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Produce for Kids campaign at Publix provides 850,000 meals

Shopping for Good, Together We Give Back was the theme of Healthy Family Project's annual Fall Produce for Kids campaign that took place Sept. 20 - Nov. 1 at Publix. Fifteen produce companies provided 850,000 meals to the 35 Feeding America network food banks in the Publix market area. This is the campaign's 21st year and has raised more than \$3.9 million for causes that support families and children in the communities in which Publix operates and helped provide more than 14 million meals to Feeding America partner food banks.

During the campaign, signs were positioned in more than 1,300 Publix stores near participating produce vendors. The signs featured QR codes leading shoppers to a free bilingual [downloadable eCookbook](#) with recipe inspiration, and nutrition tips featuring campaign produce partners. In addition, their products were prominently featured in weekly ads throughout the campaign.

"At Publix, we are committed to making a positive impact in the communities we serve," said Dwaine Stevens, Publix director of community relations. "Our 21-year collaboration with Healthy Family Project's Produce for Kids campaign aligns with this purpose."

Produce partners supporting the fall Publix Produce for Kids cause-marketing campaign included: Acosta Sales & Marketing, Ayco Farms, Coast Tropical, Hero, Del Monte Fresh, Fresh Express, GT's Living Foods, Mission Produce, nasoya, SUNSET, Marie's, Rainer, Red'n Tasty, Village Farms and Wonderful Halos.

The campaign sponsors were featured in a Healthy Family Project hosted Halloween themed Facebook Live cooking class and also highlighted in Healthy Family Project [social media](#) and e-newsletter content throughout October. Chelsea Leblanc, RDN, contributing dietitian at Healthy Family Project, showcased produce partners in an [Instagram grocery haul](#).

"Through ongoing collaboration with our trusted produce partners and Publix, we have had the opportunity to make a real impact in the Publix communities over the years," said John Shuman, founder of Healthy Family Project and president at Shuman Farms.

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