



Fulfillment Report to Sponsors of Farm Aid 2023



THANK YOU, SPONSORS!

Farm Aid 2023

Farm Aid 2023 was held Saturday, September 23rd at Ruoff Music Center in Noblesville, Indiana. Turnstile attendance was 19,410 (22,209 tickets sold). Festivalgoers enjoyed a day of music, HOMEGROWN Concessions®, HOMEGROWN Village and sponsor interactions. The HOMEGROWN Village was lively as ever with 35 farm and food organizations participating and 6 skill-shares and demos.

Fans tuned in at home for live music and prerecorded farmer story segments on Circle Network. The show was also available on Circle Country via streaming platforms including Roku, Samsung TV Plus, Peacock, VIZIO SmartCast, Xumo, Tubi, Redbox and more. Farm Aid 2023 was also live streamed via Farm Aid's YouTube channel and on Farmaid.org and audio broadcast live on SiriusXM.

THE ARTISTS | Farm Aid 2023's lineup featured Farm Aid board members Willie Nelson, Neil Young, John Mellencamp, Dave Matthews (with Tim Reynolds), and Margo Price, Bob Dylan, The Jim Irsay Band, Bobby Weir & Wolf Bros featuring The Wolfpack, Nathaniel Rateliff & The Night Sweats, Lukas Nelson, Allison Russell, The String Cheese Incident, Particle Kid, Clayton Anderson, The Black Opry featuring Lori Rayne, Tylar Bryant and Kyshona, Native Pride Productions, and the Wisdom Indian Dancers.



THE FESTIVAL |

The event delivered **2,387,514,236+ overall media impressions** from print, online & broadcast. Farm Aid reached more than 6.6 million fans on social media via X and millions on Instagram from announcement through October 11, 2023.

EMAIL | Farm Aid shared sponsor name and link with its 99,333 subscribers.

**2,387,514,236+
IMPRESSIONS**

SOCIAL MEDIA | Farm Aid's social media rallied support for the event and created impressions for sponsors. Over 20 million people were reached through Farm Aid's social media platforms.

**20 Million +
REACHED VIA
SOCIAL MEDIA**



5 Million Impressions
2.9 Million Users Reached
37,082 Followers



156,000 Followers



hashtag #FarmAid2023
1,084 Posts
45,900 Followers



614,000 Followers
142,863 Views
36:32 Avg Watch Time



EVENT APP |

- 78,619 sessions
- 858,806 Screen Views
- 10,000+ Users
- 1,106,771 Total Sponsor Banner Views
- 227 Patagonia Clicks, 149 Hard Truth, 102 Spindrift Clicks



NOT FOR IMMEDIATE RELEASE:

Embargoed until July 11, 2023, 12:01 a.m. ET

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FARM AID FESTIVAL RETURNS TO INDIANA SEPT. 23

Willie Nelson, John Mellencamp, Neil Young, Dave Matthews and Margo Price lead all-day music and food event focused on farmers as climate champions

INDIANAPOLIS — Farm Aid’s annual music and food festival is returning to Noblesville, Indiana, on Saturday, Sept. 23, at Ruoff Music Center. Tickets will go on sale to the public on Saturday, July 15, at 10 a.m. ET, at [LiveNation.com](https://www.livenation.com).

Farm Aid 2023 — a full day of music, family farmers, HOMEGROWN food and agrarian experiences — will feature performances by Farm Aid board members Willie Nelson, Neil Young, John Mellencamp, Dave Matthews (with Tim Reynolds), and Margo Price, as well as Bobby Weir & Wolf Bros featuring The Wolfpack, Nathaniel Rateliff & The Night Sweats, Lukas Nelson, Allison Russell, The String Cheese Incident, and Particle Kid. The festival will highlight the work of family farmers to address climate change through regenerative, organic and sustainable farming practices. Farm Aid will showcase these innovative climate champions on the Farm Aid stage and throughout the event. As farmers and farm and food advocates converge from across the country for the annual festival, Farm Aid will host additional pre-festival events to spotlight their work.

This is the third Farm Aid concert that has taken place in Indiana, and the second in Noblesville. Farm Aid IV took place at the Hoosier Dome in Indianapolis in 1990, and Farm Aid 2001: A Concert for America was held in Noblesville just weeks after the terrorist attacks of 2001.

“Family farmers have the solutions to some of our toughest challenges,” said Farm Aid President and Founder Willie Nelson. “As we face a changing climate, farmers in Indiana, across the Midwest and all over the country are farming in ways that create more resilient farms to build healthy soils and protect our water.”

