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FOR IMMEDIATE RELEASE

PRODUCE FOR KIDS IS ON A MISSION FOR NUTRITION THIS MARCH

Multi-touchpoint program features healthful brands and commodities to inspire families and highlight popularity of meal planning

Orlando, Fla. – Feb. 25 – Produce for Kids® is aligning with health-conscious brands, commodities and retail dietitians to kick off its inaugural [Mission for Nutrition promotion](#) in celebration of National Nutrition Month®. The online and in-store program focuses on the importance of a healthy family diet and the value of meal planning and prepping while aiming to increase the consumption of fresh produce.

On themissionfornutrition.com, consumers can download a free meal planning eBook featuring a five-day registered dietitian-approved family meal plan, shopping list and meal planning tips. The website will also host weekly giveaways including a meal prep gift set, Instant Pot, air fryer and KitchenAid stand mixer to help families ease into meal planning. Participating brands, retail dietitians and Produce for Kids influencers will also interact with consumers during the #MissionForNutrition Twitter party on March 14 at 4pm ET.

A resource kit filled with health-focused items for display has been delivered to more than 400 retail dietitians at 50 retailers across the U.S. and Canada. Dietitians are encouraged to create a display with these items or use them at an in-store event and submit photos to be considered for a \$1,000 continued education scholarship. Every retail dietitian that enters will receive a “I’m a Dietitian. What’s Your Super Power?” tumbler to recognize their efforts in creating a healthier generation.

“We have been working direct with retail dietitians over the years and recognize the positive influence they have at store level,” said Trish James, vice president at Produce for Kids. “All of our partners are featured in the One Week of Healthy Easy Meals mini magazine distributed to retail dietitians and the kit is full of fun display items from these companies.”

Health-conscious brands partnering in the program include Avocados From Mexico, Crispy Green®, Earthbound Farm®, Eat Smart®, NatureFresh™ Farms, Pero Family Farms, RealSweet® and the National Watermelon Promotion Board.

These brands and commodities included samples, coupons, brochures or promotional items in the kits distributed to retail dietitians. In addition, they are included in branded recipes, meal plans and sweepstakes on themissionfornutrition.com as well as being featured in targeted e-newsletters, Produce for Kids social media channels, influencer outreach and mentions in the “Healthy Bites” portion of The Healthy Family Project by Produce for Kids podcast.

“It’s an important time of year to help families out of the winter slump and get back on track with a healthy meal plan,” continued James. “Mission for Nutrition was designed to provide the resources these families need while adding a little fun to the mix.”

As with all Produce for Kids programs, Feeding America’s programs that benefit families and children will receive a donation tied to Mission for Nutrition.

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About Produce for Kids®

Produce for Kids® believes in creating a healthier generation. As a cause marketing organization, Produce for Kids creates programs that provide easy, fun, and inspiring recipes. Since its creation in 2002 by Shuman Produce Inc., Produce for Kids has raised more than \$6.7 million to charities that support children and families. To learn more about Produce for Kids and healthy eating, visit www.produceforkids.com, [Facebook](#), [Twitter](#), [Pinterest](#) or [Instagram](#).

About Feeding America®

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry.