



For Immediate Release

May 25, 2021

**VILLAGE FARMS SPONSORS PRODUCE FOR KIDS | PUBLIX CAMPAIGN
IN SUPPORT OF FEEDING AMERICA**

Village Farms is pleased to take part once again in the annual effort with Produce for Kids, and its valued retail partner Publix, in support of Feeding America. Feeding America is the nation's leading hunger-relief organization, that helps 1 in 7 Americans and provides 4.3 billion meals annually to those facing hunger or are food insecure. The Healthy Family Project's, Produce for Kids campaign will be providing 700,000 meals through 31 Feeding America Foodbanks within the Publix communities. The campaign launched May 19, 2021 in Publix stores and online and will run over the next several weeks ending June 16. Village Farms has been a proud sponsor of the Produce for Kids campaign for over a decade.

Village Farms signature tomato, Heavenly Villagio Marzano, a mini-San Marzano snacking tomato will be featured on Produce for Kids point of sale signage displayed in Publix stores as well as banners online announcing Village Farms as a sponsor. Product signage will feature a recipe and QR code that shoppers can scan to download free E-Cookbook featuring Village Farms' recipes for a Burrata & Tomato Hand Pies and a Skillet Chicken with Tomatoes and Green beans that both use the Heavenly Villagio Marzano tomato. The recipes will also be highlighted in social media posts to more than 300,000 followers.

New to the campaign this year on The Produce for Kids website is a showcase of the sustainability practices of each campaign sponsor. Village Farms is highlighting its Clean Energy initiative where landfill gas is used as energy for its greenhouses and creates clean air the citizens in the greater Vancouver, CA area. This powerful messaging creates a link for consumers to help them better understand how their personal food choices can impact not only giving back to the community but by supporting brands that protect or improve the overall environment and by doing so that they are doing good for our planet.

Helen L. Aquino, Director Brand Marketing & Communication said, "We are happy to be able to support this great endeavor again this year with the Healthy Family Project during a real time of need in our country. Feeding America serves every community in the US, so their impact is tremendous. And Our Good for the Earth sustainability story is a wonderful platform for this message now, especially as more and more people are focused on plant-based diets and are looking to increase their intake of healthy fruits and vegetables".

For more information about Village Farms please visit www.villagefarms.com or follow us on Facebook, Instagram, and Pinterest!

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