

# FARM AID<sup>20</sup><sub>20</sub> ON THE ROAD

## Fulfillment Report



THANK YOU, SPONSORS!





## Farm Aid 2020 On the Road

Farm Aid 2020 On the Road was held Saturday, September 26<sup>th</sup> virtually on FarmAid.org, AXS TV, YouTube and Fans.com.

YouTube streaming viewership was 210,203 views with 1,422,000 minutes watch time. Fans enjoyed three and a half hours of music, inspirational messages and a chance to meet America's diverse family farmers.



**THE ARTISTS** | The festival featured performances by Farm Aid board members Willie Nelson, John Mellencamp, Neil Young and Dave Matthews, as well as Black Pumas, Bonnie Raitt and Boz Scaggs, Brandi Carlile, Chris Stapleton, Edie Brickell with Charlie Sexton, Jack Johnson, Jamey Johnson, Jon Batiste, Kelsey Waldon, Lukas Nelson & Promise of the Real, Margo Price, Nathaniel Rateliff, Norah Jones, Particle Kid, The Record Company, Valerie June, and The War and Treaty.

## THE FESTIVAL |

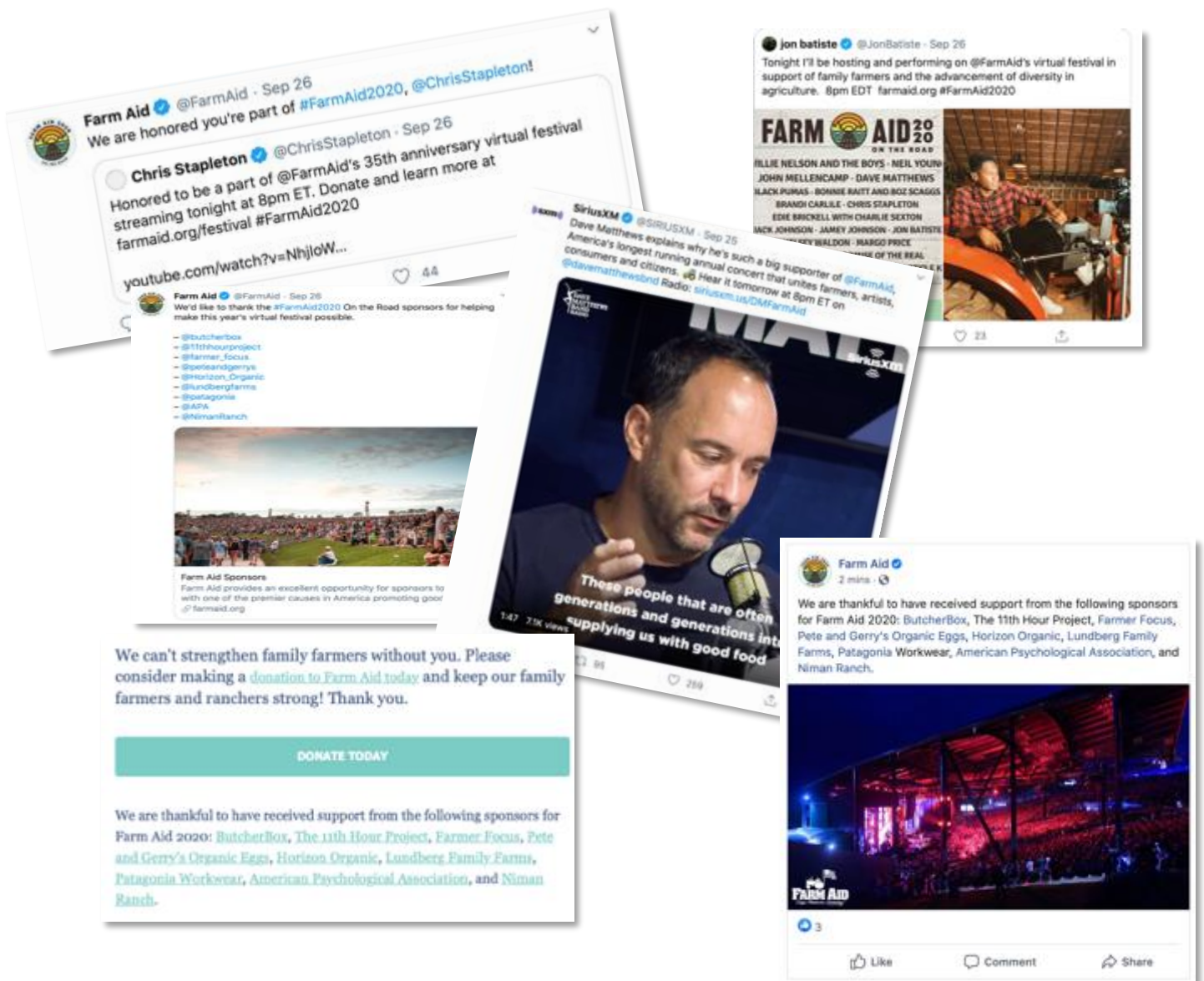
The event delivered **2 billion overall media impressions** from print, online & broadcast between 9/1 to 10/14/20. Farm Aid reached more than 34.1 million users on social media via Twitter.

