

**MEDIA CONTACT**

Amanda Keefer
Healthy Family Project
407.697.1779
amanda@healthyfamilyproject.com

FOR IMMEDIATE RELEASE

Healthy Family Project Unveils 2026 Back-to-School Family Playbook to Help Simplify Healthy School Routines

Practical nutrition guidance, family-friendly meal inspiration, and support for nutrition education come together in Healthy Family Project's annual Back-to-School campaign.

Reidsville, GA – August 3, 2026 – As families prepare for another busy school year, Healthy Family Project is helping take the stress out of mealtime with the launch of its [12th annual Back-to-School campaign](#). Centered around the theme "Real food. Real routines. Real life.", this year's campaign provides families with practical solutions for everything from lunch packing and after-school snacks to quick weeknight dinners - all while encouraging more fresh fruits and vegetables at every meal.

Since launching the Back-to-School campaign in 2014, [Healthy Family Project](#) has donated more than \$232,000 to organizations that support families and provide nutrition education in schools.

Rather than focusing on perfection, the 2026 campaign embraces the realities of busy family life with trusted nutrition advice, simple recipes, meal inspiration, and digital resources created to fit into everyday routines. Throughout the campaign, families will discover fresh ideas designed to make healthy choices feel more attainable during one of the busiest times of the year.

"Every piece of this campaign is intentionally designed to make healthy living feel more achievable," said Andrea Wiggins, Creative Content Manager at Healthy Family Project. "We work closely with our brand partners to weave their products into recipes, nutrition advice, and family-friendly content in ways that feel authentic, practical, and inspiring, giving families ideas they'll actually use long after the back-to-school season ends."

This year's campaign is made possible through partnerships with Bee Sweet Citrus®, Consalo Family Farms, Nature Fresh Farms, Shuman Farms RealSweet® Onions, SUNSET®, and ¡Yo Quiero!® Brands, all working together to inspire healthier habits for families.

Campaign highlights include:

- Registered dietitian-created recipes, meal ideas, and nutrition education.

- Educational videos and social content focused on solving common back-to-school meal challenges.
- Blog posts and e-newsletters featuring seasonal recipes, lunchbox inspiration, and practical family nutrition tips.
- Television and digital media segments featuring a registered dietitian sharing produce-focused recipes and nutrition advice.
- Interactive digital resources that help families plan, prepare, and enjoy healthier meals throughout the school year.

The campaign runs August 3 through September 11 across Healthy Family Project's website, social media channels, email newsletters, and media partnerships.

"Our partners continue to demonstrate how collaboration across the produce industry can create meaningful impact," said Aimee Smith, Director of Partnerships and Account Development at Healthy Family Project. "Together, we're creating valuable resources that help families build healthier habits while supporting nutrition education in K–12 schools."

As part of the initiative, participating partners are donating \$12,000 to the International Fresh Produce Association Foundation for Fresh Produce, supporting programs that help children develop lifelong healthy eating habits through increased access to fresh fruits and vegetables.

Healthy Family Project has donated more than \$8 million to charities benefiting children and families since 2002 and has helped provide more than 22 million meals through Feeding America.

[Back-to-School Photography is Available Here](#)

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 more than 22 million meals through Feeding America. To learn more about Healthy Family Project and healthy eating, visit healthyfamilyproject.com.