Across the state, climate change has already had a considerable impact. In the coming years, climate change will shift the state to two extremes: hotter, drier summers and wetter winters and springs, creating more urgency for on-farm production practices that care for the soil and water. Indiana has the most polluted rivers and streams of any state, and almost all of Indiana’s lakes and reservoirs sampled in a recent study are unfit for drinking water. One of the main culprits is manure run-off from large-scale concentrated animal feeding operations. Many family farmers in Indiana are national leaders in implementing farming practices to mitigate climate change, including cover cropping, rotating crops, reducing soil tillage, integrating livestock and crop production, raising pastured livestock, and improving soil and water management.

“We are honored and excited to bring the Farm Aid experience back to Indiana. My home state holds deep meaning for me and for the generations of family farmers who have dedicated their lives to caring for the Earth and bringing us good food,” said Farm Aid Co-Founder John Mellencamp.

(more)

Indiana is the eighth largest farming state in the nation, generating \$31.2 billion annually. Every 10 jobs directly related to Indiana agriculture support an additional eight jobs in the state. Home to 56,649 farms with an average farm size of 264 acres, there are more than 94,000 farmers in Indiana. More than 80% of land in Indiana is devoted to farms, forests and woodland. While its top crops are corn and soybeans, Hoosier farmers grow more than 30 major fruits and vegetables each year, including melons, pumpkins and mint.

Farm Aid festival attendees experience a full day of music and the taste of local flavors with Farm Aid's HOMEGROWN Concessions®, which offer a diverse, fresh menu with ingredients that are produced by family farmers using ecological practices with a fair price paid to the farmers. Farm Aid's HOMEGROWN Village features hands-on activities engaging festivalgoers with exhibits about soil, water, energy, food and farming. Festivalgoers can hear farmers and artists inform and inspire on the FarmYard Stage and celebrate the know-how and diversity of cultures of agriculture in the HOMEGROWN Skills tent.

Ticket prices range from \$75 to \$315 and will be available for purchase at [LiveNation.com](https://www.livenation.com). A limited number of pre-sale tickets will be available beginning at 10 a.m. ET on Wednesday, July 12, at www.farmaid.org/tickets.

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 #FarmAid2023 and #Road2FarmAid to join the conversation on social media around this year's festival.

Farm Aid welcomes the participation of the business community and offers corporate sponsorship and VIP hospitality opportunities. For more information, contact Glenda Yoder at glenda@farmaid.org. Farm Aid 2023 sponsors include Patagonia Workwear.

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, Dave Matthews and Margo Price 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 35 years, Farm Aid, with the support of the artists who contribute their performances each year, has raised more than \$70 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.

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****Editors, Producers and Photographers Note:** Advance credentials are required for all media to attend Farm Aid 2023. Please visit farmaid.org/media by Monday, Sept. 4, to learn about these requirements and apply. Media can download official Farm Aid photos and videos at farmaid.org/media.

FOR IMMEDIATE RELEASE:
September 23, 2023

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AT FARM AID 2023, FARMERS SAY CLIMATE CHANGE DEMANDS SUSTAINABLE AG, POLICY MUST FOLLOW

***As Congress Writes 2023 Farm Bill, Farmers, Advocates and Artists
Demand Support for Climate, Equity Efforts***

INDIANAPOLIS — As Congress readies the 2023 Farm Bill, Farm Aid’s annual music and food festival was the backdrop for farmers’ and farm advocates’ calls for policies that incentivize climate-resilient agriculture, challenge corporate power and promote equity in the food system.

At the sold-out event at Ruoff Music Center in Noblesville, Indiana, Farm Aid President and Founder Willie Nelson thanked family farmers for their hard work to find climate solutions for their own farms and their communities.

“We couldn’t think of a better place to host Farm Aid this year,” said Nelson. “The Indiana family farmers who are stewarding their land sustainably have given us a renewed sense of hope. Their innovative work to protect our air, soil and water should be the way forward for agriculture here and around the country.”

Saturday’s daylong festival kicked off with a conversation among artists and farmers about climate change and the future of agriculture. At the morning press event, Indiana farmers and food producers shared how they manage successful farming operations while responding to consumer demand and the needs of the planet.

“Farmers are proving that they have the power to positively change our future,” said Farm Aid Executive Director Carolyn Mugar. “Now it’s up to us to raise our voices and join with farmers to challenge policymakers to support them and their essential work.”

On Friday, Farm Aid hosted A Farmer Forum to highlight Indiana farmers and The People’s Hearing to amplify farmers’ policy change needs. At the People’s Hearing, witnesses from across the nation submitted testimonies to drive effective policy in the areas of corporate power, climate science and racial justice.

