



Produce for Kids[®]

Creating a healthier generation

Partnership Opportunities



Who We Are

When you partner with Produce for Kids, you are helping to create a healthier generation while making an impact through community-driven cause marketing efforts. With more than 50 combined years of experience in food, grocery and community outreach, our team of seasoned professionals work passionately to implement meaningful and impactful campaigns. More than that, we are a team of parents with children ranging from infants to high school who bring real-world experience and expertise to all that we do.

Produce for Kids was founded by Shuman Farms, a leading grower and shipper of Vidalia® sweet onions, under the core mission to give back to those in need through cause marketing programs while educating consumers on making healthy life choices.



Trish James | Vice President

Grocery industry veteran of 15 years; specifically in the produce industry for nine working alongside health-conscious brands. Trish is the mom of two very active boys and passionate about helping others, especially in her community, which is why she appreciates the work we do at Produce for Kids. She can be found volunteering weekly at her local food bank. Trish loves providing useful, relevant, and realistic resources to Produce for Kids followers. No parent-shaming, just inspiring new habits and celebrating wins. Find her regular contributions on the Produce for Kids Blog.



Amanda Keefer | Managing Director

Amanda's marketing, public relations and community outreach experience spans 20 years. She is the mom of two girls and two Boxer dogs. You can hear her as the host of the Healthy Family Project podcast, find her cooking alongside her girls in videos on the Produce for Kids Instagram feed or spot her out volunteering with her family. When not in the office, Amanda can be found with her family on the tennis courts or at the dance studio.



Lesley Daniels | Account Development Director

Lesley got her first taste for the food industry over 10 years ago at Heinz. Her finance and communication skills gave her an opportunity to explore many roles within their supply chain and procurement teams. Years later, she took her passion for creating and marketing food to Giant Eagle to source and develop their private label brands. At Produce for Kids, Lesley serves as the keystone between our retail partners and growers. As the mom of two daring boys and the wife of a passionate outdoorsman, Lesley is always searching for healthy and delicious ways to fuel their next family biking or hiking adventure.

Amber Gray | Digital Marketing Manager

Amber is the new mom to a baby girl and navigating the world of diapers, first foods and very little sleep. She has been a part of the Produce for Kids team for 9 years, overseeing all digital marketing efforts including digital partnerships, content strategy, social media, website and email marketing. A passion for healthy cooking was instilled in her at a young age, cooking alongside her mom and sister in the kitchen. Her passion for cooking, food and photography has also brought her behind the lens to develop and photograph recipes for Produce for Kids and partners.



Grace Vilches Boga | Marketing Coordinator

With a passion for healthy eating and digital marketing, Grace found her perfect match with the Produce for Kids team. A south Florida native, Grace grew up in Miami surrounded by delicious Cuban food and a love for family. Grace is the Produce for Kids in-house video production guru working to bring partner's products and brands to life. You will often see Grace on the Produce for Kids Instagram Story sharing the latest food trends, news on the latest Produce for Kids promotions and meal prep ideas. When she's not working she's looking for the newest foodie spots with her husband and mini Australian shepherd, Ollie.



Sally Kuzemchak, MS, RD | Official Registered Dietitian

Sally Kuzemchak is a registered dietitian, author and mom of two boys. She is the official registered dietitian at Produce for Kids and blogs at RealMomNutrition.com. Sally contributes monthly to the Produce for Kids Blog, is a regular guest of the Healthy Family Project podcast and shares tips on the Produce for Kids Instagram. Sally is also the author of "The 101 Healthiest Foods for Kids" and "Cooking Light Dinnertime Survival Guide" and is a contributing writer for Parents magazine with recent work published in *Prevention*, *Health*, *Family Circle*, *Eating Well*, *Fitness and Shape*.



Jessica DeLuise, PA-C, CCMS | Host of Food Rx

Jessica is the founder of Eat Your Way to Wellness and is dedicated to helping individuals learn which foods are nutrient dense and can support their overall wellness. Jessica truly believes that food, when safe, can be utilized to treat and prevent disease as a first-line therapy. Jessica has a Masters degree in Health Science and Physician Assistant Studies and is certified as a Physician Assistant Medical Provider and in Culinary Medicine.