1,974,871,760+  
IMPRESSIONS

**EMAIL |** Farm Aid shared sponsor name and link with its 93,718 subscribers.  
Current subscriber list 99,922.

159.0 Million+  
REACHED VIA  
SOCIAL MEDIA

**SOCIAL MEDIA |** Farm Aid's social media rallied support for the event and created impressions for sponsors. More than 159.9 million impressions were generated through Farm Aid's social media platforms.





**EMBARGOED RELEASE:**

September 1, 2020, at 9 a.m. EDT

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**FARM AID TO HOST 35<sup>th</sup> ANNIVERSARY VIRTUAL FESTIVAL SEPT. 26**

***Willie Nelson, John Mellencamp, Neil Young and Dave Matthews to headline Farm Aid 2020 On the Road alongside family farmers from across the country***

**CAMBRIDGE, Mass.** – Farm Aid announced today that the organization will mark its 35<sup>th</sup> anniversary with a virtual at-home festival experience. Farm Aid 2020 On the Road, scheduled for Saturday, Sept. 26, from 8 to 11 p.m. EDT, will include performances from more than 20 artists. The 3-hour event will be streamed at FarmAid.org, on Farm Aid's YouTube channel, AXS TV and Fans.com.

Farm Aid 2020 On the Road artists include Farm Aid board members Willie Nelson and The Boys, John Mellencamp, Neil Young, and Dave Matthews, as well as Black Pumas, Bonnie Raitt and Boz Scaggs, Brandi Carlile, Chris Stapleton, Edie Brickell with Charlie Sexton, Jack Johnson, Jamey Johnson, Jon Batiste, Kelsey Waldon, Lukas Nelson & Promise of the Real, Margo Price, Nathaniel Rateliff, Particle Kid, The Record Company, Valerie June, and The War And Treaty, with other artists to be added.

"This pandemic and so many other challenges have revealed how essential family farmers and ranchers are to the future of our planet," said Farm Aid President and founder Willie Nelson. "Farm Aid 2020 is going to give the whole country a chance to learn about the important work of farmers and how they're contributing to our well-being, beyond bringing us good food."

Farm Aid's 35<sup>th</sup> anniversary comes at a time of unprecedented uncertainty, suffering and upheaval in our country. The COVID-19 pandemic, economic stress and the racial justice movement are urgent concerns that Americans share. The impacts of COVID-19 have revealed the fragility and injustice in our food system. As a result of the compounding challenges family farmers face, thousands are at risk of going under. There is now even more urgency and a critical need for a national response to keep family farmers on the land.