Farm Aid’s HOMEGROWN Village at Ruoff Music Center featured hands-on activities to celebrate agriculture and give festivalgoers a chance to meet farmers in person and learn how they enrich our soil, protect our water, grow our economy and bring us good food for good health. Local and national

organizations were on hand to inform attendees about farm stress and how eaters can support wellness for ag communities; festivalgoers tested their food policy and labeling knowledge, spoke with young and beginning farmers, and even sent postcards thanking Indiana farmers for growing good food and caring for the land.

Throughout the day, artists and farmers came together on the FarmYard stage to discuss challenges and opportunities in agriculture, including climate, soil, and water; the pending Farm Bill; the next generation of farmers; and how diverse farming practices can benefit the land and our food system more broadly.

Farm Aid's HOMEGROWN Concessions* menu items, available throughout the venue, were made with ingredients that meet Farm Aid's HOMEGROWN criteria: (1) produced by family farmers, (2) utilizing ecological practices and (3) with farmers receiving a fair price for their products. Food choices included Indiana pastured beef burgers, stuffed organic russet potatoes with toppings, blackened shrimp tacos from a Louisiana shrimper, Indiana pastured beef hot dogs topped with brisket from Indiana certified grass-fed beef, roasted Brussels sprouts, roasted local, non-GMO elote, and kettle corn. Young people from FFA's Hamilton Southeastern student chapter, Human Agriculture Co-operative in Fort Wayne and The Grange staffed a HOMEGROWN Youthmarket to sell fresh fruits, pecans and baked goods to festivalgoers.

Farm Aid 2023 aired on Circle Network at 7 p.m. ET, with live and prerecorded segments from Ruoff Music Center in Noblesville, Indiana. SiriusXM subscribers heard the full Farm Aid 2023 festival on SiriusXM's [Willie's Roadhouse](#) (channel 61), [Dave Matthews Band Radio](#) (channel 30) and [Grateful Dead Channel](#) (channel 23) via SiriusXM radio and on the SXM App. The coverage also featured a behind-the-scenes look at Farm Aid 2023 and the organization's year-round work to strengthen family farm agriculture.

Sponsors of Farm Aid 2023 included Hard Truth Distilling Company, Patagonia Workwear, Spindrift, Frontier Co-Op and Pete and Gerry's Organic Eggs.

Farm Aid will continue to offer rare and unique artist-signed and other memorabilia items, including guitars from Gibson and Epiphone, posters, books, albums and other memorabilia signed by artists at Farm Aid 2023. All proceeds will benefit Farm Aid. The silent auction will run online at farmaid.org/auction through Oct. 6.

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FOR IMMEDIATE RELEASE:

August 1, 2023

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Farm Aid 2023 to Air on Circle Network, SiriusXM and FarmAid.org

INDIANAPOLIS — Farm Aid announced today that its sold out music, food and farm festival will be broadcast on Circle Network, SiriusXM and FarmAid.org. The program will include music from the day and videos that tell the stories of Indiana farmers. Farm Aid 2023 is scheduled for Saturday, Sept. 23, at Ruoff Music Center in Noblesville, Indiana.

"We're extremely fortunate to continue our collaborations with Circle and SiriusXM to bring the Farm Aid festival to those not able to join us in Indiana," said Carolyn Mugar, executive director of Farm Aid.

This marks the third consecutive year that award-winning country lifestyle network Circle Network will bring the annual Farm Aid festival to a television audience, and the 14th year that SiriusXM has carried the show on satellite radio.

"It's been an honor to bring Farm Aid into people's homes through our network for the past three years," said Drew Reifenger, Circle Network's general manager. "Each year, the Farm Aid festival raises money for a great cause to support our nation's farmers, and we're thrilled to broadcast it on Circle Network once again and for the first time ever livestream the festival on our new app, Circle Now."

Farm Aid 2023 will feature performances by Farm Aid board members Willie Nelson, Neil Young, John Mellencamp, Dave Matthews (with Tim Reynolds), and Margo Price, as well as Bobby Weir & Wolf Bros featuring The Wolfpack, Nathaniel Rateliff & The Night Sweats, Lukas Nelson, Allison Russell, The String Cheese Incident, and Particle Kid.

[Circle](#) Network will broadcast the festival on television, beginning at 7 p.m. ET, with live and prerecorded segments from Ruoff Music Center in Noblesville, Indiana. Circle also will stream Farm Aid 2023 on its app, Circle Now, available free in app stores, throughout the day, beginning with the press event at 11:30 a.m. Fans can find Circle Network on DISH Network, over the air with an antenna and on many cable TV channel lineups across the country. Visit www.FindCircleNetwork.com to learn more about how to watch Circle Network. The show also will be available on Circle Country via streaming platforms, including Roku, Samsung TV Plus, Peacock, VIZIO SmartCast, Xumo, Tubi, Redbox and more.

