



**GROWING HOPE FOR AMERICA**  
October 2, 2010 • Milwaukee, WI • Miller Park

## **The Mission: Family Farmers, Good Food, a Better America**

Willie Nelson, Neil Young and John Mellencamp organized the first Farm Aid concert in 1985 near the height of the farm crisis to generate awareness about the loss of family farms and to raise funds to keep farm families on their land. Dave Matthews joined the Farm Aid Board of Directors in 2001. Farm Aid has raised more than \$37 million to promote a strong and resilient family farm system of agriculture. Farm Aid is a nonprofit organization whose mission is to keep family farmers on their land. Farm Aid accomplishes this mission by:

### **Promoting Food from Family Farms**

We know that to keep family farmers on the land, we have to increase the number of people buying their good food. From our annual concert event that features family farm food and unites farmers, artists, and concerned citizens, to our inspiring and informative TV, radio, mail and web campaigns, we are building a powerful movement for good food from family farms. Farm Aid's [HOMEGROWN.org](http://HOMEGROWN.org) is an online community that enhances the relationship between family farmers and eaters through the shared experiences of growing food and participating in an agrarian life. [HOMEGROWN.org](http://HOMEGROWN.org) is part of Farm Aid's work to cultivate a greater demand for good food from family farmers and to link farmers and eaters together.

### **Growing the Good Food Movement**

To help family farmers thrive, we have to expand markets for them, giving more people the opportunity to access family farm food. Farm Aid fosters connections between farmers and eaters by growing and strengthening local and regional markets and working to get family farm food in urban neighborhoods, grocery stores, restaurants, schools and other public institutions. Farm Aid's recent report, *Rebuilding America's Economy with Family Farm-Centered Food Systems*, highlights innovative farmers and organizations working nationwide to build local and regional food systems.

### **Helping Farmers Thrive**

For 25 years, Farm Aid has answered 1-800-FARM-AID to provide immediate and effective support services to farm families in crisis. Now Farm Aid's online Farmer Resource Network connects farmers to an extensive network of more than 500 organizations across the country that help farmers find the resources they need to access new markets, transition to more sustainable and profitable farming practices, and survive natural disasters.

### **Taking Action to Change the System**

Farm Aid works with local, regional and national organizations to promote fair farm policies and grassroots organizing campaigns designed to defend and bolster family farm-centered agriculture. We've worked side-by-side with farmers to protest factory farms and inform farmers and eaters about issues like genetically modified food and growth hormones. By strengthening the voices of family farmers, Farm Aid stands up for the most resourceful, heroic Americans—the family farmers who work the land. But farmers can't do this work alone; we all have a role to play in building a family farmer food system that protects our farmers, our communities, our planet and our health. Farm Aid's Action Center allows concerned citizens to become advocates for farm policy change.

**FARM AID, INC.**

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