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**SHUMAN PRODUCE JOINS WITH SUSAN G. KOMEN FOR THE CURE®**

*Newly Designed RealSweet Packaging Features Information on Campaign, Social Media Tie-In*

REIDSVILLE, Ga. – September 19, 2011 – Shuman Produce is proud to partner with Susan G. Komen for the Cure this October by donating \$20,000 to the fight against breast cancer. Now in its second year of partnership, RealSweet packaging will bear the familiar pink ribbon and colors of the campaign on newly designed consumer bags, bins, 40# cartons and PLU stickers.

The new consumer bag design comes complete with specially selected recipes chosen for the health benefits of their ingredients. Each recipe features RealSweet sweet onions and is designed to promote a healthy lifestyle. Similar to our new line of consumer bags introduced this year, the pink ribbon bag also features a QR code on the rear of the bag that directs consumers to online content with information on the Susan G. Komen campaign and tips on maintaining a healthy lifestyle. Beyond the message of support through our donation, the new packaging is designed to engage and educate consumers.

“We’re proud to support Susan G. Komen for the Cure this October,” said President and Director of Sales John Shuman. “Shuman Produce is dedicated to supporting the search for the cures for breast cancer, and our new packaging extends to consumers the commitment we’ve made to the cause.”

In addition, Shuman Produce will affix a sticker to the front of each consumer bag during the campaign with a message encouraging consumers to join our Facebook page. Social media continues to be an extremely effective way to share information and encourage interaction directly with consumers and Shuman Produce plans to engage the online community to develop a conversation about the campaign and the importance of healthy lifestyle choices.

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*\*Editors' note: Image attached.*