



## FACT SHEET

**Amanda Keefer**  
Produce for Kids  
407.858.5350

[Amanda@produceforkids.org](mailto:Amanda@produceforkids.org)

### Who We Are

Produce for Kids® (PFK) is a marketing organization that works with the produce industry and grocery stores nationwide to promote healthy eating for kids while also raising funds for non-profit organizations. The program educates shoppers about healthy eating through promotional campaigns in retail grocery produce departments across the country and online. These campaigns combine advertising, in-store display materials, public relations, online and social media marketing to reach families.

Created in 2002 by Shuman Produce Inc., a leading grower and shipper of Vidalia® sweet onions, PFK brings the fresh produce industry together with national supermarket retailers to raise funds for worthy children's causes while educating families about the benefits of healthy eating with fresh produce.

To date, Produce for Kids, through its supplier and retail partners, has donated more than \$3.5 million to children's hospitals nationwide, including Children's Miracle Network®, as well as PBS KIDS® to support health education. All funds raised directly benefit these partner organizations.

The PFK program has been embraced by the produce industry and covers retailers in more than 27 states and incorporates suppliers in every major produce category in the fresh produce department. Shoppers can support PFK's efforts and embrace healthy lifestyles at home by purchasing sponsored products featured at their local grocery stores.

PFK also offers Ideal Meals™, which are chef-created/nutritionist-approved complete meal solutions for breakfast, lunch, dinner and snacks created for consumers. The collectible Ideal Meal cards are available at PFK partner retailers and at [produceforkids.org](http://produceforkids.org). PFK also provides elementary school teachers with educational materials and fun interactive activities designed to teach kids about healthy eating.

### Campaign Dates:

*May – July*

Benefits Children's Miracle Network® Hospitals and other children's hospitals across the U.S.

*September – October*

Benefits PBS KIDS® (Public Broadcasting)

### Produce for Kids

PO Box 550  
Reidsville, GA  
30453  
[www.produceforkids.org](http://www.produceforkids.org)