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**Shuman Farms highlights commitment to sustainability**

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Shuman Farms has always led the produce industry in important initiatives such as food safety, cause-marketing, brand advocacy, and more. At this year's Southeast Produce Council's Southern Innovations, the team will discuss the meaningful sustainability priorities they are currently focusing on.

"It is important for us to make sure we are putting forth relevant sustainability initiatives that will make a positive impact on our world," said John Shuman, president and CEO of Shuman Farms. "We understand how these actions affect our people, our products, our community, and the planet itself. We are fully committed to creating full transparency in all the processes we follow to bring our products to market."

In addition, Shuman Farms is announcing the recent promotion of Broc Davis to Sustainability and Operations Lead. In his new role, Davis is responsible for researching and implementing programs that will help the organization make the most significant impact.

"Broc has been instrumental in many of the programs we currently execute including our farming practices focused on conservation, our company-wide recycling program, and continuously finding ways to reduce plastic and cardboard in our packaging," Shuman commented. "He has been able to seamlessly assume his new role, focusing on the priorities that are at the forefront of the sustainability conversation."

Davis has been an operations manager with Shuman Farms for 11 years and manages the organization's grower relations, food-safety program, new varieties and packaging sourcing.

"I look forward to not only finding new solutions, but also helping share the story of our current successes," said Davis. "We know this is an important topic for consumers and I'm excited to engage in these conversations."

According to TrendWatching's *Business of People* research, 70 percent of US consumers want to know what organizations are doing to address social and environmental issues. Of those surveyed from Generation Z, 72 percent indicated they research what brands are doing to make an impact before making a purchase decision.

Shuman Farms also continues to focus on educating consumers about the important role that fresh produce plays in a healthy lifestyle. Their Healthy Family Project® team works every day to inspire and support families with resources centered around nutrition, physical activity, and mental health.

"Introducing the next generation of shoppers to produce is sustainability in action," explains Shuman. "They will be the ones buying our products in the future and we want to engage them as soon as we can to ensure the produce department is the first stop they make when they enter their grocery store."

"Of course, we also must acknowledge that we have a hunger crisis in our country," Shuman continues. "As farmers and food producers, it is our responsibility to help in any way we can to tackle food insecurity."

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According to Feeding America, in 2021, 53 million people turned to food banks and community programs for help putting food on the table.

Shuman Farms' Healthy Family Project is celebrating 20 years of giving back to families in need. Through the organizations' combined charitable efforts, they have raised more than \$7.5 million and donated more than 16 million meals to Feeding America.

Attendees at SEPC's Southern Innovations are invited to stop by the Shuman Farms booth (No. 600) to discuss these programs and more.

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