Beginning at 12 p.m. ET, SiriusXM subscribers will be able to listen to the full Farm Aid 2023 festival on SiriusXM's [Willie's Roadhouse](#) (channel 61), [Dave Matthews Band Radio](#) (channel 30) and [Grateful Dead Channel](#) (channel 23) via SiriusXM radio and on the SXM App. The live coverage also will include backstage interviews with artists and family farmers, hosted by SiriusXM's Dallas Wayne and Ari Fink. All coverage will feature a

behind-the-scenes look at Farm Aid 2023 and the organization's year-round work to strengthen family farm agriculture.

Farm Aid will livestream the full festival from the stage beginning at 11:30 a.m. ET with the Farm Aid press event at FarmAid.org and on Farm Aid's [YouTube channel](#). The press event, featuring Farm Aid artists and farmers from across the region, offers fans at home a special opportunity to experience a dynamic conversation between farmers and artists.

Farm Aid is partnering with digital fundraising platform Fandiem to inspire fans to give back for a chance to win a "Front & Center VIP Experience." Fans can donate to win online at Fandiem.com/farmaid for a chance at an all-expenses-paid trip to Farm Aid 2023, including two VIP Experience tickets with access to the VIP Experience club and more.

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 #FarmAid2023 and #Road2FarmAid to join the conversation on social media around this year's festival.

Farm Aid welcomes the participation of the business community and offers corporate sponsorship and VIP hospitality opportunities. For more information, contact Glenda Yoder at glenda@farmaid.org. Farm Aid 2023 sponsors include Patagonia Workwear and Hard Truth Distilling Co.

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FOR IMMEDIATE RELEASE:
September 18, 2023

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Farm Aid 2023: What to Expect

All-day music and food festival highlights Indiana farms, businesses and organizations

INDIANAPOLIS — Farm Aid 2023, scheduled for Saturday, Sept. 23, at Ruoff Music Center, will showcase an all-star lineup of musical artists — all donating their performances in support of family farmers and good food. Farm Aid is proud to work with many Indiana farmers and businesses to bring local flavor and experiences to the event.

“We’re energized by the number of Indiana communities that are working together to expand local food systems and farmers making transitions to regenerative farming practices. We’re honored to be able to incorporate their work across the festival,” said Farm Aid’s Executive Director Carolyn Mugar. “From farmers on our many stages and enticing food from local farms to interactive experiences about farming, soil and water in our HOMEGROWN Village, the Farm Aid 2023 festival experience will demonstrate how farmers and eaters are working together for the health of our planet.”

Information about the Farm Aid 2023 festival:

- **HOMEGROWN Village (Noon to 5 p.m.)** will engage festivalgoers in hands-on activities about climate, soil, water, energy, food and farming. Festivalgoers can hear farmers and artists discuss pressing issues and share inspiring stories on the FarmYard Stage. In the HOMEGROWN Skills Tent, attendees can participate in demonstrations to learn agrarian skills and celebrate the culture of agriculture.
- **HOMEGROWN Concessions®** will serve food with ingredients that are produced by family farmers utilizing ecological production practices with a fair price paid to the farmers. A varied menu from diverse farmers will offer Indiana pastured beef burgers, stuffed organic russet potatoes with toppings, blackened shrimp tacos from a Louisiana shrimper, Indiana pastured beef hot dogs topped with brisket from Indiana certified grass-fed beef, roasted Brussels sprouts, roasted local, non-GMO elote and kettle corn. Farm Aid partners with Legends Hospitality and Live Nation to offer HOMEGROWN Food.
- **HOMEGROWN Youthmarket** will sell fresh and seasonal produce, grown locally on family farms. HOMEGROWN Youthmarket will be staffed by young people from FFA’s Hamilton Southeastern student chapter, Human Agriculture Co-operative in Fort Wayne and The Grange. Festivalgoers can meet these young adults, learn about the work they do in their communities, get to know the farms represented, and taste fresh fruits, pecans and baked goods.
- **HOMEGROWN Catering** (which serves artists, crew, volunteers, staff and VIP Experience guests) received in-kind donations from: Applegate Natural and Organic Meat, Eco-Products, Frontier Co-op, Liquid Death Drink Company, Local Hive Honey, Lundberg Family Farms, Natur-Bag, Oatly, Parkhurst Dining Services, Patagonia Provisions, Patchwork Family Farms, Pete and Gerry’s Organic Eggs, Piazza

Produce, Rotella's Italian Bakery, Seven Sundays, Spindrift Beverage Co. and Wildflower Ridge Honey. Culinary students from Ivy Tech Community Colleges, J. Everett Light Career Center and New Castle Career Center will participate with chefs in preparation and service for HOMEGROWN Catering.

