



JOHN SHUMAN REFLECTS ON GIVING BACK CULTURE OF SHUMAN FARMS

2019 Vidalia® season continues Shuman Farms' commitment to giving back

Reidsville, GA (May 07, 2019) – As the 2019 Vidalia season begins, Shuman Farms renews their commitment to giving back through their Produce for Kids® program and their RealSweet® brand Vidalia® onion bags supporting Feeding America.

In 2002, John Shuman, President and CEO of Shuman Farms, founded Produce for Kids, a cause-marketing organization dedicated to creating a healthier generation and giving back to families across the country. Since the program's inception, Produce for Kids has raised more than \$6.7 million for families and children in need.

Produce for Kids' campaigns originally supported children's hospitals but in 2014 the organization started a partnership with Feeding America.

"Working with Feeding America over the past several years has allowed us to not only help children eat healthier, but it has also helped us provide support to those families who face hunger every day," Shuman continued. "We recognize that hunger hits communities all over the United States and the impact on children is especially tough."

Feeding America reports that 1 in 6 children may not know where they will get their next meal and more than 12 million kids in the US are facing hunger. Through Produce for Kids' in-store and digital campaigns, more than 10 million meals have been provided to those in need. In 2018, Shuman's Produce for Kids program was recognized as a Mission Partner of Feeding America.

Produce for Kids' campaigns are executed in more than 3,000 stores in 33 states and they partner with more than 50 produce and other health-conscious brands spreading the message of healthy eating through in-store signage, circular presence, social media, and digital support. In addition to their flagship in-store campaigns, Produce for Kids runs several digital campaigns throughout the year including their Mission for Nutrition program in March and Power Your Lunchbox in August. In May, Produce for Kids will also be celebrating the one-year anniversary of their Healthy Family Project podcast.

"Produce for Kids has evolved over the years to become an industry-leading brand that engages with shoppers wherever they are in their path of purchase, both in stores and online," Shuman explained. "Looking forward to 2019 and beyond, we will continue to evolve our programs to make sure we continue to bring relevant and engaging content to consumers, encouraging them to fill their market baskets with fresh produce while contributing to their communities in a positive way."

In addition to supporting their Produce for Kids program this Vidalia season, Shuman Farms has also promised to provide 50,000 additional meals to families in need through their Feeding America® brand Vidalia onion packaging starting in June. According to Feeding America, 22 million children who receive free or reduced lunch during the school year will struggle with hunger. This initiative was designed to help aid the cause.

“We know that summer break can be especially hard for children who struggle with hunger,” Shuman added. “It is our hope that our donation will help to support the wonderful programs Feeding America has to help these families.”

Retailers who sell the Feeding America RealSweet Vidalia bags can also support the initiative and bring awareness to childhood hunger by displaying in-store signage and utilizing the social media toolkit provided by Shuman Farms.

For more than 30 years, the Shuman family name has been synonymous with Vidalia sweet onions and the sweet onion industry and has earned its reputation in the industry by delivering premium quality sweet onions to customers and staying true to its core values including giving back to those in need.

“This is sustainability at its best, supporting families in need who live and work in the communities where our products are sold” Shuman continued. “We are blessed to be working with likeminded people who want to make a difference as much as we do.”

Shuman Farms started shipping RealSweet® brand Vidalia® onions Monday, April 22nd and plans to have good availability of quality Vidalia onions throughout the summer months.

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About Shuman Farms, Inc.

Headquartered in the center of the Vidalia® growing region in southeast Georgia, family-owned Shuman Farms has been in the Vidalia 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 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](#).