



## **Honeysuckle White and Shady Brook Farms Thanksgiving, Friendsgiving and Traceability Programs**

Media Q&A Reference

### **What is Friendsgiving?**

Often celebrated in the weeks leading up to Thanksgiving, Friendsgiving is a fun and casual event focused on celebrating friendship with Thanksgiving-themed food and activities. In a recent survey conducted by Honeysuckle White and Shady Brook Farms, 51% of Americans ages 18-44 reported knowing about the Friendsgiving trend and of that group, 62% reported having hosted a Friendsgiving and 64% reported participating in a past Friendsgiving event<sup>1</sup>.

Friendsgiving maintains alignment with the traditional Thanksgiving celebration but is often a multi-dish event that is more casual. Honeysuckle White<sup>®</sup> and Shady Brook Farms<sup>®</sup> family-farm raised turkey products are perfect for Friendsgiving gatherings, as research found that turkey remains the top protein served at Friendsgiving events with nearly half serving whole turkey and 61% reporting that turkey had a presence at their Friendsgiving, whether served on its own or mixed into a main or side dish<sup>1</sup>.

### **How are the Honeysuckle White and Shady Brook Farms brands giving back during the holiday season? What is Friendsgiving for No Kid Hungry?**

This year, the Honeysuckle White and Shady Brook Farms brands are teaming up to present Friendsgiving<sup>®</sup> for No Kid Hungry, a program that encourages and empowers consumers to give back during their Friendsgiving gatherings in a time when many kids live with hunger. Friendsgiving for No Kid Hungry leverages the rapidly growing trend of Friendsgiving, while providing easy opportunities for consumers to give while giving thanks and celebrating one another's company. The program engages numerous partners to help promote the campaign and provide resources for Friendsgiving hosts.

### **How can consumers get involved with Friendsgiving for No Kid Hungry?**

Consumers can join in this effort by visiting [HoneysuckleWhite.com/Friendsgiving](https://HoneysuckleWhite.com/Friendsgiving) or [ShadyBrookFarms.com/Friendsgiving](https://ShadyBrookFarms.com/Friendsgiving), where they can sign up to host friends for a Friendsgiving for No Kid Hungry celebration at their home or gathering place of choice.

Next, consumers can start planning the celebration and invite friends to attend their Friendsgiving for No Kid Hungry. Methods to raise funds are personalized and determined by the hosts, but inspiration and ideas are provided by the Honeysuckle White and Shady Brook Farms brands and No Kid Hungry, who offer tips and recipes to hosts through easy, mobile friendly tools and newsletters.

Hosts and guests alike have fun at their Friendsgiving gathering, which is combined with a sense of pride knowing they and their friends are raising funds to help feed kids!

### **Why did the Honeysuckle White and Shady Brook Farms brands enter into this partnership with No Kid Hungry?**

The Honeysuckle White and Shady Brook Farms brands joined forces with No Kid Hungry to make a positive impact on the community and contribute to consumers' well-being. Friendsgiving for No Kid Hungry furthers the Honeysuckle White and Shady Brook Farms brand motto "Good Feeds Good" by benefiting a great cause and doing so through individual fundraising. The partnership is a fun and easy way for individuals to come together for Friendsgiving, give back to kids in need and generate a ripple effect that will inspire more "good"



this holiday season. Learn more and register to host a Friendsgiving for No Kid Hungry at [HoneysuckleWhite.com/Friendsgiving](https://HoneysuckleWhite.com/Friendsgiving) or [ShadyBrookFarms.com/Friendsgiving](https://ShadyBrookFarms.com/Friendsgiving).

### **What is No Kid Hungry?**

No Kid Hungry is a national campaign that is ending childhood hunger in America through effective programs that provide kids with the food they need.

Today, one in seven kids lives with hunger in the U.S., and 75% of teachers say they have seen students regularly come to school hungry. You can learn more about No Kid Hungry by visiting [NoKidHungry.org](https://NoKidHungry.org).

### **How did Cargill introduce traceable turkeys? What is new in this year's program?**

In 2017, Cargill conducted a pilot program with select flocks of turkeys from family farms, sold during Thanksgiving under the Honeysuckle White brand. This holiday season, Cargill is excited to offer even more traceable Honeysuckle White fresh turkeys and is also introducing traceable Shady Brook Farms fresh turkeys.

### **Why were Cargill's Honeysuckle White and Shady Brook Farms brands selected for the traceability program?**

The Honeysuckle White and Shady Brook Farms brands are committed to food transparency, helping to put delicious, nutritious food on families' tables. Honeysuckle White and Shady Brook Farms turkey are the only leading turkey brands to exclusively work with independent family farmers, and Honeysuckle White turkey was the first major turkey brand to pilot an effort to introduce consumers to the farmer who raised their holiday turkey. The traceable turkey program builds on the brands' dedication to family farm-raised turkey by collaborating with independent family farmers to further food transparency.

### **What information can consumers access about their turkey through this program?**

By scanning an on-package QR code that directs to [HoneysuckleWhite.com](https://HoneysuckleWhite.com) or [ShadyBrookFarms.com](https://ShadyBrookFarms.com), consumers are able to trace their holiday turkey back to the family farm where it was raised, access the farm's location by state and county, view the family farm story, see photos from the farm and read a message from the farmer. The unique 'meet your farmer' code can be found on the tag of select fresh turkeys and allows consumers to meet the independent family farmers who raised their turkey.

### **When and where are traceable Honeysuckle White and Shady Brook Farms turkeys available to consumers?**

For Thanksgiving 2019, fresh Honeysuckle White traceable turkeys will be available at more than 12,000 retail stores across the Midwest and other markets across the U.S., including Phoenix, Houston and San Francisco. Shady Brook Farms fresh traceable turkeys will be available at more than 700 retail stores in the Northeast, including locations in Maine, Massachusetts, Vermont, New York and select markets in Virginia.

To find out where you can buy Honeysuckle White traceable fresh whole turkeys and other turkey products, visit the Honeysuckle White Where to Buy webpage, [linked here](#). Or to find out where you can buy a Shady Brook Farms traceable fresh whole turkey and other products, visit the Shady Brook Farms Where to Buy webpage, [linked here](#).

### **Who are the farmers participating in this year's program?**

Honeysuckle White and Shady Brook Farms turkey farmers expressed an overwhelming interest in participating in the traceable turkey program because they are proud of the turkeys they raise. The farmers that raise Honeysuckle White and Shady Brook Farms turkeys with care



are excited to share that they were the farmer to help put delicious, nutritious turkey on family dinner tables across the country.

**What are the expectations of a farmer participating in the traceable turkey program?**

We work with the family farmers to showcase the key aspects of their family farm. We ask them to tell us about their family, share experiences living on the farm and highlight other interesting facts and information that consumers can use to learn more about the farmers and the turkeys they are raising.

**What about Honeysuckle White and Shady Brook Farms' other non-traceable turkeys?**

The Honeysuckle White and Shady Brook Farms brands work only with independent family farmers in the U.S. to raise turkeys with care and without growth-promoting antibiotics\*. Consumers can learn about many of the independent family farmers online by visiting the [Honeysuckle White Our Farmers page](#) or the [Shady Brook Farms Our Farmers page](#).

<sup>1</sup>C+R Research, *Friendsgiving Habits & Practices Research*, March 2019

\*Antibiotics responsibly used only for treatment and prevention of illness.