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Tractor Beverage Sponsorship of Farm Aid 2024 Making Good Things Grow

Company Set to Launch New Farmhand Foundation at This Year's Festival

DENVER, CO, September 4, 2024—Tractor Beverage Company, creator of the world's only certified organic, non-GMO foodservice beverage collection, is pleased as Farmer's Punch to announce its sponsorship of Farm Aid 2024 in Saratoga Springs, New York. As part of its effort to sow the seeds of a healthier world, the company's support will boost both the annual musical fundraiser and Farm Aid's critical efforts to lift up family farmers, who form a vital link in the beverage maker's own carefully cultivated supply chain.

"Farm Aid's mission mirrors our own," says Tractor CEO Kevin Sherman. "We're both deeply concerned about preserving small farms and everything that depends on them—from local economies to better food—and sponsorship is a concrete way to help them do more."

To further fertilize the work of ensuring small farm viability, Tractor is also proud to announce its new Farmhand Foundation (FHF), a non-profit organization dedicated to empowering growers with the tools they need to transition to organic farming, navigate food system complexities, and create lasting pathways for growth. "We believe that the integration of organic farming practices is essential to the well-being of people and planet," says FHF head Justin Herber. "Our mission is to create opportunities for growers and brands to adopt sustainable practices while building markets that support them. We're incredibly excited to join Farm Aid's Farmer Resource Network as its newest member and to bring this vision to reality."

In addition to sponsoring Farm Aid and unveiling the FarmHand Foundation at the HOMEGROWN Village, festivalgoers will find Tractor making a splash with a crop of on-site activities, including a FHF temporary tattoo station, a special kiosk for the company's acclaimed Organic Impact Tracker, a crowd-sourced tractor-shaped art mural created by attendees, and the opportunity to leave love notes for organic farmers. And, of course, Tractor will be plowing under thirsts of all kinds with deliciously organic drink options from Tractor Refreshers and Frozen Drinks to Tractor Mocktails, Cocktails, and ready-to-drink "grab and go" cans of Tractor favorites.

"United by our love for real food and the people who grow it, Tractor and Farm Aid are kindred spirits who believe in a more sustainable future, and their work is something we're privileged to contribute to over the coming weekend and well beyond," says Sherman.

About Farm Aid

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 nearly \$80 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.

About Tractor Beverage Co.

Tractor Beverage Company is redefining the beverage landscape with the first USDA Organic Certified, Non-GMO beverage collection crafted exclusively for the food service industry.

At Tractor, we believe that you don't have to sacrifice flavor for sustainability and that soil and soul are at the heart of everything we do. Our commitment to uncompromising taste, quality, and sustainability makes our beverages more than just a delicious drink—they're a movement toward a healthier planet and a better food system. Our mission is rooted in the belief that every decision we make, from sourcing organic ingredients to empowering our team, contributes to a thriving planet and community. This commitment extends to the fields where our ingredients are grown. Through the establishment of the Farmhand Foundation, a non-profit organization headquartered in Ojai, California, we are dedicated to making sustainable and organic farming an everyday reality.

As pioneers in transparency, we were the first beverage brand to track and disclose impact data through our Organic Impact Tracker, recognized by Fast Company as a 2024 World Changing Idea for quantifying the benefits of sourcing organic versus conventional ingredients. This recognition is a testament to our belief that what we put into the earth—and our business—matters deeply. Tractor has also been featured on Fast Company's 2021 list of the World's Most Innovative Companies and has appeared on the Inc. 5000 list of America's fastest-growing private companies since 2022. For more information, visit drinktractor.com or follow along on Instagram at [@drinktractor](https://www.instagram.com/drinktractor).

About The Farmhand Foundation

The Farmhand Foundation is a non-profit organization headquartered in Ojai, California, dedicated to making sustainable and organic farming an everyday reality. We empower growers with the tools, knowledge, and support they need to transition to organic farming, helping them navigate the complex food system, identify retail pathways, and create new avenues for growth. Born out of the same commitment that led to the founding of Tractor, the Farmhand Foundation was established to further our mission of a cleaner, healthier planet. We are revolutionizing the food system by aiding growers in their transition to organic farming, ensuring that sustainable agriculture becomes the norm, not the exception.