THANK YOU, SPONSORS!

Fulfillment Report
to Sponsors of Farm Aid 2019
Farm Aid 2019

Farm Aid 2019 was held Saturday, September 21st at Alpine Valley Music Theatre in East Troy, Wisconsin. Attendance was 25,386. Festival-goers enjoyed a day of music, HOMEGROWN Concessions®, HOMEGROWN Village and sponsor interactions. The HOMEGROWN Village was lively as ever with 43 farm and food organizations participating, and 6 skill-shares and demos.

THE ARTISTS  

The festival featured performances by Farm Aid board members Willie Nelson, John Mellencamp, Neil Young and Dave Matthews with Tim Reynolds, as well as Luke Combs, Bonnie Raitt, Nathaniel Rateliff & The Night Sweats, Margo Price, Jamey Johnson, Tanya Tucker, Lukas Nelson & Promise of the Real, Yola, Particle Kid, Jamestown Revival, Wisdom Indian Dancers, and Ho-Chunk Thundercloud Singers.
THE FESTIVAL

The event delivered 1,974,871,760+ overall media impressions from print, online & broadcast. Farm Aid reached more than 19,520,891+ fans on social media via Twitter and Instagram from announcement through September 21, 2019.

EMAIL | Farm Aid shared sponsor name and link with its 81,321 subscribers.

SOCIAL MEDIA | Farm Aid’s social media rallied support for the event and created impressions for sponsors. Over 19 million people were reached through Farm Aid’s social media platforms.

42.9 M Impressions
15.3 M Reach

19,520,891+
REACHED VIA
SOCIAL MEDIA

2,462 Engagement
Posts using hashtag
**EVENT APP**

- 80,844 sessions
- 739,770 Screen Views
- 12,207 Users
#FarmAid2019 | Farm Aid built excitement for Farm Aid 2019 for its music, HOMEGROWN food and HOMEGROWN village. The campaign expanded exposure for Farm Aid, its mission and its sponsors. # potential reach 26,300; with 677 messages and 545 contributors.
FOR IMMEDIATE RELEASE:
September 16, 2019

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Farm Aid 2019: What to Expect

All-day music and food festival shines a light on local farms, businesses and organizations, reinforcing community

EAST TROY, Wis. — Farm Aid 2019, which is being held at Alpine Valley Music Theatre on Saturday, Sept. 21, will gather an all-star music lineup of artists, all donating their performances for 30,000 fans to celebrate and stand up for family farmers and good food. But organizers say there’s even more to enjoy at the day-long festival.

“We here at Live Nation and Alpine Valley Music Theatre are all excited and honored to host the annual Farm Aid festival. Preparations have been under way for quite some time as we ready for this high-profile, nationally acclaimed event,” said Live Nation General Manager DJ Lindfors. “We look forward to September 21st when we’ll welcome all artists, attendees, volunteers and the festivities that make up this great day to celebrate family farmers and good food.”

The Farm Aid festival has built a culture that invites active participation from attendees around shared music, agrarian experiences and family farm food. Farm Aid, Live Nation, Alpine Valley Music Theatre staff and Legends Hospitality have collaborated with each other and with the regional farm and food community to curate an unforgettable and meaningful day for festivalgoers.

“We’re grateful to Wisconsin area farmers, food businesses and organizations who have contributed to Farm Aid 2019 as suppliers, sponsors, donors, culinary staff, spokespeople, vendors and HOMEGROWN Village exhibitors,” said Farm Aid’s Associate Director Glenda Yoder. “We hope that the Farm Aid festival generates a powerful experience that has a lasting impact on eaters, farmers and the whole community.”

Information about the features of Farm Aid 2019:

- Farm Aid’s HOMEGROWN Village (Noon to 5:30 p.m.) will feature hands-on activities to celebrate the culture of agriculture and give festivalgoers a chance to meet farmers, as well as dig in and learn how farmers enrich our soil, protect our water, grow our economy and bring us good food for good health. Festivalgoers can learn about restoring traditional foods in a Native American community; try the Life in Farming game to experience the ups and downs of a typical farming season; use a rainfall simulator to see how cover crops and pastures minimize soil erosion; learn about how farmers are tackling the climate crisis and ensuring climate justice; play a game about the problems of milk overproduction and the solution that farmers and consumers alike can champion; experience musical instruments made from farm and garden tools; and more. Both local and national participants will bring exhibits. The organization known as HeadCount will promote voting and help people register to vote.

