



SHUMAN PRODUCE REBRANDING AS SHUMAN FARMS

2019 new hires and staff promotions in place for rebrand

Reidsville, GA (March 6, 2019) – Shuman Produce, a leading grower and shipper of sweet onions year-round, has announced it will now be recognized as Shuman Farms, the umbrella company overseeing the well-recognized and industry-leading brands RealSweet® and Produce for Kids®.

For more than 30 years, the Shuman family name has been synonymous with sweet onions and the Vidalia® onion industry. In the early 1990s, president and CEO John Shuman restarted the family farm and rebuilt it to what it is today, a vertically integrated organization that brings quality products from seed to shelf to retailers across the US and Canada. Over the years, Shuman Farms has earned its reputation in the industry by delivering premium quality sweet onions to customers and staying true to its core values.

“This change reflects our company’s core business and a return to our roots as a generational family farm. In addition to our own production, our RealSweet brand is supported by a family of farms in Vidalia and Peru supporting our 12-month sweet onion program,” said Shuman. “We are thrilled to bring our brands together to support our foundation of producing quality sweet onions and giving back to the communities where our products are sold.”

In 2002, John Shuman founded Produce for Kids, a cause-marketing organization dedicated to creating a healthier generation and giving back to families across the country. Since the program’s inception, Produce for Kids has raised more than \$6.7 million for families and children in need.

As part of the 2019 rebranding, there are several internal Shuman Farms staff promotions as well as the appointments of Frank Fox, chief financial officer, Adam Brady, director of marketing, and Jennifer Gooch as sales manager. Internal promotions include Brandon Parker named director of sales, Trish James named chief marketing officer, Johnny White named senior sales manager, and Erin Waters named sales manager. In addition, Amanda Keefer has been named managing director of Shuman Farms owned Produce for Kids.

“The recent promotions and appointments are integral in the success of our growth and rebranding,” said Shuman. “These strategic placements will position us for success in 2019 and beyond.”

Franklin Fox joins Shuman Farms with more than 25 years of accounting and finance experience serving as CFO at both Palmetto Propane Fuels & Ice Inc. US Fibers and McEntire Produce Inc. as well as controller at Walter P. Rawl & Sons Inc. Franklin will oversee financials for Shuman Farms.

Adam Brady will serve as the new director of marketing with more than eight years in the produce industry. Most recently Brady served as senior marketing manager at Golden Sun Marketing overseeing shopper marketing for various accounts and began in the produce industry as marketing manager at Shuman Farms prior. Jennifer Gooch joins Shuman Farms as sales manager with eight years at Mizuno USA, Inc. in various roles including product development and distribution.

Parker has served as sales manager at Shuman Farms for 10 years and will now oversee sales operations for the company as director of sales. James will continue to oversee operations at Produce for Kids as part of her

new role as chief marketing officer and Keeper, previously director of marketing communications at Produce for Kids, will step into managing director role.

Attendees of the Southeast Produce Council's Southern Exposure are invited to visit Shuman Farms booth #1101 to meet the team and learn more about Shuman Farms' plans for the upcoming Vidalia season. In addition, all are welcomed to join the Produce for Kids' reception on Friday, 3/6 at 5 pm to learn more about the program and how they are creating a healthier generation.

For more information visit shumanfarmsga.com.

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About Shuman Farms, Inc.

Headquartered in the center of the Vidalia® growing region in southeast Georgia, family-owned Shuman Farms has been in the sweet onion industry for more than 30 years. Today, Shuman Farms is a leading grower and shipper of sweet onions. For more information, visit shumanfarmsga.com

About Produce for Kids®

Produce for Kids® believes in creating a healthier generation. As a cause marketing organization, Produce for Kids creates programs that provide easy, fun, and inspiring recipes. Since its creation in 2002 by Shuman Farms, Produce for Kids has raised more than \$6.7 million to charities that support children and families. To learn more about Produce for Kids and healthy eating, visit www.produceforkids.com, [Facebook](#), [Twitter](#), [Pinterest](#) or [Instagram](#).