



FARM AID 2026
Virginia Beach
SEPTEMBER 26

Farm Aid 2026 Pre-Festival Press Activities*

Thursday, September 24*

Virginia Beach Farm Tours

9 AM – 4 PM | Multiple Locations

Our farm tour will take participants to diversified farms in and around Virginia Beach. We'll offer a firsthand look at farming practices that support sustainable and regenerative agriculture. Along the way, you'll hear directly from farmers about their operations, challenges and innovations, while engaging in meaningful conversations about the future of farming, land and rural places. These tours include a light breakfast and hearty lunch with special guest speakers from other farms in the area. For specific stops and times, please reach out to Camille Jewell at cjewell@vancomm.com.

Special Event: Story Slam: Organizing Through Storytelling with George Goehl

5:30 PM | Yorkie's Modern Deli: 700 21st St, Virginia Beach, VA 23451

Close the day with farmers, organizers and movement leaders sharing stories of resilience and courage, challenge, humor and hope. George Goehl – activist, community organizer and founder of Addition- and The Mash-Up Americans will guide us through the evening, exemplifying how we can build our organizing skills through storytelling and public narratives.

Friday, September 25*

Farmer Forum: We the Farmers: The People's Congress

8 AM – 3 PM | Holiday Inn Virginia Beach/Norfolk Hotel and Conference Center

5655 Greenwich Road Virginia Beach, VA 23462

Farm Aid's annual Farmer Forum will focus on building strategies for action in support of the people who grow our food and steward our land, soil and water. We will convene, share insights with each other and learn together, the Farm Aid way.

Special Event: Farm Aid and Neptune Fest Present "We the Farmers" Takeover

6 PM – 11 PM | Neptune's Park: 3001 Atlantic Ave, Virginia Beach, VA 23451

The "We the Farmers" Takeover Stage: Taking place as part of the 52nd Annual Neptune Festival Boardwalk weekend, this FREE event will feature farmers taking the stage alongside an incredible lineup of artists including Rissi Palmer's Color Me Country Revue featuring Roberta Lea, Rebecca Porter and the Smoke; Kyshona, Chris Pierce, shirlette ammons, and the Red Crook-ed Sky American Indian Dance Troupe. This event is free and open to the public, so there's room for everybody! Food and drinks will be available for purchase along the boardwalk.

For more information or if you are interested in attending any of the above events or activities, please reach out to Riley Smith at rsmith@vancomm.com.

Schedule of Farm Aid 2026 Press Activities*

Saturday, September 26*

Everything takes place at Veterans United Home Loans Amphitheater at Virginia Beach.

<u>Time (ET)</u>	<u>Event</u>	<u>Location</u>
10 a.m. – 4 p.m. **	Media Credential Pick-up	Main Gate Veterans United Home Loans Amphitheater
11 a.m.	Press Event	On Stage
12 p.m.	Gates Open Press Tent Opens HOMEGROWN Village Opens Photo Pit Opens	Veterans United Home Loans Amphitheater at Virginia Beach Front of Stage
Approx. 12:30 p.m.	Farm Aid 2026 Stage Show Begins	
1:30 p.m. 2:30 p.m. 3:30 p.m. 4:30 p.m.	Press Briefings with Artists, Farmers and Advocates	FarmYard Stage near Forest Plaza
5 p.m.	HOMEGROWN Village Closes	

*Schedule is subject to change.

**After 4:30 p.m. media can pick up their credentials at the Main Gate Box Office.

For an up-to-the-minute schedule, please download the official Farm Aid 2026 app (available now for Android and iPhone users), where you can personalize your schedule of shows, workshops and artist briefings for the day.