"Since we started in 1985, Farm Aid has kept its finger on the pulse of farm country and deployed funds and resources to help farm families confront the challenges they face," said Executive Director Carolyn Mugar. "It's clear that this is a critical moment for farmers and ranchers. We risk losing their important contributions to our communities and our families if we do not adequately respond as a country."

The virtual festival also will showcase stories from farmers from across the country who were invited to share why they farm, how they manage to stay resilient, and their vision of the future of agriculture.

*(more)*

This year, more viewers will have unprecedented access to Farm Aid's annual festival than ever before as Farm Aid.org, Farm Aid's YouTube channel, AXS TV and Fans.com will offer a multiplatform experience, streaming the event at no cost to viewers. Additional viewing options will be announced later. To find AXS TV in your area, visit [www.axs.tv/subscribe/](http://www.axs.tv/subscribe/).

Farm Aid will again offer exclusive trips and artist-signed memorabilia, including a number of "from the vault" guitars and prints from previous Farm Aid festivals, for auction. The online silent auction will launch the morning of the festival, Sat., Sept. 26, and close on Friday, Oct. 9, with proceeds to benefit the organization.

The goal of the virtual festival is to raise critical funds for and awareness of the organization and its mission, which it typically does through ticket sales to the annual in-person music and food festival. Farm Aid accepts donations year-round at [www.farmaid.org/donate](http://www.farmaid.org/donate).

For event updates, follow Farm Aid on Twitter ([@FarmAid](https://twitter.com/FarmAid)), Facebook ([facebook.com/farmaid](https://facebook.com/farmaid)) and Instagram ([instagram.com/farmaid](https://instagram.com/farmaid)), and visit [farmaid.org/festival](http://farmaid.org/festival). Viewers are encouraged to use the hashtags #FarmAid2020 and #OnTheRoad to join the conversation on social media around this year's virtual festival.

Sponsors include ButcherBox, Horizon Organic, Pete & Gerry's Organic Eggs, Patagonia Workwear and Lundberg Family Farms. Farm Aid welcomes the participation of the business community. If you are interested in becoming a sponsor, contact Glenda Yoder at [glenda@farmaid.org](mailto:glenda@farmaid.org).

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 nearly \$60 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.

— 30 —

**\*\*Editors and Producers Note:** Media can download official Farm Aid photos and videos at [farmaid.org/media](http://farmaid.org/media).\*\*



**FOR IMMEDIATE RELEASE:**

September 21, 2020

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## **AWARD-WINNING ARTIST NORAH JONES JOINS FARM AID 2020 ON THE ROAD LINEUP**

***Festival viewers can catch the action on Sept. 26 on FarmAid.org,  
SiriusXM or AXS TV***

**CAMBRIDGE, Mass.** — Nine-time GRAMMY Award-winning singer-songwriter Norah Jones will support Farm Aid during its annual music festival on Saturday, September 26, the organization announced today. Farm Aid will mark its 35th anniversary with a virtual at-home festival experience.

"I love the work Farm Aid does, and I think it's so important to support local and family farms," said Jones after joining the stellar Farm Aid 2020 On the Road lineup.

Jones is a loyal supporter of Farm Aid. She first played on the Farm Aid stage 10 years ago at Farm Aid 25 in Milwaukee, Wisconsin. In 2015, she was the headliner for An Evening with Farm Aid, an intimate fundraising event in New York City. This week, she joins the star-studded Farm Aid 2020 On the Road lineup featuring Farm Aid board members Willie Nelson, John Mellencamp, Neil Young, and Dave Matthews, as well as Black Pumas, Bonnie Raitt and Boz Scaggs, Brandi Carlile, Chris Stapleton, Edie Brickell with Charlie Sexton, Jack Johnson, Jamey Johnson, Jon Batiste, Kelsey Waldon, Lukas Nelson & Promise of the Real, Margo Price, Nathaniel Rateliff, Particle Kid, The Record Company, Valerie June, and The War And Treaty.

