



## **SHUMAN FARMS NEW ORGANIC LINE PACKAGING TO BE UNVEILED AT SOUTHERN INNOVATIONS**

### **Sustainability is front and center as new packaging debuts at organics food show**

**Reidsville, GA (Sept 8, 2019)** – Shuman Farms, the leading year-round producer and shipper of Vidalia and Peruvian sweet onions, announces big changes to the look, feel and sustainability of their organic packaging. Through the use of different netting and thinner film, plastic in the new consumer bags will be reduced by 38 percent while maintaining the structural integrity of packaging.

“The revamp of our organic packaging is just the beginning of an overall initiative to increase sustainability across all of our RealSweet brand products,” said John Shuman, president Shuman Farms. “Innovative marketing is a part of our core values, and we believe that innovation should lead to more sustainable offerings at retail following trends of consumer and retailer demand.”

The goal of this new initiative is to reduce plastic usage, educate consumers on the recyclability of onion packaging and address shopper concerns about food waste in America. Like the rest of the RealSweet brand line of consumer bags, the redesigned organic packaging reduces shrink by design, allowing good airflow around the onions to keep them fresh.

In addition to shopper feedback, the focus of educating consumers on reducing food waste also stems from Shuman Farms’ partnership with Feeding America®. According to Feeding America, 40 percent of food in America goes to waste, and yet 1 in 8 struggle with hunger.

“We are looking forward to unveiling the new packaging at the upcoming Southeast Produce Council’s Southern Innovations Organics & Food Service show in Nashville,” continued Shuman. “This show is the perfect platform to showcase the new look and feel and share information on the future of Shuman Farms’ overall sustainability efforts.”

Attendees of the Southeast Produce Council’s Southern Innovations are invited to see the new packaging by visiting Shuman Farms booth #301.

For more information visit [shumanfarmsga.com](http://shumanfarmsga.com).

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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 sweet onion industry for more than 30 years. Today, Shuman Farms is the leading grower and shipper of Vidalia and Peruvian sweet onions. For more information, visit [shumanfarmsga.com](http://shumanfarmsga.com)