- With a goal of zero waste, HOMEGROWN Concessions® uses compostable service ware and Farm Aid promotes and supports composting in the venue. This will be the first time that composting is done at Ruoff Music Center. Indiana's [GreenCycle](#) will receive the compostable food waste. [Second Helpings](#) of Indianapolis will pick up and utilize any remaining foodstuffs from HOMEGROWN Catering.
- On the **FarmYard Stage**, farmers and artists will discuss pressing issues and share inspiring stories showcasing food and farming in the region and across the country. Topics of conversation include climate-resilient farming, soil and water health, and equity in the farm and food system.
- In the **HOMEGROWN Skills Tent**, festivalgoers can learn how to make pancakes from local grains, distill essential oils, make dyes from plants, spin wool and make tools. Additionally, the HOMEGROWN Skills Tent will conduct a seed swap and a grazing demonstration with sheep from Blooming Soil Farm.
- **Flowers, straw bales and pumpkin décor** are being purchased from The Local Food Hub and sourced from the following Indiana farmers: Shady Grove Flower Farm, Firm Root Farm, Flying Dirt Farm, Holloway's Gardens, Something Somehow Simply Amazing, Balanced Harvest Farm, Wilson Farm Market and Stuckey Farm Orchard and Cider Mill.
- **Farm Aid's merchandise** will feature T-shirts, totes, hoodies and jean jackets made with organic cotton, screen-printed at a union shop.

Additional Farm Aid 2023 details for festivalgoers and fans tuning in at home:

- **Farm Aid 2023** will feature performances by Farm Aid board members Willie Nelson, Neil Young, John Mellencamp, Dave Matthews (with Tim Reynolds), and Margo Price, as well as The Jim Irsay Band featuring Ann Wilson of Heart, Bobby Weir & Wolf Bros featuring The Wolfpack, Nathaniel Rateliff & The Night Sweats, Lukas Nelson, Allison Russell, The String Cheese Incident, Particle Kid, Clayton Anderson, The Black Opry featuring Lori Rayne, Tylar Bryant and Kyshona, Native Pride Productions, and the Wisdom Indian Dancers.
- **Circle Network will broadcast the festival on television** beginning at 7 p.m. ET, with live and prerecorded segments from Ruoff Music Center in Noblesville, Indiana. Circle also will stream Farm Aid 2023 on its app, Circle Now, available for free in app stores, throughout the day, beginning with the press event at 11:30 a.m. Fans can find Circle Network on DISH Network, over the air with an antenna and on many cable TV channel lineups across the country. Visit [FindCircleNetwork.com](#) to learn more about how to watch Circle Network. The show also will be available on Circle Country via streaming platforms, including Roku, Samsung TV Plus, Peacock, VIZIO SmartCast, Xumo, Tubi, Redbox and more.
- Beginning at noon ET, **SiriusXM subscribers** will be able to listen to the full Farm Aid 2023 festival on SiriusXM's [Willie's Roadhouse](#) (channel 61), [Dave Matthews Band Radio](#) (channel 30) and [Grateful Dead Channel](#) (channel 23) via SiriusXM radio and on the SXM App. The live coverage also will include backstage interviews with artists and family farmers, hosted by SiriusXM's Dallas Wayne and Ari Fink. All coverage will feature a behind-the-scenes look at Farm Aid 2023 and the organization's year-round work to strengthen family farm agriculture.
- [FarmAid.org](#) and Farm Aid's [YouTube channel](#) will livestream Farm Aid 2023 beginning at 11:30 a.m. ET

PR | Farm Aid 2023 received significant local, regional, and national media coverage. Key sponsors were featured in three press releases. The stories promoted the entertainment value of the festival, as well as Farm Aid's message about family farms, climate change and food. Nearly every story about the concert included information about HOMEGROWN Concessions®, the HOMEGROWN Village and the family farmers in attendance.

[BioCycle Article](#)

748+ print/online/broadcast media hits

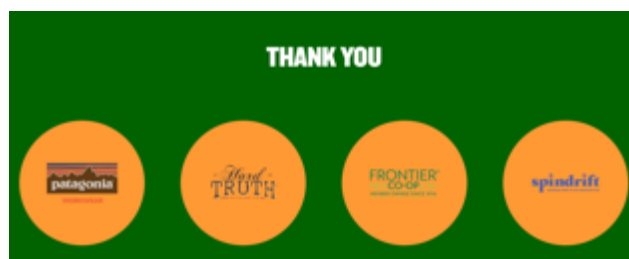
Billboard.com
Rolling Stone Online
Forbes
The Indy Star
Indianapolis Business Journal
And many more

364+ broadcast hits including:

SiriusXM
WXIN-TV (Fox)
WFBQ-FM (Q95)
FOX59/CBS4
WFYI-FM (NPR.PBS)
WTTS-FM
WRTV-TV (ABC)
The Daily Journal
WIBC-FM
WISH-TV (CW)
And many more



WEBSITE | Farm Aid's year-round vehicle for information and connecting with supporters and fans garnered 930,269 page views August and September 2023.