What We Do/How We Work

We develop in-store and digital cause marketing programs to raise awareness of the importance of healthy eating and overall healthy lifestyle. Our most recognizable programs are our grocery retail Produce for Kids campaigns, Power Your Lunchbox and Mission for Nutrition. Outside of these joint partnership campaigns, there are individualized opportunities for partners like Food Rx, Twitter parties, recipe development, podcast features and more.

VALUES AT HEART

WE APPROACH EVERY CAMPAIGN WITH A DEEP DESIRE TO CREATE VALUE. WE DO SO BY BUILDING RELATIONSHIPS, TRUST AND COMPELLING CONTENT.

PARTNERSHIP

WE PRIDE OURSELVES ON PRODUCE INDUSTRY AND RETAIL EXPERTISE. YOU CAN LOOK AT US AS A TRUE EXTENSION OF YOUR TEAM.

DIFFERENCE

MOST IMPORTANTLY, WE CARE ABOUT OUR WORK TO CREATE A HEALTHIER GENERATION.



50,000+
AVG. UNIQUE VISITORS PER MONTH TO WEBSITE



300,000
TOTAL SOCIAL MEDIA FOLLOWERS



5MM
AVERAGE MONTHLY SOCIAL MEDIA IMPRESSIONS



35,000
E-NEWSLETTER SUBSCRIBERS



12,000
PODCAST DOWNLOADS

Why Cause Marketing?



WHAT IS CAUSE MARKETING?

Cause marketing is a corporate responsibility in which a company's promotional campaign has the dual purpose of increasing profitability while bettering society.



HOW IS A CAUSE MARKETING INITIATIVE DIFFERENT FROM A STAND ALONE DONATION?

Through marketing efforts, a cause marketing program lets the customer know that a company is socially responsible and interested in the same causes as their customer.



WHY CAUSE MARKETING?

Today's shopper has a desire to make the world a better place. They are looking to give back through their actions and purchases.



WHAT'S AN ADDED VALUE TO A CAUSE MARKETING CAMPAIGN?

Marketing and public relations efforts typically come from both the charity and the company's marketing teams adding authenticity to the messaging.



\$7 million
FUNDS RAISED



12 million
MEALS DONATED

Doing Well by Doing Good!

Who We Reach?

- Busy families
- Parents and guardians who want new and inspiring ways to incorporate more healthful items into their lives
- Families concerned about proper nutrition
- Shoppers who are seeking relevant and useful information and a share-worthy experience
- New parents who tend to increase their spend on healthy products





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Retail Campaign

PROGRAM OVERVIEW:

- Produce for Kids Campaigns were created to inspire shoppers and promote produce consumption while doing additional good by giving back to the community of the shopper.
- In-store elements vary per retail partner. We activate everything from POS signage and recipe tear pad units, to experiential "Turnip the Beet" standees and free fruit for kids stands.
- The in-store outreach meshes with a complete digital program in a 360-degree approach.



KEY ELEMENTS:

- In-store POS
- Circular Support
- Branded Recipes
- Targeted E-Newsletters
- Social Media Support
- Public Relations & Influencer Outreach



Produce is a Basket Builder!
(+44% over average ring)

*FMI The Power of Produce



Mission for Nutrition

PROGRAM OVERVIEW:

- Celebrate National Nutrition Month® with the award-winning Mission for Nutrition program designed to raise brand awareness through consumer and retail dietitian outreach and inspire healthy choices in-store and at home.
- Kits are sent to 400+ retail dietitians across 50+ retailers in the U.S. and Canada for use in-store to create a display to educate shoppers on the importance of a healthy diet. RDs submit pictures of their events using the kit materials for a chance to win a \$1,000 education scholarship.
- Month-long consumer promotion across multiple touchpoints to inspire shoppers with healthy ideas.

