagram Live](#) event on April 9, featuring their junior chef sharing tips for combating the afterschool slump. Viewers learned how to build a quick and healthful snack board using products from participating partners.

"At Harps, we believe in doing more than just feeding families - we believe in nourishing communities," said Mike Roberts, Vice President of Produce at Harps Food Stores. "The Produce for Kids campaign aligns perfectly with our values, and that's why we've proudly supported it for so many years. It gives us a unique opportunity to promote healthy choices in our stores while also giving back to families in need through Feeding America. It's a win for our customers and our communities."

This year's campaign is supported by an all-star lineup of produce partners including Chelan Fresh, DOLE Fresh Vegetables, Farmer's Promise, Greenridge Fruit Inc., Litehouse®, Red Sun Farms™, RPE, Shuman Farms, Suja Life, Sunkist®, T. Marzetti, Westfalia Fruit, ¡Yo Quiero! Brands, and Schraad Sales and Marketing.

To learn more and explore nutritious, family-friendly recipes, visit www.healthyfamilyproject.com.

[Link to photos](#)

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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 \$8 million to benefit children and families and provided 22 million meals through Feeding America. To learn more about Healthy Family Project and healthy eating, visit healthyfamilyproject.com.