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FOR IMMEDIATE RELEASE

PRODUCE FOR KIDS AWARDED BEST INTERNATIONAL INITIATIVE FOR MARKETING FRESH PRODUCE TO CHILDREN

Lunchbox friendly produce brands making a difference through Power Your Lunchbox

ORLANDO, FL – June 20, 2019 – On June 6, Produce for Kids was the first place recipient of the Best International Initiative for Marketing Fresh Produce to Children in 2019 for the Power Your Lunchbox program at this year's The London Produce Show and Conference. The award was presented to Produce for Kids Founder and Shuman Farms President, John Shuman, by Simon Smits, Dutch Ambassador to the UK during Perishable Pundit's Thought Leadership Breakfast.

The Power Your Lunchbox program launched in 2014 to provide families with the tools and resources needed to pack simple, healthy and delicious lunches. Since then, numerous health-conscious brands have joined the mission to elevate their presence in the back-to-school space and give back. This program has provided 1.3 million meals to families in need through the years, which is part of the larger Produce for Kids mission to support the 42 million people who face hunger in the U.S.

"Several years ago, our team realized that families were in need of resources during the often hectic back-to-school time of year and conceptualized Power Your Lunchbox," said John Shuman. "We are extremely proud of the growth of the program and all of our partners who recognize the power of a nutritious lunch while giving back."

Entries for the award were accepted from international fresh produce growers, packers, importers, exporters, marketers, retailers, distributors and foodservice operators, as well as trade organizations and charitable or government entities. The award is in its third year, with previous award recipients including Swedish retailer ICA Sweden (2018), and UK discount chain Lidl UK (2017).

While Produce for Kids was created in 2002, the Produce for Kids Power Your Lunchbox program will celebrate six years of encouraging families and classrooms to eat more nutritious lunches and make healthy choices while giving back beginning August 5. The campaign will consist of multiple touchpoints including registered dietitian-approved recipes, video content, social media, Twitter party, giveaways, content creator outreach, podcast episodes, e-newsletters and more all centering around poweryourlunchbox.com.

For more information about Power Your Lunchbox and Produce for Kids visit www.produceforkids.com

*Every \$1 donated to Feeding America helps secure at least 10 meals on behalf of member food banks.

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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 Farms. 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 Shuman Farms, Inc.

Headquartered in the center of the Vidalia® growing region in southeast Georgia, family-owned Shuman Farms has been in the sweet onion industry for more than 30 years. Today, Shuman Farms is a leading grower and shipper of sweet onions. For more information, visit shumanfarmsga.com

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.

Produce for Kids

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