Additionally, Farm Aid announced that this year's at-home virtual experience will air on FarmAid.org, AXS TV and SiriusXM. This year marks the seventh consecutive year that AXS TV will bring the annual Farm Aid festival to a television audience. To find AXS TV in your area, visit [www.axs.tv/subscribe/](http://www.axs.tv/subscribe/).

Beginning at 8 p.m. EDT on September 26, SiriusXM subscribers will be able to listen to Farm Aid 2020 on SiriusXM's Willie's Roadhouse (channel 59) and Dave Matthews Band Radio (channel 30) via SiriusXM radios and on the SiriusXM app.

For event updates, follow Farm Aid on Twitter ([@FarmAid](https://twitter.com/FarmAid)), Facebook ([facebook.com/farmaid](https://facebook.com/farmaid)) and Instagram ([instagram.com/farmaid](https://instagram.com/farmaid)), and visit [farmaid.org/festival](http://farmaid.org/festival). Viewers are encouraged to use the hashtags #FarmAid2020 and #OnTheRoad to join the conversation on social media around this year's virtual festival.

Sponsors include ButcherBox, The 11th Hour Project, Farmer Focus, Pete and Gerry's Organic Eggs, Horizon Organic, Lundberg Family Farms, Patagonia Workwear, American Psychological Association, and

*(more)*

Niman Ranch. Farm Aid welcomes the participation of the business community. If you are interested in becoming a sponsor or a corporate donor, contact Glenda Yoder at [glenda@farmaid.org](mailto:glenda@farmaid.org).

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 nearly \$60 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.

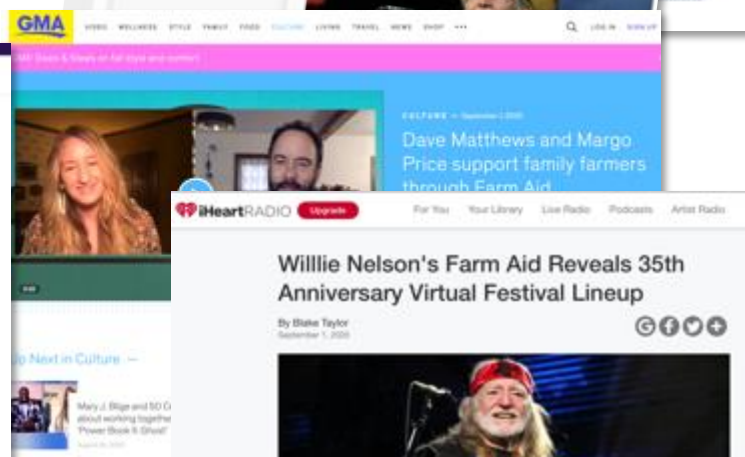
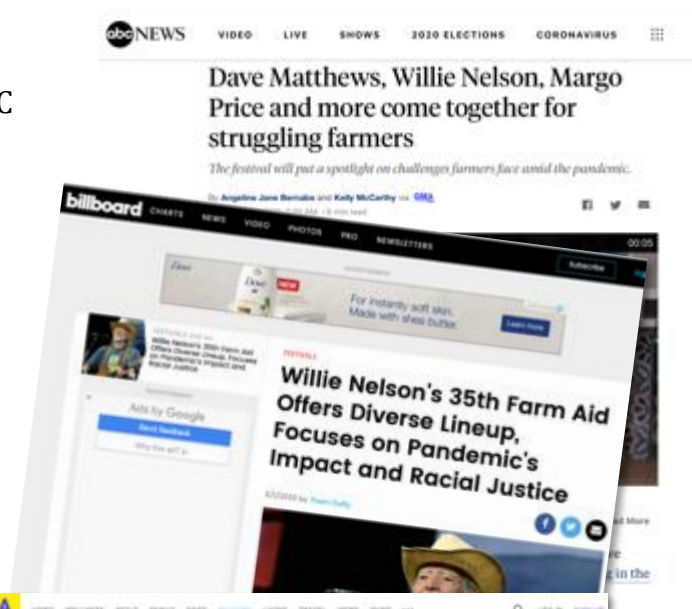
— 30 —

**\*\*Editors and Producers Note:** Media can download official Farm Aid photos and videos at [farmaid.org/media](http://farmaid.org/media).\*\*

**PR |** Farm Aid 2020 On the Road 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 farmers and the urgency created by Covid-19, climate change and the need for racial justice.

