



THANK YOU, SPONSORS!



Fulfillment Report
to Sponsors of Farm Aid 2018



Farm Aid 2018

Farm Aid 2018 was held Saturday, September 22nd at Xfinity Theatre in Hartford, Connecticut. Attendance was 22,491. Festival-goers enjoyed a day of music, HOMEGROWN Concessions®, HOMEGROWN Village and sponsor interactions. The HOMEGROWN Village was lively as ever with 37 farm and food organizations participating, and 7 skillshares and demos.

The event delivered 1,434,818,824 overall media impressions from print, online & broadcast media hits. Farm Aid reached more than 8,772,044 fans on social media via Twitter and Instagram from announcement through September 23, 2018.

**1,434,818,824
IMPRESSIONS!**

THE ARTISTS | The festival featured performances by Farm Aid board members Willie Nelson, John Mellencamp, Neil Young and Dave Matthews with Tim Reynolds, as well as Chris Stapleton, Sturgill Simpson, Kacey Musgraves, Nathaniel Rateliff & The Night Sweats, Jamey Johnson, Margo Price, Lukas Nelson & Promise of The Real, Particle Kid, Ian Mellencamp, David Amram and Wisdom Indian Dancers.

EMAIL | Farm Aid shared sponsor name and link with its 80,000 members. Link to 2018 email: <http://email.farmaid.org/t/d-49085DE959EC818F2540EF23F30FEDED>

SOCIAL MEDIA | Farm Aid's social media rallied support for the event and created impressions for sponsors. Over 8 million people were reached through Farm Aid's social media platforms.

**8,772,044
REACHED VIA
SOCIAL MEDIA!**



23,621,632 Impressions
8,603,844 Reach

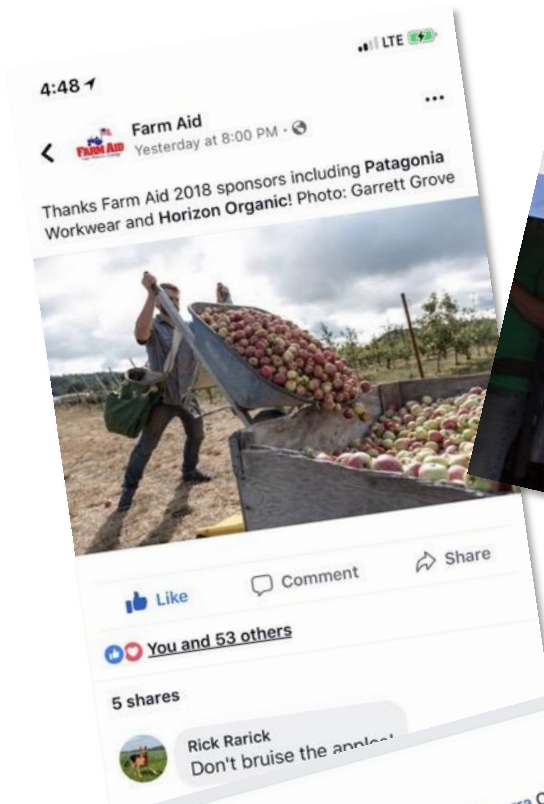


4,600 Uses
168,200 Views

EVENT APP |
The festival event app had 56,728 sessions and 533,723 Screen Views. 78% of festival-goers said they used the app.



#FarmAid2018 | Farm Aid built excitement for the 2018 festival and invited everyone to share in family farm agriculture and the good food system. The campaign expanded exposure for Farm Aid, its mission and its sponsors.



Farm Aid @FarmAid · 1h
Bring your seeds to #FarmAid2018! Check out our Seed Swap in the HOMEGROWN Village and try your hand at growing next season.



PRESS EVENT | *Farm Aid 2018* kicked off a press event on the main stage attended by 174 of members of the media. Speakers included Willie Nelson, Neil Young, John Mellencamp, and Dave Matthews. The press event presented family farm and food issues with rousing presentations and video components, offering a deeper understanding for the audience of press, farmers, activists, artists and sponsors. Learn more from our farmer stories by following this link: <https://www.farmaid.org/stories/>



