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Herndon Farms partners with Gary Sinise Foundation

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For the second time LG Herndon Jr. Farms has partnered with the [Gary Sinise Foundation](#) for Vidalia onion season. This partnership will have two cycles during the 2023 Vidalia onion season where onions will be shipped with special co-branded packaging that highlights the work of the foundation, the Memorial Day Promotion and the July Fourth Promotion.

This year, Herndon Farms will offer a high-graphic display bin where retailers can showcase the partnership within their produce departments. Also, each consumer bag will feature a unique QR code that will drive shoppers to a dedicated site in partnership with the foundation, where they can learn more about the many programs that are offered.

Consumers will also have an opportunity through the site to make their own special donation to the foundation. Herndon Farms will donate 5 percent of the gross sales — up to \$25,000 — during the campaign to the Gary Sinise Foundation for the benefit of the foundation's area of greatest need.

“We had a great first year of working with the Gary Sinise Foundation, and we’re looking forward to continuing to highlight the amazing work The GSF does across our country in year two,” said John Williams, director of sales at Herndon Farms.

The Gary Sinise Foundation was established under the philanthropic direction of actor Gary Sinise, who has been an advocate of our nation’s defenders for nearly 40 years. The Gary Sinise Foundation’s mission is to serve our nation by honoring our defenders, veterans, first responders, their families and those in need. The foundation’s programs— designed to entertain, educate, inspire, strengthen and build communities — serve America’s heroes and their loved ones 365 days a year.

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