(more)
On the FarmYard Stage, festivalgoers can hear farmers and artists discuss pressing issues and share inspiring stories showcasing food and farming in the region and across the country. Topics include Native American agriculture; climate change and agriculture; how food and farming deepen our connections to each other; and how stress impacts family farmers. The FarmYard Stage is hosted by Pam Jahnke, aka the “Fabulous Farm Babe,” Farm Director for the Wisconsin Farm Report Radio.

In the HOMEGROWN Skills Tent, festivalgoers can swap seeds and learn how to care for bees, make healthy foods through lactofermentation, mill their own local grains, grow and utilize lavender, and save seeds.

Farm Aid’s trademarked HOMEGROWN Concessions will serve food that meets its criteria that ingredients are sustainably produced by family farmers who received a fair price for their product. Legends Hospitality, community vendors and Farm Aid’s perennial food suppliers will serve many menu items showcasing Wisconsin and the region’s outstanding farms. Menu items include fresh apples, organic fermented sauerkraut on brats, organic burgers, blue corn chips, loaded baked potatoes, fish and chips, beef sandwiches, portobello mushroom sandwiches, elote and beef tacos—all featuring local ingredients. Pretzels and cookies will be made with flour from local farms using regenerative methods. Organic chicken tenders will be fair-contract and pork chops will be pasture-raised from a Missouri farmer-owned cooperative. Pickled eggs and corn dogs will round out the menu. Local farmers, produce and dairy cooperatives, food companies and the REAP Food Group facilitated these purchases.

Beverages at the venue will feature New Glarus Brewing Company, Cheese City Beer, as well as other local craft beers, organic sodas, distilled liquor and craft mead.

Farm Aid’s HOMEGROWN Concessions food service promotes a zero-waste protocol; all serviceware is compostable. Compost Crusaders will haul serviceware and food scraps to create compost that will sustain soil and future crops. This is the first time that front of house composting will take place at Alpine Valley Music Theatre. Hundreds of Farm Aid volunteers will assist in the effort.

Farm Aid’s HOMEGROWN Youthmarket will be staffed by young people selling local apples, cider and their own baked goods. The youth organizations include FFA, The Grange, Teens Grow Greens and Neu-Life.

Parkhurst Dining is providing HOMEGROWN catering for artists, crew and VIP guests. Much of the food, services and products is sourced from local farms, as well as from generous donors including Organic Valley and Organic Prairie, Farmer Focus, Pete and Gerry’s Organic Eggs, Frontier Co-op, Eco-Products, Horizon Organic, Danone North America, Lundberg Family Farms, Seven Sundays, Uncle Matt’s Organic, Applegate, Patagonia Provisions, Rotella’s Bakery, Equal Exchange/OKE Banana, Sitka Salmon Shares, Oatly, Theo Chocolate, Blue Farm Chips, GrandyOats, Lonesome Stone Milling, Wisco Pop, Guayaki, Parkhurst Dining, Brookfield Organic Produce, Lakanto and TriMark Paper. Culinary students from Badger High School in Lake Geneva, WI, will be baking desserts for HOMEGROWN Catering.

HOMEGROWN Catering in the VIP area will include presentations from chefs and farmers including Ron and Josie Henningfield of Hill Valley Dairy, Elena Terry of Wild Bearies; Zakiya Courtney of Vegan Soul; Mike Anagnos of Seven Seeds Kitchen; and Chef Justin Aprahamian of Sanford Restaurant. A whole roasted pig from Gunthorp Farms will be served.

Farm Aid and Hunger Task Force, Milwaukee’s free and local food bank, are teaming up to run a food drive during the Farm Aid festival. All festivalgoers are asked to donate peanut butter; collection sites will be set up at the venue’s entrances. Peanut butter is a healthy, nutritious staple that is always in high demand within Hunger Task Force’s local network of 70 food pantries and meal programs. After the event, a food rescue will ensure that no food is wasted from HOMEGROWN catering. The Walworth County Food Pantry, a local partner of the Hunger Task Force, will benefit from these donations.

(more)
• Patagonia Workwear, Farmer Focus and Pete and Gerry’s Organic Eggs will have booths showcasing their products and farmers. New Glarus Brewing Company’s booth will feature farmers from the Wisconsin Hops Exchange.

• All Farm Aid 2019 T-shirts, hoodies and farmers market tote bags are made with organic cotton. Merchandise stands and HOMEGROWN Concessions® stands will sell Farm Aid’s reusable water bottles, and free water will be available to festivalgoers.

• Farms and farmers will be featured on the video screens of the main stage, including photos of Wisconsin farmers by Mark Hoffman of the Milwaukee Journal Sentinel.