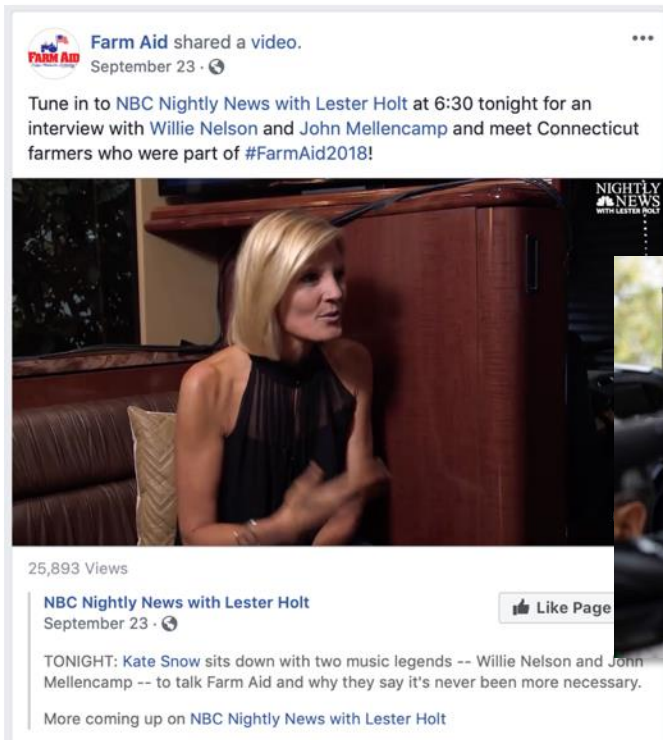
PR | Farm Aid 2018 received significant local, regional and national media coverage. Sponsors were featured in two press releases. The stories promoted the entertainment value of the festival, as well as Farm Aid's message about family farms and food. Nearly every story about the concert included information about **HOMEgrown Concessions®**, the **HOMEgrown Village** and the family farmers in attendance.

1,536+ print/online/press release reprint hits

- Hartford Courant
- New Haven Register
- Billboard.com
- Rolling Stone
- Associated Press
- Yahoo! Finance
- CMT.com

144+ broadcast hits including:

- NBC Nightly News
- ABC News Nightline
- RFD-TV, WTIC(FOX), WFSB-TV(CBS)
- And many other regional/local stations





FOR IMMEDIATE RELEASE:

September 11, 2018

FARM AID CONTACT:

Brittany Vanderpool
202-248-5487
bvanderpool@vancomm.com

LEGENDS CONTACT:

Jennifer Bozzelli
212-482-3759
jbozzelli@legends.net

**Farm Aid and Legends Continue Partnership to Serve
HOMEGROWN Concessions® at Farm Aid 2018**
Festivalgoers will enjoy family farm food at all-day music and food festival

HARTFORD, Conn. — Farm Aid partners with Legends Hospitality for the fourth consecutive year to offer festivalgoers a diverse menu of sustainably produced family farm food at Farm Aid 2018 on Saturday, September 22. Legends and its culinary team manage XFINITY Theatre’s food and beverage service. Farm Aid’s culinary director Sonya Dagovitz locates and approves sourcing and collaborates to secure additional food vendors for the annual festival.

“Farm Aid’s mission is to strengthen family farm agriculture. HOMEGROWN accomplished this by promoting food from family farmers and creating more economic opportunity for family farmers,” said Farm Aid Associate Director Glenda Yoder. “Legends Hospitality is an excellent partner for presenting delicious food for our 23,000 festivalgoers. The HOMEGROWN menu showcases the stories of the farmers who are the source of our food.”

Farm Aid’s HOMEGROWN Concessions® criteria, which require that all ingredients are sustainably produced by family farmers with a fair price paid to farmers, has given Legends’ Southeast Regional Chef, Sara Jordan, Northeast Regional Chef, Frank Travisano, along with Chef Tom Shields, the opportunity to carefully craft unique menus for Farm Aid 2018.

“For the fourth consecutive year, Legends is honored to partner with Farm Aid, where HOMEGROWN Concessions® have become a staple of the localized guest experience,” said Bill Wilson, vice president of Legends Hospitality. “Personally, Farm Aid is my favorite event of the year because of the authentic culinary approach. I can’t wait for guests to enjoy the menus our chefs have curated to reflect Connecticut and the greater New England area.”

HOMEGROWN Concessions® offerings from Legends will include locally sourced fish and scallops from Red’s Best Seafood; humanely raised sausages with toppings made from local produce; hot dogs with local sauerkraut; cheese from Beltane Farm in Lebanon, Connecticut; a bowl with Lundberg Family Farms rice and local callaloo and beans; pickled eggs from Pete & Gerry’s Organic and humanely raised chicken from Shenandoah Valley Organic. Dishes feature spices and herbs from Frontier Co-op.

