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Shuman Farms celebrates new charitable partnership for June Feeding America promotions

June 9, 2023

For more than two decades, [Shuman Farms](#) has been a pioneer of cause marketing initiatives within the fresh produce industry. Shuman Farms' Healthy Family Project, founded in 2002 by President and CEO John Shuman, has donated more than 18 million meals to Feeding America and raised more than \$7.5 million for charities that support children and families. The grower has also donated meals and raised awareness of food insecurity in the United States. through its own Feeding America retail programs.

This summer, the industry-leading, year-round grower, packer and shipper of premium sweet onions is excited to announce a new local partnership with Feed the Boro, as well as an expansion of its Feeding America retail programs to include the Mr. Buck's brand.

On Saturday, May 20, Shuman Farms celebrated the beginning of a new partnership with local nonprofit, Feed the Boro. Shuman Farms was the presenting sponsor of Feed the Boro's monthly food drop, and the Shuman family and team were also on-site to lend a hand. In just a few hours' time, the entirely volunteer-driven event provided a week's worth of meals and fresh ingredients, including RealSweet Vidalia onions, to 1,000 families in Statesboro, GA and surrounding communities.

"Giving back to our local community, as well as those where our products are sold, has always been a key part of who we are. To be this close to home, see this kind of need, and all the people coming together to help is very powerful," said John Shuman. "We are very grateful for all that Feed the Boro is doing for our local community and look forward to continuing to support their efforts in any way we can."

Since 2019, Shuman Farms has shipped its RealSweet Vidalia onions in specially marked Feeding America bags during the month of June. This year, the company is excited to expand its June Feeding America retail programs to include its Mr. Buck's brand Vidalia onions. The new packaging, as well as accompanying point-of-sale materials and social media support, will aid participating retailers in shedding light on food insecurity in the United States, especially as children who rely on school-provided meals are home for the summer.

To celebrate the kickoff of its June Feeding America promotions, the Shuman Farms team volunteered at their local Feeding America food bank, America's Second Harvest of Coastal Georgia in Savannah, GA, June 1, packing nearly 1,500 breakfast bags for children in local summer programs.

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