WEB STATS |

930,269 Page views
232,000 Website users
Active links to sponsors
Webcast (on website) views 54,101

WEBCAST | Farm Aid 2023 streamed live Saturday, September 23rd from 11:30 a.m. on Farm Aid's own YouTube channel, FarmAid.org and Circle Network outlets and streaming channels beginning at 7 p.m.

- YouTube viewers 67,904
- FarmAid.org views 54,101
- Average watch time: 36:32
- Hours viewed: 87,000
- 4,537 Chat messages



Patagonia Workwear



Farm Aid 12h

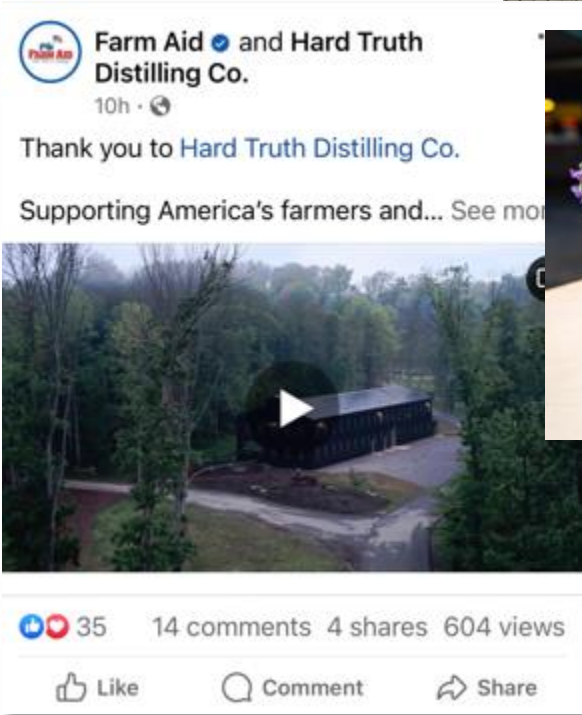
Work for the planet, not the man.

Patagonia Workwear is proud to support Farm Aid and the folks who bust ass on the daily to leave our home planet better than they found it.

We build durable, timeless gear for the ones who prove that food production, skilled trades, construction and ecosystem restoration can and should cause the least amount of harm. And that it's possible to make a good living on a living planet. #ad



Hard Truth Distilling Co.



Spindrifft



45 likes
farmaid Did you check out our can wall installation? Our friends @drinkspindrifft are this year's recycling partner. Spindrifft has been supporting Farm Aid since 2017 and supporting farms & farmers since they started back in 2010. As America's first sparkling water with real squeezed fruit, Spindrifft believes in challenging people's expectations of how a beverage can be. What's your favorite? #everycancounts #ad



ON SITE - VIP EXPERIENCE |



BIG SCREEN VISIBILITY |



Homegrown Concessions® | Farm Aid's own **Homegrown Concessions®** were served throughout the venue, food from family farmers utilizing ecological production practices who are paid a fair price, all served on compostable serviceware. Full menu at this link: [Homegrown Concessions® Menu](#)

BURGERS

The Farmer Burger
w/ pulled pork, BBQ sauce & caramelized onions

Circle City Burger
w/ steak and onion, caramelized onion

Hoochie Burger
w/ roasted corn, hot pepper jelly & onion style cheese
Delicious! (onion) pulled pork w/ BBQ sauce, onion & cheese

VEGGIES

Roasted Brussels Sprouts
Onion, onion, onion, onion, onion, onion, onion, onion

Grains, Beans & Greens
Roasted corn & black beans w/ onion, green beans & onion

Portabella Cap w/ Sea Salt Potato Chip
Portabella, onion, onion, onion, onion, onion, onion, onion, onion

Soba Noodle
Soba w/ onion, onion, onion, onion, onion, onion, onion, onion

TOPPED LINKS

Topped Dog
w/ topped hotdog, onion, onion, onion, onion, onion, onion, onion, onion