The HOMEGROWN Youthmarket, a fan favorite, is staffed by young people from Connecticut organizations selling local apples and other produce distributed by Red Tomato. Additional vendors include longtime Farm Aid favorite Patchwork Family Farms with its pork chops, Jalapeno Corn Dog Company and Lone Cedar Café. Other vendors include Hartford’s Knox Farm with a salad-in-a-cup, chef Scott Miller with corn on the cob, Loafing Around’s cookies

FOR IMMEDIATE RELEASE:
September 18, 2018



CONTACT:
Brittany Vanderpool
202-248-5487
410-599-2323 (c)
bvanderpool@vancomm.com

Farm Aid 2018: What to Expect

Local farms, businesses and organizations add to excitement of all-day music and food festival

HARTFORD, Conn. — Farm Aid 2018, at XFINITY Theatre on Saturday, Sept. 22, will bring together an all-star music lineup and 24,000 fans to shine a spotlight on family farmers and good food — but organizers say there’s even more to enjoy at the day-long festival.

XFINITY Theatre staff and Live Nation, together with the regional farm and food community, have joined with Farm Aid to create a memorable and meaningful day for festivalgoers. With a commitment to create a culture of service at its music venues, Live Nation, together with XFINITY Theatre staff, has worked with Farm Aid to create a welcome and inclusive environment for every Farm Aid 2018 participant.

“Live Nation is so very proud to host Farm Aid 2018 at the XFINITY Theatre in Hartford, CT,” said Jim Koplik, Live Nation President, CT and Upstate NY. “The power of live music hit me at a very early age when I saw The Beatles at Carnegie Hall. I have always felt that there is nothing that captures the excitement and the power of a live performance. The live performances at Farm Aid, however, differ from other performances in that these voices are raised to benefit farmers from across our region, and many others. So, as The Beatles inspired me to seek a future in music, let these voices inspire you to help local farmers, as they truly are the backbone of our country.”

“Area farmers, businesses and organizations contribute to Farm Aid 2018 as suppliers, sponsors, donors, culinary staff, spokespeople, vendors and exhibitors to make the event a powerful community experience,” said Farm Aid’s Glenda Yoder.

Information about the features of Farm Aid 2018:

- **Farm Aid’s HOMEGROWN Concessions®** will serve family farm-sourced foods that conform to its criteria: food that is sustainably produced by family farmers utilizing ecological practices with a commitment to a fair price for farmers. Legends Hospitality and 11 additional plaza vendors will serve food, much of it sourced from local farms and fishers, to festivalgoers. Options include: fish tacos and seafood ceviche; stone fruit salad; skewered brussels sprouts; beet sandwich on local baked brioche; roasted sweet potato with local goat cheese and maple vinaigrette; ice cream sandwiches from Maple Valley Creamery; and salads with greens from Gifts of Love Farm, Micro 2 Life, CT Collards, Red, Gold

& Green and CT Valley Farms. A “sloppy John” will feature meat from New Boston Grass Fed Beef; corn on the cob will be sourced from Rosedale Farms; and fried shishito peppers from Sub Edge Organic Farm.