• Flowers, straw bales and pumpkin décor will be sourced from local farmers including Pearce Farms, Great White Farm, Pipsy Pop Flowers and Lovelight Flowers. The East Troy FFA is delivering straw and hay bales.

Additional Farm Aid 2019 details for festivalgoers and fans tuning in at home:

• Farm Aid 2019 will feature performances by Farm Aid board members Willie Nelson, John Mellencamp, Neil Young and Dave Matthews with Tim Reynolds, as well as Bonnie Raitt, Nathaniel Rateliff & The Night Sweats, Luke Combs, Margo Price, Jamey Johnson, Tanya Tucker, Brothers Osborne, Lukas Nelson & Promise of the Real, Yola, Particle Kid, Ian Mellencamp, Ho-Chunk Thundercloud Singers, and the Wisdom Indian Dancers. All the artists donate their performances and travel expenses.

• AXS TV will broadcast Farm Aid 2019 beginning at 6:30 p.m. CDT. To find AXS TV in your area, visit www.axs.tv. The Farm Aid 2019 webcast presented by Farmer Focus at www.farmaid.org will begin at 7 p.m. CDT.

• Beginning at 12 p.m. CDT, SiriusXM subscribers will be able to listen to Farm Aid 2019 live on SiriusXM’s Willie’s Roadhouse (channel 59) via SiriusXM radios; those with streaming access can listen online and with the SiriusXM mobile app.

• The Farm Aid official festival app is available for iPhone and Android devices. It allows users to view the entire Farm Aid 2019 schedule and select artists, workshops and artist briefings to make their own personal schedule for the day. Users can find out where they’re going with the festival map, check out the HOMEGROWN Concessions® food and drink offerings, read about the hands-on activities in the HOMEGROWN Village, and learn about Farm Aid’s Farmer Heroes.

Sponsors of Farm Aid 2019 include Patagonia Workwear, Farmer Focus, Pete and Gerry’s Organic Eggs, Horizon Organic, New Glarus Brewing Company, Cheese City Beer and Toy Farmer.

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 #FarmAid2019 and #Road2FarmAid to join the conversation on social media around this year’s show.

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 and Dave Matthews 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 30 years, Farm Aid, with the support of the artists who contribute their performances each year, has raised $57 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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FOR IMMEDIATE RELEASE: September 12, 2019

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Farm Aid and Legends Extend Partnership to Serve
HOMEGROWN Concessions® at Farm Aid 2019
Festivalgoers will enjoy family farm food at all-day music and food festival

EAST TROY, Wis. — Farm Aid partners with Legends Hospitality for the fifth consecutive year to offer festivalgoers sustainably produced family farm food at Farm Aid 2019 on Saturday, September 21, at Alpine Valley Music Theatre. HOMEGROWN Concessions® is Farm Aid’s trademarked foodservice brand. Farm Aid’s Culinary Director Sonya Dagovitz works closely with Legends to locate and approve all food sourcing and to secure additional food vendors for the annual Farm Aid festival.

“Farm Aid and Legends Hospitality together will present the biggest family farm restaurant in the country for one day at Farm Aid 2019, serving 30,000 festivalgoers extraordinary food,” said Farm Aid Associate Director Glenda Yoder. “This HOMEGROWN menu demonstrates the deepest values of a healthy food and farm system, where farmers are paid fairly for the good food they grow and raise in ways that are good for our soil and water.”

Farm Aid’s HOMEGROWN Concessions® criteria, which require that all food ingredients are sustainably produced by family farmers with a fair price paid to farmers, has given Legends’ Executive Chef Tom Shields and Central Regional Chef Felipe Tirado the opportunity to carefully craft unique festival menus for Farm Aid 2019.

“As we approach the fifth consecutive year partnering with Farm Aid and HOMEGROWN Concessions®, Legends is privileged to collaborate and deliver this unique culinary experience alongside Farm Aid’s leadership team,” said Bill Wilson, vice president of Legends Hospitality. “Each year, it’s been our goal to work with local purveyors as we develop a distinct menu for the region, and I’m confident this year will be no different. Our entire culinary team has embraced the staples of the Midwest — specifically Wisconsin — and we’re excited to showcase the food and beverage to all fans.”