Sweet Italian Sausage
w/ onion, onion, onion, onion, onion, onion, onion, onion

Hot Italian Sausage
w/ onion, onion, onion, onion, onion, onion, onion, onion

Apple Pork Sausage
w/ onion, onion, onion, onion, onion, onion, onion, onion

FARM AID 2023

SEAFOOD

Shrimp Roll
Gulf Shrimp, onion, onion, onion, onion, onion, onion, onion, onion

Shrimp Taco
Blackened shrimp w/ onion, onion, onion, onion, onion, onion, onion, onion

TATERS

Sauces Crinkle Fries
Onion, onion, onion, onion, onion, onion, onion, onion

Pulled Pork
Onion, onion, onion, onion, onion, onion, onion, onion

Loaded Spuds
Onion, onion, onion, onion, onion, onion, onion, onion

Crinkle Seasoned Fries
Onion, onion, onion, onion, onion, onion, onion, onion

Stuffed Russet Potatoes
Onion, onion, onion, onion, onion, onion, onion, onion

CHICKEN COOP

Crispy Chicken Tenders
Onion, onion, onion, onion, onion, onion, onion, onion

Garlic Parmesan
Onion, onion, onion, onion, onion, onion, onion, onion

Barbecue
Onion, onion, onion, onion, onion, onion, onion, onion

Hot Honey
Onion, onion, onion, onion, onion, onion, onion, onion

Jerk
Onion, onion, onion, onion, onion, onion, onion, onion

CONCESSIONS

Pretzel
Onion, onion, onion, onion, onion, onion, onion, onion

Poppers
Onion, onion, onion, onion, onion, onion, onion, onion

Tortilla Chips
Onion, onion, onion, onion, onion, onion, onion, onion

Loaded Nachos
Onion, onion, onion, onion, onion, onion, onion, onion

Crispy Crinkle Fries
Onion, onion, onion, onion, onion, onion, onion, onion

Chicken Tenders & Fries
Onion, onion, onion, onion, onion, onion, onion, onion

Topped Dog
Onion, onion, onion, onion, onion, onion, onion, onion

Classic Cheeseburger & Fries
Onion, onion, onion, onion, onion, onion, onion, onion

Fried Pork Cutlet Sandwich
Onion, onion, onion, onion, onion, onion, onion, onion

DON'S PICNIC MART

Curried Chicken & Pecan
Onion, onion, onion, onion, onion, onion, onion, onion

Salad Sandwich
Onion, onion, onion, onion, onion, onion, onion, onion

Mediterranean Wrap
Onion, onion, onion, onion, onion, onion, onion, onion

Soba Noodle
Onion, onion, onion, onion, onion, onion, onion, onion

Watermelon Salad
Onion, onion, onion, onion, onion, onion, onion, onion

Mixed Olives
Onion, onion, onion, onion, onion, onion, onion, onion

Tinned Macaroni
Onion, onion, onion, onion, onion, onion, onion, onion

Local farms: Garretts Farm, Caprice (Just Class), Fletcher Farms, Truders Point Creamery, Quashbury Farms, Montgomery Farms, Nicksen Farm, Full Hand Farm, Tyner Pond Farm, Twilight Dairy, Seven Bridges Inn Farm, Chubby Baby Farm, Hunt Family Farm, Neeshy Farm, Outlier Farmstead, Sheringer Lane Nuts

Other sourcing: Balls and Beans made with organic flour, local vegetables

Thank you, People's Cooperative Market

Perennial Vendors

PATCHWORK FAMILY FARMS

Center Cut Pork Chops
Onion, onion, onion, onion, onion, onion, onion, onion

Ham Steak Sandwich
Onion, onion, onion, onion, onion, onion, onion, onion

Spicy Bratwurst
Onion, onion, onion, onion, onion, onion, onion, onion

Bratwurst
Onion, onion, onion, onion, onion, onion, onion, onion

Homegrown YOUTHMARKET

Fresh Local Markets:
Onion, onion, onion, onion, onion, onion, onion, onion

CORNGO INC

Hand-Dipped Corn Dogs
Onion, onion, onion, onion, onion, onion, onion, onion

Classic
Onion, onion, onion, onion, onion, onion, onion, onion

Jalapeno
Onion, onion, onion, onion, onion, onion, onion, onion

Veggie
Onion, onion, onion, onion, onion, onion, onion, onion

Community Vendors

TUJANA FLATS TEX-MEX

Tijuana Burrito
Onion, onion, onion, onion, onion, onion, onion, onion

Rice Bowl
Onion, onion, onion, onion, onion, onion, onion, onion

Fresh Salad
Onion, onion, onion, onion, onion, onion, onion, onion

KETTLE CORN

Caramel Corn
Onion, onion, onion, onion, onion, onion, onion, onion

Kettle Corn
Onion, onion, onion, onion, onion, onion, onion, onion

ROAST COFFEE KIOSK

Maple Nut Latte
Onion, onion, onion, onion, onion, onion, onion, onion

Harvest Latte
Onion, onion, onion, onion, onion, onion, onion, onion

Sweet Ginger Latte
Onion, onion, onion, onion, onion, onion, onion, onion

Café Miel
Onion, onion, onion, onion, onion, onion, onion, onion

Black Label Mocha
Onion, onion, onion, onion, onion, onion, onion, onion

Brown Sugar & Lavender Cold Brew
Onion, onion, onion, onion, onion, onion, onion, onion

