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 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.

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.

EMAIL

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

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.
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.

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. 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), 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.

**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 shrimp, 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.


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 Reifenberger, 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 Partide 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), 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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— 30 —

**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 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, Natu-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:


- 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

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. #aid
Hard Truth Distilling Co.
Spindrift

Farm Aid Volunteers
Jamie Lynne · 1h
Shift number one in the books for
#FarmAid2023 🍎 الداخل 🍊 🍋 🍊
ON SITE - VIP EXPERIENCE |
THANKS TO OUR SPONSORS

FARM AID 2023 BEVERAGE SPONSORS
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
farmaid We’re proud to offer family farm food throughout our festival. Our HOMEGROWN Concessions® will serve food with ingredients produced by family farmers utilizing rotational production practices with a fair price paid to the farmers.

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