- **HOMEGROWN Youthmarket** will be staffed by young people selling local apples, pears and peaches from Lyman Orchards in Middlefield, Connecticut, and juices from Red Jacket Orchards of Geneva, New York. The youth organizations include The Institute for Community Research with Youth Food Program Alliance in Hartford; KNOX Hartford; Ellis Clark Regional Agriscience and Technology Program at Nonnewaug High School in Woodbury, Connecticut; and National Grange in Washington, DC.
- Beverages at the venue will feature **Bonterra Organic Vineyards, New Belgium Brewery and Spindrift** as well as local craft beers and craft cider.
- Parkhurst Dining is providing **catering services for artists, crew and VIP guests** with food, services and products sourced from local farms, as well as from generous donors including Eco-Products, Paper Products Company, Pete and Gerry’s Organic, Annie’s Homegrown, Cabot Creamery, Spindrift, Frontier Co-op, Shenandoah Valley Organic, Savage Hill Cattle Company, New England Grass Fed, Swaz Potato Farms, Once Again Nut Butter, Truelove Farms, Sardilli Produce, Mountain Valley Spring Water, Guayaki Yerba Mate, Lundberg Family Farms, Applegate Farms, Uncle Matt’s Organic, Grandy Oats, Nature’s Path Foods, Theo Chocolate, Taza Chocolate, Horizon Organic, Milky Way Farms, Organic Valley, OKE USA Fruit Company, Red’s Best, Maplemama Beverages, Patchwork Family Farms, Billings Forge and Ace Endico. Hands on Hartford will host food preparation in its commercial kitchen. Local labor and volunteers have been invited into the culinary team, including 15 culinary students from Manchester Community College.
- The VIP area of HOMEGROWN Catering will feature local chefs, including James Wayman and Daniel Meiser from Oyster Club in Mystic; Renee Williams of Simply Chef Renee in Poquonock; Martin Beck of New England Grass Fed Beef in Stafford Springs; Dan Giusti and Ryan Kennedy of Brigaid in New London; and Seta Dakessian of Seta’s Café in Belmont, Massachusetts.
- Farm Aid’s HOMEGROWN Concessions® food service promotes a zero-waste protocol. **Blue Earth Compost** will haul serviceware and food scraps to create compost that will sustain soil and future crops. Dozens of volunteers will assist in the effort. Farm Aid encourages using reusable water bottles and free water will be available to festivalgoers.
- **Farm Aid’s HOMEGROWN Village** (from noon to 5:30 p.m.) will feature hands-on activities that give festivalgoers a chance to meet farmers, dig in and learn about the ways farmers enrich our soil, protect our water, grow our economy and bring us good food for good health. Festivalgoers can play games that test their farming know-how, enjoy farm machinery and robotics demonstrations, engage in compost-making, try their hand at milking cows, and get up close and personal with the microbes that live in healthy organic soil. Both local and national participants will bring exhibits. Headcount will promote voting and help people register to vote.
- At the **FarmYard Stage**, festivalgoers can hear farmers and artists discuss pressing issues and share inspiring stories showcasing food and farming in the region and across the country.
- In the **HOMEGROWN Skills Tent**, festivalgoers can learn how to make cheese at home, transform hemp stalks into paper, turn common wildflowers and easy-to-grow garden plants into beautiful colored dyes, learn the secrets to successful beekeeping and practice seed saving.
- **Local Connecticut farms and farmers** will be featured on the video screens of the main stage. Farm Aid worked with a number of photographers to obtain photos to reflect the farmers and agriculture in the region and nation. Featured photographers include Laurie Bonneau of Connecticut Food and Farm

Magazine; Patty O'Brien of Summer Crow Photos in Pennsylvania; Sabine Carey, a Pennsylvania organic farmer and photographer; Lise Metzger of Virginia, who documents the rise of female farmers through her project Grounded Women; and photographer Molly M. Peterson.

- **Flowers, straw bales and pumpkin décor** will be sourced from Botticello Farms in Manchester and Eddy's Flowers in Newington, Connecticut.
- All **Farm Aid T-shirts** are made from organic cotton, with some of the cotton grown in Texas. For the first time, one T-shirt will be Global Organic Textile Standard (GOTS) certified.

Additional Farm Aid 2018 details for festivalgoers and fans tuning in at home:

- **Farm Aid 2018** will feature performances by Farm Aid board members Willie Nelson, John Mellencamp, Neil Young and Dave Matthews with Tim Reynolds, as well as Chris Stapleton, Sturgill Simpson, Kacey Musgraves, Nathaniel Rateliff & The Night Sweats, Jamey Johnson, Margo Price, Lukas Nelson & Promise of the Real, Particle Kid, and Ian Mellencamp. All the artists donate their performances and travel expenses.
- **AXS TV will broadcast Farm Aid 2018** beginning at 7 p.m. EDT. To find AXS TV in your area, visit www.axs.tv. The Farm Aid 2018 webcast at www.farmaid.org will begin at 3 p.m. EDT.
- **Willie Nelson's SiriusXM channel (59), Willie's Roadhouse**, will air live from Farm Aid 2018 beginning at 12 p.m. EDT. SiriusXM's Dallas Wayne will host backstage interviews and behind-the-scenes coverage of the event.
- **The Farm Aid official festival app** is available for iPhone and Android devices. It allows users to view the entire Farm Aid 2018 schedule and select artists, workshops and artist briefings to make their own personal schedule for the day. Users can find out where they're going with the festival map, check out the HOMEGROWN Concessions® food and drink offerings, read about the hands-on activities in the HOMEGROWN Village and learn about Farm Aid's Farmer Heroes.

Sponsors of Farm Aid 2018 include Bonterra Organic Vineyards, Patagonia Workwear, Lundberg Family Farms, New Belgium Brewing Company, Horizon Organic, Pete and Gerry's Organic, Shenandoah Valley Organic, Harbor Harvest, Frontier Co-op, Spindrift and Dean's Beans Organic Coffee Company.