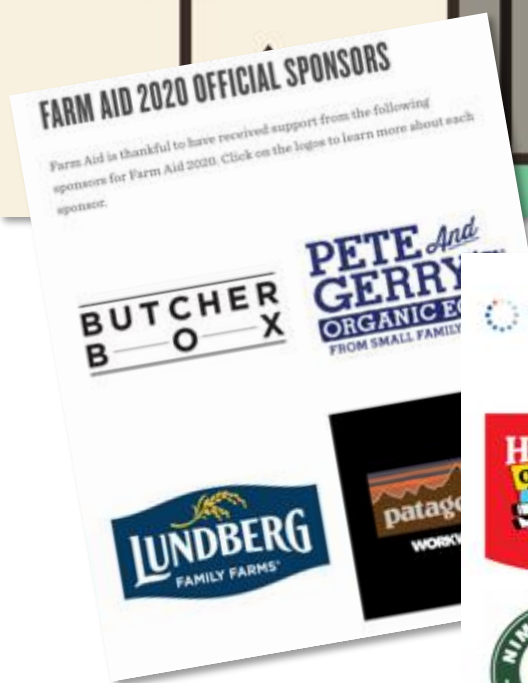
1,662+ print/online/press release reprint hits:

Good Morning America (2 Segments) ABC  
 Billboard Magazine  
 Rolling Stone  
 Today Show (NBC)  
 Late Show with Stephen Colbert (CBS)  
 Yahoo! Entertainment  
 iHeart Radio





**WEBSITE** | Farm Aid's year-round vehicle for information and connecting with supporters and fans garnered 755,175 page views in September and October, 2020.



## WEB STATS |

755,175 Page views  
283,052 Unique visitors  
(September-October, 2020)

**WEBCAST, STREAMING & BROADCAST** | Farm Aid 2020 On the Road streamed live Saturday, September 26th from 8pm to 11:30pm eastern on FarmAid.org, Farm Aid's own YouTube channel, Fans.com and simulcast on AXS TV, and Sirius XM. The program was available for five consecutive days on Farm Aid's YouTube channel and FarmAid.org. Additionally, AXS TV may rebroadcast for a one-year term.

More than 166,000 people tuned into watch the show live.

- Average watch time: 29.3 minutes
- Hours viewed: 23,700
- An additional 40,315 people watched the show in the days following the live show on YouTube and FarmAid.org
- 5,250 Chat messages
- Combined total 210,203 views on [YouTube.com](https://www.youtube.com/watch) watch page

### Farm Aid Credits

Brian Blakley - Federation of Southern Cooperatives  
Matthew Denetclaw

#### Farm Aid 2020 Sponsors

ButcherBox  
The 11th Hour Project  
Farmer Focus  
Pete and Gerry's Organic Eggs  
Horizon Organic  
Lundberg Family Farms  
Patagonia Workwear  
American Psychological Association  
Niman Ranch

Executive Producer  
Willie Nelson





## WEBCAST, STREAMING & BROADCAST BILLBOARDS |



## ButcherBox |

**Twitter Post:** Farm Aid (@FarmAid) 2 hrs ·  
When you join [ButcherBox™](#), you're joining a community focused on caring about animals and our planet, improving livelihoods for farmers, and sharing better meals together. Get high-quality meat you can feel good about serving your family, delivered right to your door. #Ad