TIMING: March

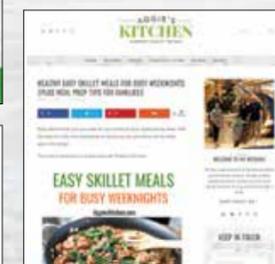
KEY ELEMENTS:

- Retail Dietitian (RDs) Promotion
 - Option to include items in kit to RDs
 - Branding in printed materials in kit
 - Branded materials available for download on Produce for Kids RD Resource Center
 - Targeted e-newsletters to RDs



• Consumer Promotion

- Dedicated microsite
- Targeted e-newsletters
- Social media support including #MissionForNutrition Twitter party
- Public relations and influencer outreach
- Podcast promotion
- Branding in downloadable e-book
- Communications toolkit supplied to assist with communications efforts



Reach Retail Dietitians Throughout the Year!

As trusted resources in-store, consumers turn to RDs for nutrition information, advice and services to help shape healthier lifestyle choices. Continue your outreach year-round or seasonally through Produce for Kids' database of RDs.

KEY ELEMENTS:

- Dedicated e-newsletter to targeted list of RDs that highlights brand and content
- Additional inclusion on monthly Produce for Kids RD e-newsletter
- Branded materials available to RDs for download on Produce for Kids RD Resource Center

Have you ever wanted to partner with a Retail Dietitian (RD) from your store to share healthy ideas for your customers? We've got you covered! We've created a new resource for you: We RDs. This resource is designed to help you connect with local RDs and provide them with the tools and information they need to help you reach your customers. It's a win-win for everyone!

It's time for a "Real" healthy appetizer and snack for your store! We've got you covered! We've created a new resource for you: We RDs. This resource is designed to help you connect with local RDs and provide them with the tools and information they need to help you reach your customers. It's a win-win for everyone!

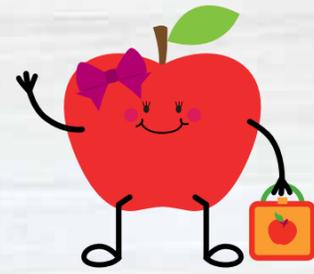
Whasians Corn Salad with Avocado

Ingredients:

- 3 Avocado Fresh Peas, Seed
- 4 cups Fresh corn, cooked and cut off the cob
- 1/4 cup olive oil
- 1/4 cup olive oil, freshly pressed
- 1/2 cup lime juice
- 1 tsp chili powder
- 1/4 cup cottage cheese

Directions:

1. In a large bowl, combine corn, peas, oil, vinegar, lime juice, and chili powder; mix well.
2. Sprinkle with avocado and top with cottage cheese.



Power Your Lunchbox by Produce for Kids®



PRODUCE BUSINESS MARKETING
EXCELLENCE AWARD



BEST INTERNATIONAL
INITIATIVE FOR MARKETING
FRESH PRODUCE TO CHILDREN

Power Your Lunchbox

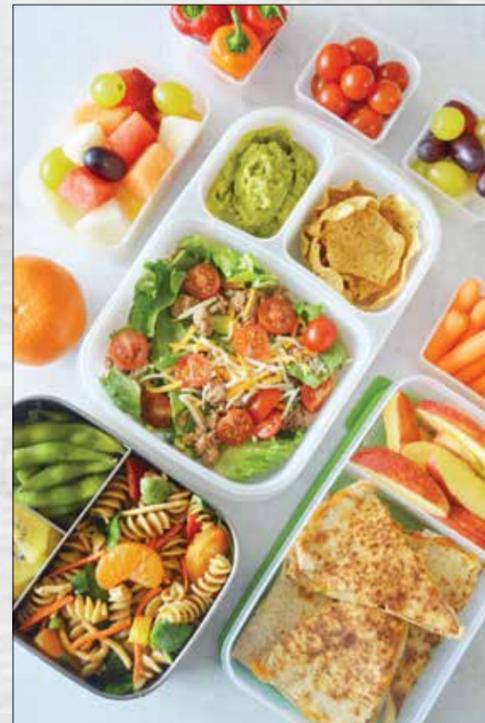
PROGRAM OVERVIEW:

- Award-winning all-digital program encourages families to eat a healthier lunch for the school year while giving back to Feeding America's programs that benefit families and children.
- PowerYourLunchbox.com offers kid-friendly and registered dietitian-approved lunchbox inspiration and back to school content to help families eat more nutritious lunches during the school year and taps into the ever-growing conversation around back to school.