For event updates, follow Farm Aid on Twitter ([@FarmAid](https://twitter.com/FarmAid)), Facebook (facebook.com/farmaid) and Instagram (instagram.com/farmaid), and visit farmaid.org/festival. Festivalgoers are encouraged to use the hashtags #FarmAid2018 and #Road2FarmAid to join the conversation on social media around this year's show.

Farm Aid's mission is to build a vibrant, family farm-centered system of agriculture in America. Farm Aid artists and board members Willie Nelson, Neil Young, John Mellencamp and Dave Matthews host an annual festival to raise funds to support Farm Aid's work with family farmers and to inspire people to choose family farm food. For more than 30 years, Farm Aid, with the support of the artists who contribute their performances each year, has raised more than \$53 million to support programs that help farmers thrive, expand the reach of the Good Food Movement, take action to change the dominant system of industrial agriculture and promote food from family farms.

FOR IMMEDIATE RELEASE:
September 22, 2018



CONTACT:
Brittany Vanderpool
410-599-2323
bvanderpool@vancomm.com

FARM AID 2018 GALVANIZES FARMERS, FARM ADVOCATES AND EATERS TO DEMAND URGENT CHANGES IN OUR FARM AND FOOD SYSTEM

Annual Festival Showcases Resilience in the Face of Mounting Crisis

HARTFORD, Conn. — Against the backdrop of a 53 percent plunge in net farm income over the past five years, Farm Aid 2018 emphasized the determination of farmers and ranchers in Connecticut and across the nation to survive mounting challenges that include sinking commodity prices and rising production expenses and interest rates, in addition to uncertainty around the Farm Bill and U.S. trade and immigration policies.

At the sold-out event that took place at XFINITY Theatre, Farm Aid president and founder Willie Nelson said family farmers are becoming endangered. They haven't faced such grave economic circumstances since Farm Aid started, with thousands fewer working the land compared to 1985.

"No matter what's thrown at them, family farmers persevere," said Nelson, "They've hung in there for generations, growing good food for all of us. Now we're the ones who've got to dig in and fight for their survival."

Joining Nelson's urgent call for change were Farm Aid board members John Mellencamp, Neil Young and Dave Matthews (performing with Tim Reynolds), as well as Chris Stapleton, Sturgill Simpson, Kacey Musgraves, Nathaniel Rateliff & The Night Sweats, Jamey Johnson, Margo Price, Lukas Nelson & Promise of the Real, Particle Kid, Ian Mellencamp, David Amram and Wisdom Indian Dancers. All of these artists donated their time, transportation and talents to support farm families.

The daylong festival kicked off with a conversation about the current farm crisis between Connecticut Agriculture Commissioner Steven Revczky, local farmers and Nelson, Mellencamp, Young and Matthews. Farm Aid highlighted area dairy and produce farmers who are determined to stay on the land, despite a historic confluence of challenges facing farms across the country, including crashing commodity prices, trade, labor shortages, health care costs and natural disasters. Since 1970, the number of American dairy farms has dropped by more than 93 percent, with bellwether dairy state Wisconsin losing over 500 farms in 2017 alone.

One program that currently benefits low-income individuals and families, as well as farmers, is SNAP/EBT (Electronic Benefit Transfer), which is under attack by members of Congress. Connecticut doubles SNAP benefits through its SNAP Match program, enabling families to use their benefits to support local farmers. SNAP represents an important market for farm families—one that has the dual benefit of feeding hungry families and providing income to local farmers.

“Farmers are an incredible example to this country of how to face uncertainty and adversity. They grow our food in the face of tremendous odds, offering us hope,” said Farm Aid’s executive director, Carolyn Mugar. “Every day they do their part to ensure good food for all of us; now as community members, voters and eaters, we can do our part to strengthen them.”

On Friday, 11-time Grammy-nominated music artist Jamey Johnson was honored with the organization’s *Spirit of Farm Aid* award for his unwavering support of family farmers. Farm Aid 2018 marks Johnson's 11th appearance at the festival.

Farm Aid 2018 offered menu items that adhered to Farm Aid’s annual HOMEGROWN Concessions® criteria: all ingredients are sustainably produced by family farmers; the food is produced with ecological practices; and farmers receive a fair price for their products. Food choices for concertgoers included local clam-stuffed baked potato skins, fish tacos, a beet sandwich, hand-dipped corndogs and shrimp and grits.