**Facebook Post:** Farm Aid 2 hrs ·  
When you join [ButcherBox™](#), you're joining a community focused on caring about animals and our planet, improving livelihoods for farmers, and sharing better meals together. Get high-quality meat you can feel good about serving your family, delivered right to your door. #Ad

**Facebook Comment:** Vik Chhabra Do you have an affiliate code set up with them?  
Farm Aid We don't have a special code, but right now ButcherBox is offering free ground beef for the life of your membership when you join: [www.ButcherBox.com](#)

**Website Screenshot:** JUST COOK. RECIPES CUTS VIDEO BLOG GUIDES BUTCHERBOX  
BUTCHERBOX IS SPONSORING 'FARM AID 2020 ON THE ROAD'

What fans are saying about ButcherBox from comments in our post event survey:

- We subscribed to Butcher Box to support a Farm Aid-approved vendor for our meat products.
- I do buy from farmer's markets and local farms whenever possible, but after the show I also signed up for Butcher Box.



## Pete and Gerry's Organic Eggs |

**PETE** *and*  
**GERRY'S**  
**ORGANIC EGGS**



### WEEK 3: A YEAR OF FREE EGGS

This week's fundraising tip and challenge are meant to show your networks why Farm Aid is so important to you...and to ensuring a future of good, family farm food for all. Check out our week 3 tip and challenge below. To make this week's recipe challenge even more enticing, we'll be awarding one challenge participant a "year of free eggs" gift basket from our good friends at Pete and Gerry's Organic Eggs! [Click here to learn more about this prize and all Bandwagon rewards.](#)

What fans are saying about Pete and Gerry's from comments in our post event survey:

- Looking for more products to purchase at the market from small and midsize farms. Have already found Pete & Gerry's eggs at local market. Willing to pay a higher price for better quality and support those farmers.
- Pete and Gerry's is the one that I remember without looking it up because I've bought from them occasionally and wondered if the higher price is worth it. Now I've decided it is and I will buy their brand as much as I can.



**Farm Aid** @FarmAid · 2h

Farm Aid is proudly sponsored in part by [@farmer\\_focus](#). Learn how this organic chicken company's innovative business model supports family farmers every day. [#ad](#)

[farmerfocus.com/farmaid-2020](https://farmerfocus.com/farmaid-2020)





## Patagonia Workwear |



## Horizon Organic |



## Niman Ranch |





## Fan experience |



What fans are saying about sponsors from our post event survey:

- I learned about some brands/farms to buy from based on their involvement in Farm Aid.
- Being a Farm Aid sponsor puts you among the "good guys" in my book.
- Corporate values that align to a good cause like this should be supported.
- I already purchase things from some of the sponsors. This was a good reminder to keep supporting those who support family farms.
- I always take note of supporting brands, especially food brands, bc I feel it's a good sign of quality and ethics.
- I would really like to help and buying from a sponsor who supports this great cause seems like a good way to help.
- If there is a choice between a non-sponsor and a sponsor, I would choose the sponsor.

**Homegrown Recipe Kit** | Farm Aid created an at home recipe kit for fans featuring HOMEgrown Concessions®. Viewing Kit gained 7,214 unique views. Kit/recipes. link: [https://www.farmaid.org/wp-content/uploads/2020/09/FA\\_ActivityKits\\_Recipes\\_Final-1-1.pdf](https://www.farmaid.org/wp-content/uploads/2020/09/FA_ActivityKits_Recipes_Final-1-1.pdf)

# Farm Aid's HOMEgrown Recipes

Farm Aid serves HOMEgrown Concessions® at our events and you can enjoy it Dagovitz, Farm Aid's Culinary Director put together some recipes and how-tos for home during Farm Aid 2020 On the Road.

## Suggested Menu

- Corn Dogs
- Elotés
- Tofu Burgers
- Grassfed, Organic, Humanely Raised Burgers Grilled However You Like Them!

