THE STORY OF

HOMEGROWN CONCESSIONS®

GOOD FOOD FROM FAMILY FARMS

FARM AID
Keep America Growing!
To build a vibrant, family farm-centered system of agriculture in America.
Could Farm Aid concerts really serve delicious, family farmed food to everyone?
ARTISTS

Willie Nelson, Neil Young, John Mellencamp and Dave Matthews as board members and artists distinguished Farm Aid as the first and only major concert event to ensure all menu items come from family farm sources.
From hot dogs, burgers and brats to salad wraps, corn-on-the cob, apples and peaches; **HOMEGROWN** features traditional concession items along with fresh local food to surprise and delight.
Our HOMEGROWN Youthmarket sells local fresh fruits and vegetables, employing young people who market good food in their own communities.
We’ve BUILT UP OUR Know-How

We source food from family farms for 30,000 concert-goers, working with in-house concessionaires. Since 2007, more than 275,000 people have enjoyed HOMEGROWN Concessions.
It’s sustainably produced by family farmers, identified as local, organic, IPM, non-GMO, humanely raised, or utilizing other ecological practices, along with a fair price for farmers.
We’ve gathered the essential ingredients. Through existing supply chains and by leveraging Farm Aid’s relationships with family farmers, brands and cooperatives, our culinary director identifies homegrown ingredients.
WE’VE
Established
OUR PIONEERING
BRAND

With a transparent supply chain that celebrates farmers and their production practices, HOMEGROWN enhances the pleasure of food at a festival.
With 100% compostable serviceware, HOMEGROWN Concessions composto food waste to make soil.
HOMEGROWN introduces good food companies to Legends Hospitality, the concessionaire in Live Nation’s music amphitheaters.
HOMEGROWN Concessions has been served in music venues in New York, Mansfield, MA, St. Louis, Milwaukee, Kansas City, Hershey, Saratoga Springs, Raleigh, Chicago, Bristow, VA and Pittsburgh. HOMEGROWN Chili was served at the 2012 Super Bowl in Indianapolis, where for the first time a menu item using all certified organic ingredients was served to the Super Bowl crowd. Concessionaires have included Aramark, Delaware North/Sportservice and Centerplate.
WE WOULD LOVE YOU TO PARTICIPATE

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