Sponsors of Farm Aid 2018 include Bonterra Organic Vineyards, Patagonia Workwear, Lundberg Family Farms, New Belgium Brewing Company, Horizon Organic, Pete and Gerry’s Organic, Shenandoah Valley Organic, Harbor Harvest, Frontier Co-op, Spindrift and Dean’s Beans Organic Coffee Company.

“Farm Aid 2018” airs on AXS TV beginning at 7 p.m. EDT, as well as at www.farmaid.org from 3 to 11 p.m. EDT. Willie Nelson’s SiriusXM channel (59), Willie’s Roadhouse, also airs the show live from noon to 11 p.m. All broadcasts will include backstage interviews and behind-the-scenes coverage of the event.

Farm Aid’s mission is to build a vibrant, family farm-centered system of agriculture in America. Farm Aid artists and board members Willie Nelson, Neil Young, John Mellencamp and Dave Matthews host an annual festival to raise funds to support Farm Aid’s work with family farmers and to inspire people to choose family farm food. For more than 30 years, Farm Aid, with the support of the artists who contribute their performances each year, has raised more than \$53 million to support programs that help farmers thrive, expand the reach of the Good Food Movement, take action to change the dominant system of industrial agriculture and promote food from family farms.

WEBSITE | Farm Aid's year-round vehicle for information and connecting with supporters and fans gained 976,719 page-views.



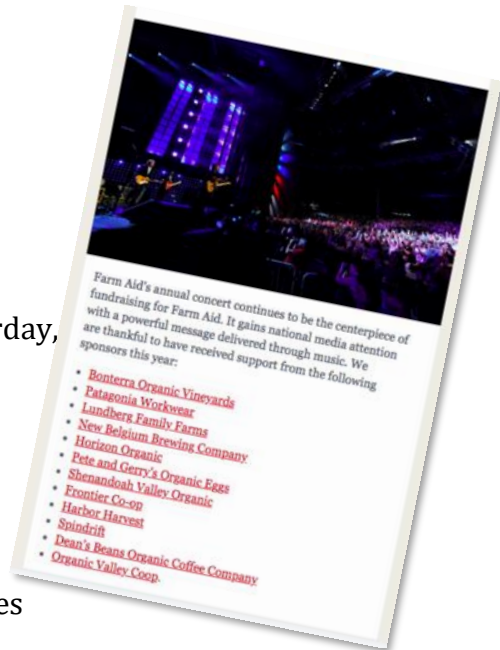
WEBSTATS |

976,719 Pageviews
789,783 Unique Pageviews (Visitors)

WEBCAST | "Farm Aid 2018" streamed live Saturday, September 22nd from 3pm on FarmAid.org, and Farm Aid's own YouTube channel.

3,285,806 Minutes Watch Time!

- Average watch time: 29:02
- Hours viewed: 54,763
- 7,0106 Webcast comments / 6,858 Chat messages
- 113,130 views on [YouTube.com](https://www.youtube.com) watch page



ON SITE | Sponsors had options for meaningful exposure, experiences, and interaction with festival-goers. 75% of festival-goers reported visiting Farm Aid’s HOMEGROWN Village.





ON SITE VIP |



BIG SCREEN VISIBILITY |

Thanks to sponsors



Bonterra Organic Vineyards
Patagonia Workwear
Lundberg Family Farms
New Belgium Brewing Company
Horizon Organic
Pete and Gerry's Organic Eggs
Shenandoah Valley Organic

Frontier Co-op
Harbor Harvest
Spindrift Sparkling Water
Dean's Beans Organic
Coffee Company
Organic Valley Coop



Homegrown Concessions® | Farm Aid's own **Homegrown Concessions®** were served throughout the venue, serving good food from family farms, with an ecological standard and a fair price to farmers. Full menu at this link: <https://www.farmaid.org/festival/homegrownconcessions/>

Farm Aid's HOME GROWN Concessions® DIRECT FROM THE FAMILY FARM

FRESH FISH MARKET
Fish & Chips
Battered fresh caught local fish served with fries and housemade tartar sauce

Baked Local Clam-Stuffed Potato Skin
Half pound pressed on top cut

Seafood Ceviche
Marinated local halibut and fish with local tomatoes, cucumbers and cilantro

Fish Tacos
Local gilled fish in organic corn tortillas with avocado, fresh salsa, avocado crema and Colby cheese

POTATO PATCH
Sauced Fries
Choice of garlic mushroom, pork chili, or drizzle of 1/2 lb. honey mustard
More please