JEJ ROAST CORN

Elote
Onion, onion, onion, onion, onion, onion, onion, onion

Country
Onion, onion, onion, onion, onion, onion, onion, onion

MASTA POPS

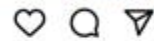
Brazilian Fusion Ice Pops
Onion, onion, onion, onion, onion, onion, onion, onion

Homegrown Concessions® by Sonya Dagovits, Culinary Director and Glenda Yoder. Thank you, Legends Hospitality and Live Nation.

FARM AID



HOMEGROWN		VEGGIES	
Roasted Brussels Sprouts	12		
chairs made with cauliflower, balsamic squash & roasted pears			
Grains, Beans & Greens	12		
roasted rice & black bean chili, long grain brown rice & salsa pome			
Portobello Cap Sandwich & Chips	12		
marinated & roasted portobello cap, goat cheese, avocado, locally baked roll & our own chips			
Soba Noodles	11		
grilled tofu, miso, raw beet & green onion			
Featuring local vegetables & goat cheese; organic beans, rice, tofu & sesame oil; & produce from New Communities, GA			
VEGAN VEGETARIAN GLUTEN FREE			
BEER CANS		DRINKS	
Premium	24.00ea 15	Water	1.50ea 5
Craft	11.9 - 12ea 17	Soft & Sparkling	



65 likes

farmaid We're proud to offer family farm food throughout our festival. Our HOMEGROWN Missions® will serve food with ingredients produced by family farmers utilizing ecological production practices with a fair price to the farmers.

and check out menu items like Indiana beef burgers, stuffed organic russet potatoes, blackened shrimp tacos from a

HOMEGROWN		BURGERS
The Farmer Burger & Fries		17
pastured pork, BBQ sauce, pickled jalapeños		
Circle City Burger & Fries		16
meat-loaf sauce & pickled onions		
Honkey Burger & Fries		16
meatball sauce, hot pepper jelly & jalapeño mayo sauce		
Featuring Indiana pasture-raised beef & pork, non-GMO dairy, and 64oz fries & beef BBQ sauce		
BEER CANS		DRINKS
Domestic	11.99 - 14	Water 1.50
Premium	14.99 - 15	Soft & Sparkling 5
Craft	11.99 - 12	
Hard Seltzer	11.99 - 12	



HOMEGROWN	
Donors to HOMEGROWN Catering	
Applegate Natural and Organic Meat	
Bee Products	
Frontier Coop	
Liquid Death Drink Company	
Local Hive Honey	
Lundberg Family Farms	
Natura-Bio	
Ozoly	
Parkhurst Dining Services	
Patagonia Terraviva	
Patchwork Family Farms	
Pete and Garry's Organic Eggs	
Piazza Produce	
Rutella's Italian Bakery	
Seven Sundays	
Spindrift Beverage Co.	
Wildflower Ridge Honey	

HOMEGROWN CATERING

FESTIVALGOER SURVEY |

Sponsors seen at Farm Aid

Patagonia Workwear 67%
Hard Truth Distilling Co. 40%
Spindrift 28%

“Likely” or “very likely” to purchase from a Farm Aid sponsor

83%

Knowledge of HOMEGROWN Concessions at festival

YES 93%
No 7%

Did you use the event app?

YES 82% (68% found it “very useful”)
No 18%

Been to a previous Farm Aid concert?

First Time 64%
2-3 Times 24%
4+ Times 12%



Children in the household:

YES 38%
No 59%

Age

18-24 1%
25-34 4%
35-44 29%
45-54 29%
55-64 23%
65+ 13%
N/A 2%

Household Income

Under 20K 1%
20K-49K 5%
50K-75K 10%
75K-100K 16%
100K-150K 23%
150K+ 27%
No Answer 18%

Did you visit HOMEGROWN Village?

YES 74%
No 26%

FARM AID 2024 | 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, Dave Matthews and Margo Price 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. Since 1985, Farm Aid, with the support of the artists who contribute their performances each year, has raised more than \$70 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

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