TIMING: Back to School (August – September)

KEY ELEMENTS:

- **Dedicated Website**
 - Brand logo and mentions throughout website
 - Recipe branding
- **Digital Support**
 - Targeted e-newsletters
 - Social media support including #PowerYourLunchbox Twitter party
 - Communications toolkit to assist with communications efforts
 - Food Rx Instagram Live
 - Podcast promotion



- **Public Relations**
 - National, local and trade media outreach
 - Promotion through Produce for Kids influencer/content creator network with option to supply product
- **Optional Opportunities**
 - Licensing rights to include Power Your Lunchbox on packaging or in-store displays
 - Co-branded promotions or IRCs opportunities between participating brands



According to the National Retail Federation, Back to School spending was expected to reach \$80.7 billion in 2019. Join the buzz!



by Produce for Kids
with Jessica DeLuise, PA-C, CCMS



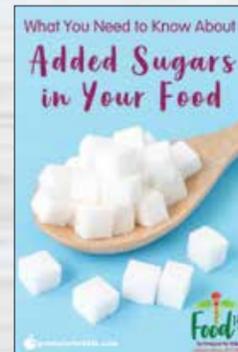
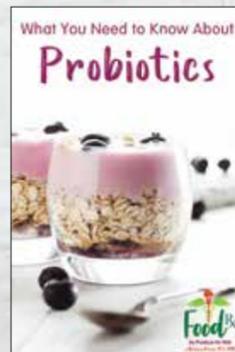
Food Rx

PROGRAM OVERVIEW:

Produce for Kids has teamed up with Jessica DeLuise, PA-C, CCMS, physician assistant, culinary medicine specialist and author of EatYourWayToWellness.com for Food Rx. This monthly series focuses on the important role food plays in overall health and highlights health-conscious brands that relate to the monthly topic.

KEY ELEMENTS:

- Instagram Live video featuring Jessica and showcasing brand/product
- Promotion across Produce for Kids and Eat Your Way to Wellness social channels, including video upload to IGTV and YouTube
- Promotion in Produce for Kids e-newsletter
- Blog post on Produce for Kids website
- Video available after for brand use



Healthy Bites Podcast Segment

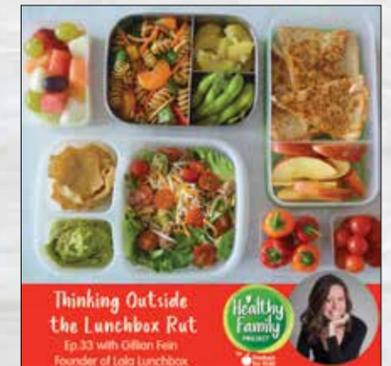
PROGRAM OVERVIEW:

Reach the ever-growing audience of podcast listeners by having your brand and products featured in a Healthy Bites segment on the Healthy Family Project podcast. The Healthy Family Project podcast, hosted by Amanda Keefer, covers the hot topics in the world of health, food and family with new episodes every other Friday. Subscribe on Apple Podcasts, Google Podcasts, Spotify, iHeartRadio and all popular podcast sites.

KEY ELEMENTS:

- Brand featured in 2-3 minute Healthy Bites segment during an episode of The Healthy Family Project
- On-air product taste test or review
- Brand mention/links in show notes and blog post

"The Healthy Family Project is my "go-to" resource for an authentic view of raising kids, meal planning and budget friendly recipes that are healthy and delicious. Amanda and her guests provide a real world approach that is relatable and fun to listen to"
- Sherri, mom of two, Colorado



According to the Edison Podcast Consumer 2019 Today,

51%
of Americans 12+ have listened to a podcast, with

32%
having listened in the past month, and

22%
in the past week.

Content Creation

Consumer engagement with your brand is vital to building brand awareness and loyalty. Having meaningful and useful content can help set your brand apart and meet the consumer where they are.

Our in-house content team can help elevate and showcase your brand and products through recipe development, photography and video. We'll work with you develop content that meets brand guidelines and appeals to consumers online and across social media.