Crispy Plank Fries with Lamb Ragu
Local free range lamb ragu with goat cheese from Mountain Farm, More please

Loaded Baked Sweet Potato
Pile up our sweet and loaded potatoes

LOCAL GREENS

Grain, Beans & Greens
Organic wild rice with beans and local cabbage
Lansbury Family Farms organic mix

Two Skewers of Grilled Brussels Sprouts
with garlic and lemon, organic wild rice

PA Style Pickled Beet Eggs
Free at Homegrown Stage

Beet Sandwich
Roasted beets, cranberry goat cheese and arugula on ciabatta with wild rice salad
Locally baked bread, cheese from Mountain Farm, Lansbury Family Farms organic mix

Stone Fruit Salad
Fresh local fruit packed and spiced with raspberry, with a sweet citrus yogurt dressing, fresh mint and dried cranberries
Free from Lyman Orchards

Classic Cheesburger & Fries
More please

Hartford Bruschetta Burger & Fries
Classic burger with housemade cheese and fresh tomato bruschetta

Market Dog
Classic hot dog with local roasted corn, garlic crema and Colby cheese
Carnival hot dogs more, like 1000000

On the Lawn TOP LINKS

Kentucky Bourbon
With most braided organic onions

Smoked Kielbasa
With local apple brat
More please from Mountain Farm

Beet Sandwich
Roasted beets, cranberry goat cheese and arugula on ciabatta with wild rice salad
Locally baked bread, cheese from Mountain Farm, Lansbury Family Farms organic mix

Chilled Sweet Potato Salad
Roasted sweet potatoes with potatoes, local goat cheese and maple vinaigrette

Plaza Vendors

PATCHWORK FAMILY FARMS
Center-cut Pork Chops
German Style Bratwurst
Andouille Style Bratwurst
Center-cut Ham Steak Sandwich
More please from Mountain Family Farms

THE WHEY STATION
Monger
Choice blend additional tomato or optional pork bacon

Caprese
Cherry blend, fresh tomatoes and basil

Sloppy John
Cheese blend, fresh tomatoes and basil

CHANNING TATER
Choice blend, hand made and local

CONDOG, INC
Hand-dipped Corn dogs
More please from Mountain Family Farms

CLASSIC, MILD or WIGGLE
More please from Mountain Family Farms

KNOX / HARTFORD GROWN SALADS
Mongers, tosses, kits, build it, eat it all day, call it home, southern giant salad, organic lettuce, cherry tomatoes, carrots, kaiser roll lettuce, peppers
Organic dressing, buttermilk or vinaigrette
More please from Mountain Family Farms

LDIAFING AROUND
Oatmeal Raisin Cookies
More please from Mountain Family Farms

MAPLE VALLEY CREAMERY
Ice Cream Sandwiches
More please from Mountain Family Farms

BASINIGHT'S LODGE CEDAR CAFE
More please from Mountain Family Farms

Fresh Fried NC Yellowfin Tuna Bites
Cheatle by Chester Premier Farms on the half dozen

Shrimp and Grits
More please from Mountain Family Farms

Fried Shrimp Boats
More please from Mountain Family Farms

DORD RESTAURANT GROUP - "THE LOCAL BITE"
Fried Organic Shishito Peppers
Elate Loco
More please from Mountain Family Farms

BRAISED BEEF BRISKET
2 1/2 hour braising, going green and home style
More please from Mountain Family Farms

DEANS BEANS ORGANIC COFFEE COMPANY
Hot Coffee
Nitro Cold Brew
Organic and ethically sourced coffee from Colombia, Ethiopia and Guatemala

BEN & JERRY'S
Scooped Ice Cream
Vanilla, Cherry Garcia, Chocolate Chip, Cookie Dough, Chocolate Fudge Brownie, Coffee, Caramel Almond Bites, Caramel, Caramel Almond Bites, Laminated Sand
More please from Mountain Family Farms

APPLES, PEARS, PEACHES, GRAPE TOMATOES
Molasses Cookies
Ciders and Juices
Fruit and cider from Lyman Orchards, Juice from Red Jacket Orchards

Homegrown Concessions® © 2019 FARM AID



Farm Aid's HOME GROWN Concessions® DIRECT FROM THE FAMILY FARM

Plaza Vendors

PATCHWORK FAMILY FARMS
Center-cut Pork Chops
German Style Bratwurst
Andouille Style Bratwurst
Center-cut Ham Steak Sandwich
More please from Mountain Family Farms

