

Produce for Kids and Meijer recently kicked off the third annual [Healthy Families, Helping Kids](#) campaign to educate families on the benefits of healthy eating and raise money for nutrition education through **Jump with Jill**, a music-based health program for kids. Since 2002, Meijer has raised more than \$1 million for local children's organizations.

"We're delighted to be partnering with Meijer again this year to support nutrition education in schools in the Meijer market," said John Shuman, president of Produce for Kids. "Through the Healthy Families, Helping Kids campaign, we can help families make better food choices in their local grocery store and educate children on the important of nutrition while in school."

To help increase the donation, Meijer shoppers are encouraged to add more produce to their grocery carts through Sept. 27. There are 11 fruit and vegetable suppliers participating in the program and making a consumption-based donation to [Jump with Jill](#).

Shoppers should be on the lookout for the Produce for Kids display, featuring The Very Hungry Caterpillar™ in the produce section of all Meijer stores to pick up a shopping list of participating produce companies, along with easy, healthy recipes for their family.

Click [here](#) to learn more about the Healthy Families, Helping Kids campaign.

<https://meijercommunity.com/2014-09-17-Produce-for-Kids-hosts-Healthy-Families-Helping-Kids>