VIDEO CONTENT

Video is a must for any digital or social media marketing strategy, and are a consumers' favorite type of content to see from brands. In fact, 54% of consumers want to see more video from brands and businesses they support. Choose between "hands in pans" style videos or explainer videos featuring our mini chefs or in-house talent.

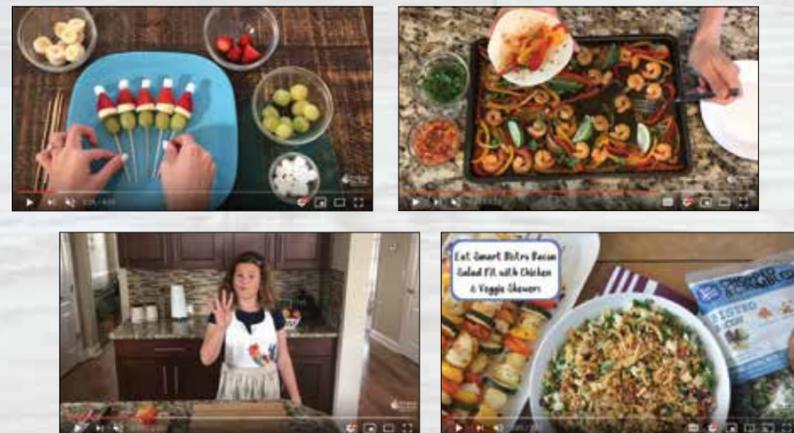
KEY ELEMENTS:

- Social media/website ready videos highlighting brand and products
- Promotion on Produce for Kids social media accounts and in e-newsletter



85%
of all internet users
in the US are watching
monthly video content
on their devices

*Statista, 2018



RECIPE DEVELOPMENT & PHOTOGRAPHY

Consumers are hungry for tasty recipes. You can't scroll through Instagram or Pinterest without seeing pictures of food. And if Pinterest's 5 billion annual food and recipe searches is any indication, having beautiful photography and tested recipes is key to driving traffic to your company website.

KEY ELEMENTS:

- All recipes are family-tested and registered dietitian-approved
- Product/brand highlighted in recipe and high resolution photography
- Cross-promotion of recipes and brand on Produce for Kids website and social media outlets



**In need of foodservice photography or product shots?
WE CAN DO THAT TOO!**

Digital Promotions

Over the years, we've cultivated a community of families in the digital space who are looking for content focused on living a healthy lifestyle. We form thoughtful partnerships with health-conscious brands to bring this type of content to life and create life-long customers for our partners.

Let us help you take your vision to the next level through a strategic year-round digital partnership or a dedicated seasonal campaign that combines some or all of the following offerings. Space for all opportunities is limited.

E-NEWSLETTER OUTREACH

According to a study by Mapp Consumer Views, 60% of consumers say that email marketing influences them to make a purchase. Our quality email list can effectively reach families with information that's personalized and relevant.

KEY ELEMENTS

- Dedicated e-newsletter with content highlighting brand
- Promotion on Produce for Kids social media accounts
- Content promotion in weekly consumer e-newsletter

DISTRIBUTION: 35,000+



BLOG POSTS

Content marketing improves brand reputation by building trust through quality content. The Produce for Kids Blog is a spot where families can obtain quality information to keep their families healthy.

KEY ELEMENTS

- Blog post highlighting brand and/or products with back links to brand website
- Blog post highlighting brand and/or products

UNIQUE MONTHLY WEBSITE VISITORS: 50,000+



SWEEPSTAKES OR CONTEST

Hosting a sweepstakes or contest can boost online engagement, build your email list and increase sharing across social media. A sweepstakes or contest can inspire consumers to interact and connect with your brand.

KEY ELEMENTS

- Option to host sweepstakes or contest on a Produce for Kids social account (Facebook or Instagram), within a sponsored blog post or on dedicated landing page.
- Opt-in to receive future brand communications
- Creative elements and official rules
- Promotion on Produce for Kids social media accounts and in e-newsletter

ESTIMATED REACH: 50,000 – 100,000



INSTAGRAM LIVE OR IGTV FEATURE

With over 1 billion monthly active users, Instagram has been on the rise the last few years. With 60% of users seeking out and discovering new products through the platform, we can help amplify your message.