THE WHEY STATION
Monger
Choice blend additional tomato or optional pork bacon

Caprese
Cherry blend, fresh tomatoes and basil

Sloppy John
Cheese blend, fresh tomatoes and basil

CHANNING TATER
Choice blend, hand made and local

CONDOG, INC
Hand-dipped Corn dogs
More please from Mountain Family Farms

CLASSIC, MILD or WIGGLE
More please from Mountain Family Farms

KNOX / HARTFORD GROWN SALADS
Mongers, tosses, kits, build it, eat it all day, call it home, southern giant salad, organic lettuce, cherry tomatoes, carrots, kaiser roll lettuce, peppers
Organic dressing, buttermilk or vinaigrette
More please from Mountain Family Farms

LDIAFING AROUND
Oatmeal Raisin Cookies
More please from Mountain Family Farms

MAPLE VALLEY CREAMERY
Ice Cream Sandwiches
More please from Mountain Family Farms

BASINIGHT'S LODGE CEDAR CAFE
More please from Mountain Family Farms

Fresh Fried NC Yellowfin Tuna Bites
Cheatle by Chester Premier Farms on the half dozen

Shrimp and Grits
More please from Mountain Family Farms

Fried Shrimp Boats
More please from Mountain Family Farms

DORD RESTAURANT GROUP - "THE LOCAL BITE"
Fried Organic Shishito Peppers
Elate Loco
More please from Mountain Family Farms

BRAISED BEEF BRISKET
2 1/2 hour braising, going green and home style
More please from Mountain Family Farms

DEANS BEANS ORGANIC COFFEE COMPANY
Hot Coffee
Nitro Cold Brew
Organic and ethically sourced coffee from Colombia, Ethiopia and Guatemala

BEN & JERRY'S
Scooped Ice Cream
Vanilla, Cherry Garcia, Chocolate Chip, Cookie Dough, Chocolate Fudge Brownie, Coffee, Caramel Almond Bites, Caramel, Caramel Almond Bites, Laminated Sand
More please from Mountain Family Farms

APPLES, PEARS, PEACHES, GRAPE TOMATOES
Molasses Cookies
Ciders and Juices
Fruit and cider from Lyman Orchards, Juice from Red Jacket Orchards



FESTIVAL-GOER SURVEY |

Sponsors seen at Farm Aid

Bonterra Organic Vineyards
 Dean's Beans
 Farm to Harbor
 Frontier Co-op
 Harbor Harvest
 Horizon Organic
 Lundberg Family Farms
 New Belgium Brewing
 Organic Valley
 Patagonia Workwear
 Pete and Gerry's Organic Eggs
 Shenandoah Valley Organic
 Spindrift



Did you know all of the food served at Farm Aid 2018 was Farm Aid's HOMEGROWN

Concessions?

YES 88%
 No 12%

Age

18-24 2%
 25-34 17%
 35-44 27%
 45-54 24%
 55-64 24%
 65+ 6%

Ate HOMEGROWN Concessions at the concert

YES 78%
 No 22%

Been to a previous Farm Aid concert?

First Time 74%
 2-3 Times 18%
 4-6 Times 5%

Household Income

Under 20K 1%
 20K-49K 9%
 50K-75K 15%
 75K-100K 16%
 100K-150K 23%
 150K+ 20%
 No Answer 17%

Children in the household:

YES 41%
 No 57%

Cars in the household:

1 21%
 2 51%
 3 19%

Gender Identity

Female 58%
 Male 39%

FARM AID 2019 | We'd love to discuss your interests! Contact us!



FARM AID MISSION | Farm Aid's mission is to cultivate a vibrant, family farm-centered system of agriculture in America. Farm Aid artists and board members Willie Nelson, Neil Young, John Mellencamp and Dave Matthews host an annual concert to support Farm Aid's work with family farmers and to inspire people to choose food from family farms. Since 1985, Farm Aid has raised more than \$50 million to support programs that help farmers thrive, expand the reach of the Good Food Movement, take action to change the dominant system of industrial agriculture, and promote food from family farms.

Additional data and high resolution files of this report can be found and downloaded at www.FarmAid.org/sponsors

For More Information Please Contact:

Glenda Yoder
Associate Director
Farm Aid, Inc.
Glenda@farmaid.org
(617) 354-2922

Dennis Gorg
Sponsorship/Hospitality
dennis@imsevents.com
(314) 367-3146



Photo Credits: Brian Bruner, Shannon DeCelle, Lise Metzger, DenniG, and Scott Streble