Potato Salad

Salad in a Cup

Fresh Fruits and Vegetables

### HOMEgrown Corn Dogs

**Prep Time:** 10 MINS **Cook Time:** 3 MINS **Total Time:** 13 MINS

**Ingredients**

- 3/4 cup yellow cornmeal
- 3/4 cup all purpose flour

**Directions**

Farm Aid is famous for its corn dogs, served by Ashpen Corn Dogs. The organic dogs are topped by a hearty artisanal non-GMO cornmeal dip, and of course, finished off with ketchup and mustard.

### HOMEgrown Elotés

**Prep Time:** 15 MINS **Cook Time:** 45 MINS **Total Time:** 1 HOUR

**Ingredients**

- 4 ears of corn

**Directions**

This classic, roasted Mexican street corn is a tasty treat that is easy to prepare.

### HOMEgrown Tofu Burgers

**Prep Time:** 15 MINS **Cook Time:** 20 MINS **Total Time:** 35 MINS

**Ingredients**

- 1 pound organic tofu, drained
- 1 cup fresh bread crumbs\*
- 1 cup minced sweet onion
- 2 large or 2 small garlic cloves pressed
- 1 cup freshly chopped herbs
- 1 egg or 1 tablespoon arrowroot powder
- 1 teaspoon salt
- Pepper freshly ground to taste

**Directions**

While there are plenty of plant-based burgers on the market today, there's nothing like handmade, small batch veggie burgers. The recipe shown is a Basic Burger, but Tofu is extremely versatile, lending itself well to variations and additions... so make it your own... and enjoy!

- Drain the tofu well.
- Make fresh bread crumbs.
- Chop your favorite fresh herbs.
- Crumble drained tofu into mixing bowl add onion, garlic, herbs, egg, salt & pepper and mix well.
- Heat a 10 or 12 inch cast iron skillet until it's hot, then add 2 tablespoons of extra virgin olive oil. Keep heat at medium.
- Form the tofu mixture into balls and flatten the bottom of each before placing into pan. Take your time and allow the flattened bottoms to become crispy.
- Flip the burgers and press down gently to make circles. Draw any wandering bits back into each burger and let cook until crispy.

Optional: top with cheese while hot.

\* Gluten Free bread crumbs call work fine.

Recipe from Suraya Dagovitz

HOMEgrown food means food from family farms, grown with practices that care for the soil and water and thus reflect a fair price for the farmers. Knowing the source of our food and the families and ranchers who made it possible, makes us participants in the culture of agriculture.

For more information on where you can find local food in your area, please visit [farmaid.org](http://farmaid.org)



## Post Event Survey | 1,056 Completed surveys.



### What Sponsors do you remember seeing?

ButcherBox 41%  
 Horizon Organic 40%  
 Pete and Gerry's Organic Eggs 31%  
 Patagonia Workwear 26%  
 Lundberg Family Farms 21%  
 American Psychological Assn 13%  
 Farmer Focus 10%  
 Niman Ranch 10%

### How did you view or listen to Farm Aid 2020?

Farm Aid YouTube Channel 52%  
 AXS TV 22%  
 FarmAid.org 22%  
 SiriusXM 2%  
 Other 2%

### How Much of the Show did you Watch?

The Entire Show 81%  
 About Half 14%  
 A Few Performers 4%

### "Likely" or "slightly likely" to purchase from a Farm Aid sponsor

89%

### "Likely" to view another Farm Aid Streaming program in Future?

Yes 98%  
 No 2%

### Children in the household:

YES 32%  
 No 64%

### Age

18-24 1%  
 25-34 5%  
 35-44 19%  
 45-54 20%  
 55-64 30%  
 65+ 23%

### Household Income

Under 20K 3%  
 20K-49K 10%  
 50K-75K 13%  
 75K-99K 14%  
 100K-149K 20%  
 150K+ 17%  
 No Answer 23%

**FARM AID 2021** | We'd love to discuss your interest and welcome your participation.



**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 festival 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 \$60 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](http://www.FarmAid.org/sponsors)

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