



MEDIA CONTACT

Amanda Keefer
Produce for Kids
407-697-1779

amanda@produceforkids.com

Produce for Kids Company History

John Shuman, owner of [Shuman Produce](#), a leading grower and shipper of Vidalia® sweet onions, created [Produce for Kids®](#) in 2002 after being inspired by a trip to a local children's hospital. Shuman had the idea to develop a program that would encourage a healthy family diet, full of fruits and vegetables, while supporting the needs of health-focused children's charities.

With his extensive experience and relationships in the produce industry, making a home for the program in the produce department of grocery stores was a perfect fit. Cause marketing was a new concept in the produce industry at the time, but after an initial test, Publix Super Markets in the southeast and Meijer stores in the Great Lakes region were the first retailers to launch Produce for Kids campaigns in their produce departments.

Today, the program includes 17 supermarket banners representing more than 3,000 grocery stores and fresh markets in 33 states and the District of Columbia. More than 50 fruit and vegetable growers sponsor the program, representing nearly every category in the fresh produce department. Produce for Kids hosts two in-store campaigns each year and all funds raised stay local.

Since its creation, Produce for Kids has raised more than \$6 million for programs that benefit families and children. In 2015, Produce for Kids designated [Feeding America](#), with its more than 200 food banks and 6,000 food pantries nationwide, as its primary children's charity. Produce for Kids also works with other nutrition-oriented children's charities such as [Salad Bars to Schools](#) and [Jump With Jill](#).

Produce for Kids hosts [Power Your Lunchbox Pledge™](#), a digitally focused campaign during the back-to-school and "new year" time frames. The *Power Your Lunchbox Pledge* campaign gives families the resources to fuel their kids throughout the day with nutritious, produce-inspired lunches while giving back to families in need. Since 2014, the campaign raised more than \$35,000 for kid's health and wellness programs across the country.

In 2016, Produce for Kids introduced the [We Heart RDS](#) kit by Produce for Kids, sent to more than 340 retail dietitians at more than 52 retailers across the U.S. and Canada. The kit contains recipes, timely tips from the Produce for Kids team of blog contributors and seasonal information from produce commodity boards to share with shoppers.

Produceforkids.com is a one-stop website with healthy eating resources for families of all sizes. The site contains more than 300 family-friendly recipes and the Produce for Kids® Blog, which offers easy tips for parents written by parents.

For more information, please visit produceforkids.com.