KEY ELEMENTS

- Brand and product featured in 5-10 minute Instagram Live or IGTV video
- Video available to brand for uploading on own platforms and website

ESTIMATED REACH: 70,000



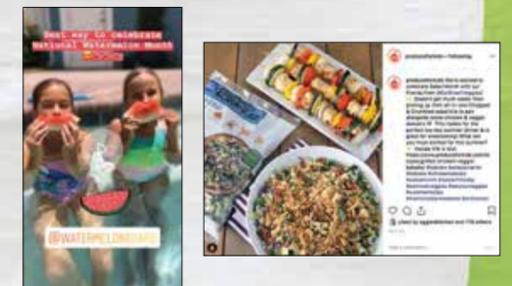
SOCIAL MEDIA PROMOTIONS

Produce for Kids has cultivated a community of over 300,000 people and families across our social media outlets. Let us amplify your content and messaging across Facebook, Instagram, Pinterest and Twitter through a strategic social media promotion.

KEY ELEMENTS

- Content posted across Produce for Kids social media accounts
- Option for paid social ads to amplify messaging

ESTIMATED REACH: 300,000



TWITTER PARTIES

Twitter parties allow brands to connect one-on-one with parents and influencers around a central topic for 1 hour, led by one of our Produce for Kids influencers/content creators.

KEY ELEMENTS:

- Produce for Kids to plan and assemble all materials for party
- Opportunity to offer up prizes for attendees
- Promotion on Produce for Kids social media accounts and e-newsletter

ESTIMATED IMPRESSIONS: 8.5 million

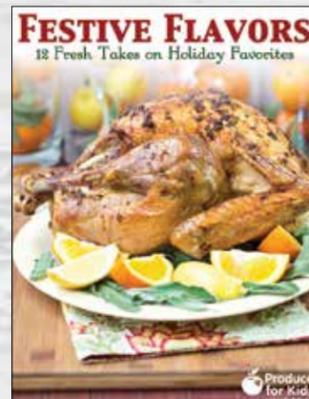


E-BOOKS

E-books can help move customers through your sales funnel, encourage them to subscribe to your e-newsletter or offer added value to shoppers. Whether you're looking to highlight your brand through recipes, how-tos or other content, we can help.

KEY ELEMENTS:

- Produce for Kids to meet with brand and discuss needs/goals for e-book, including content needs and brand guidelines
- Complete e-book PDF ready for download
- Promotion on Produce for Kids social media accounts and in e-newsletter



FARM/FACILITY TOURS

Bring your customers behind the scenes through a farm or facility tour. Showcase how your product is grown and packaged and encourage a deeper understanding of the farm-to-fork process.

KEY ELEMENTS

- Produce for Kids team member to tour farm/facility. Additional opportunities to coordinate strategic influencer visits available.
- Farm photography
- Blog post on produceforkids.com
- Promotion on Produce for Kids social media accounts



Together, we will create a healthier generation.

“Our customers are very important to us. We like to help them make healthy choices and Produce for Kids is a huge part of that. When we merchandise the amazing Produce for Kids’ recipes and items together in the produce department it helps drive sales and healthy eating habits.”

- Mike Roberts, Director of Produce Operations, Harps Food Stores, Inc.

“Bee Sweet Citrus has been a sponsor of the Produce for Kids’ Power Your Lunchbox campaign for several years and it is an absolutely rewarding experience. The whole point of the program is to give back to Feeding America and educate parents, children, and educators about eating healthy and that is important to Bee Sweet. We want children to eat healthy and Produce for Kids helps us spread that message. It’s a win-win for all of us.”

- Monique Bienvenue, Director of Communications, Bee Sweet Citrus

“Crispy Green has been a long-standing partner of Produce for Kids since 2015. We are proud to sponsor a program that educates families, children and the community on making healthier food choices, which aligns perfectly with our mission of using food as a force for good. Working with Produce for Kids on the Power Your Lunchbox and Mission for Nutrition campaigns has been a wonderful experience, and we look forward to continuing our partnership. Together, we will make an impact by creating a healthier community one ‘smart lifebite’ at a time.”

- Gabriella Costantini, Marketing & Communications Lead, Crispy Green

