



## Market Research Inspires Produce for Kids Partnership with Lean Green Dad

*New Dad-Hosted, Live Cooking Show Helps Families Make Healthy Eating Simple!*

**ORLANDO, FL - June 14, 2018** - As families celebrate Father's Day, Produce for Kids is proud to announce a new Facebook LIVE show and partnership aimed at helping busy families make healthy plant-based meals in 15 minutes or less. Cory Warren of the [Lean Green Dad](#) website and podcast will serve as the host of "Cooking with Lean Green Dad," set to air on the Produce for Kids Facebook page.

The show will air bi-weekly, starting in July, and will feature quick and easy plant-based recipes to help busy families cook at home more often. The show will welcome likeminded brand partnerships to inspire original recipe creations with full recipes available free at [producedorkids.com](http://producedorkids.com).

"In our digital community of more than 300,000 parents and families, we have seen first-hand a shift in family dynamic," said Trish James, vice president at Produce for Kids. "Each family is unique, and the majority of our society is not necessarily made up of the nuclear family of the past. We regularly have dads, grandparents and guardians tapping into our outlets for information and we want them to feel welcome in that space."

A Saatchi & Saatchi NY [survey published by Marketing Dive](#) found that most millennial dads think today's ads don't ring true to the engaged roles they play in maintaining a home and caring for their kids. Through concerted efforts with Lean Green Dad, Produce for Kids' goal is to provide a continuous stream of content that is attractive for dads.

Cory Warren is a husband, vegan dad and podcast host who creates quick and easy plant-based meals. [Lean Green DAD](#) provides easy plant-based meals for anyone looking to fuel their plant-based family.

"At a very basic level, I think we can all agree that eating more fresh fruits and veggies is a good thing. Every parent wants what's best for their family, but sometimes eating raw kale doesn't work for kids and families," said Cory Warren, founder of Lean Green Dad. "This show will help parents make healthy eating easy and fun, while helping serve the Produce for Kids mission of supporting parents and families nationwide."

According to a recent [Pinterest analysis](#), Dads say they make 1 out of 3 meals in their households, and they're keeping an eye on health. In 2018, Produce for Kids has shifted much of a digital strategy that was previously focused on moms to incorporate dads as well as grandparents. Pinterest has always been an area of focus at Produce for Kids with an average reach of 3.7 million Pinterest users per month\*.

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\*Please contact [amanda@produceforkids.com](mailto:amanda@produceforkids.com) for complete analytics.

Graphics available: <https://www.dropbox.com/sh/dgarinwk0744oaz/AADzp5IEaozIC3xbZ2eanvqma?dl=0>

### **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 \$6.4 million to benefit children and families. To learn more about Produce for Kids and healthy eating, visit [www.produceforkids.com](http://www.produceforkids.com), [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).

### **About Lean Green Dad**

Cory Warren is a husband, vegan dad and podcast host who creates plant-based meal plans. His quick and easy vegan meals help make a plant-based diet for kids simple! [Lean Green DAD](#), provides easy plant-based meals for anyone looking to fuel their plant-based family! Find Lean Green Dad at [www.leangreendad.com](http://www.leangreendad.com), [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).

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