HOMEGROWN Concessions’ offerings from Legends will include:

- Blue Corn Farm organic chips with Legends’ own housemade cheese sauce and fresh salsa
- Local, fresh and organic burgers
- Poutine with Legends’ own housemade gravy from Milk & Honey Farmstead beef stock
- Wisconsin cheeses served on burgers and in a variety of grilled cheese sandwiches, including one with roast duck and organic kimchi
- Wisconsin cheese curds on loaded fries and with marinara sauce
- Milwaukee Pretzel, made with locally grown wheat flour milled by Lonesome Stone Milling
- Fish and chips featuring Lake Superior walleye
- Organic chicken tenders from Farmer Focus
- Pickled eggs from Pete and Gerry’s Organic Eggs
Among the vegetarian options are locally sourced roasted Brussels sprouts with hummus; a grains, beans and greens bowl; and a marinated roasted beet sandwich.

Locally sourced items for festivalgoers come from farms and farmer cooperatives including Hidden Valley Mushroom Farm, Fifth Season Cooperative, Meadowlark Organics, Wisconsin Grass-fed Beef Cooperative and Wisconsin Food Hub Cooperative.

Farm Aid’s HOME GROWN Youthmarket, staffed by young people from FFA, The Grange, Teens Grow Greens and Neu-Life, will sell local apples and pears, cider and their own baked goods. Additional vendors include Patchwork Family Farms, a Missouri farmer cooperative, selling their pork chops; Corndog, Inc. with their signature jalapeno corn dogs; and community vendors including Underground Meats with a heritage pork pepperoni snack stick; Wild Bearies with an indigenous three sisters soup; Wisconsin Style Barbeque with pulled pork and brisket; Taco Stand by Enos Farms Kitchen with beef and sunflower seed tacos; Funky Fresh Spring Rolls with chicken and fresh Milwaukee Farmers Market ingredients; Better Together Mobile Café with milkshakes; and Roast Coffee serving coffee drinks.

A HOME GROWN Concessions menu will be developed to showcase the sources and qualities of the ingredients in all the food offerings. All food at Farm Aid 2019 will be served on compostable serviceware for the first time at Alpine Valley Music Theatre. Compost Crusaders will haul serviceware and food scraps to create compost that will sustain soil and future crops.

Farm Aid 2019 will feature performances by Farm Aid board members Willie Nelson, John Mellencamp, Neil Young, and Dave Matthews with Tim Reynolds, as well as Bonnie Raitt, Luke Combs, Nathaniel Rateliff & The Night Sweats, Margo Price, Lukas Nelson & Promise of the Real, Jamey Johnson, Tanya Tucker, Brothers Osborne, Yola, Particle Kid, Ian Mellencamp, Wisdom Indian Dancers and Ho-Chunk Thundercloud Singers.

The HOME GROWN Village will celebrate the culture of agriculture with hands-on activities that engage festivalgoers in the ways family farmers enrich our soil, protect our water and grow our economy.

Sponsors of Farm Aid 2019 include Farmer Focus, Pete and Gerry’s Organic Eggs, New Glarus Brewing and Cheese City Beer, whose products will be represented in sales.

AXS TV will broadcast Farm Aid 2019 beginning at 6:30 p.m. CT. To find AXS TV in your area, visit www.axstv.com. The Farm Aid 2019 webcast presented by Farmer Focus at www.farmaid.org will begin at 2 p.m. CT. Beginning at 12 p.m. CT, SiriusXM subscribers will be able to listen to Farm Aid 2019 live on SiriusXM’s Willie’s Roadhouse (channel 59) via SiriusXM radios, and those with streaming access can listen with the SiriusXM mobile app. The live coverage also will include backstage interviews with artists, local family farmers and more, hosted by SiriusXM’s Dallas Wayne.

Download the official Farm Aid 2019 mobile app at www.farmaid.org/app. 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 #FarmAid2019 and #Road2FarmAid to join the conversation on social media around this year’s festival.

About Legends: Founded in 2008, Legends is a holistic experiential services agency with more than 1,500 full-time and 30,000 seasonal team members globally. Legends has three core divisions operating worldwide: Global Planning, Global Sales and Hospitality, offering clients and partners a 360-degree platform to elevate their brand and execute their vision. Currently, Legends works with marquee clients across business verticals including professional sports; collegiate; attractions; entertainment; and conventions and leisure. We are the industry leaders in designing, planning and realizing exceptional experiences in sports and entertainment. For more information, visit Legends.net and follow Legends at Facebook.com/TheLegendsWay, Twitter and Instagram: @thelegendsway.

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 and Dave Matthews 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 30 years, Farm Aid, with the support of the artists who contribute their performances each year, has raised $57 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.
FOR IMMEDIATE RELEASE:
July 9, 2019

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NATIONAL FARM CRISIS SPURS FARM AID FESTIVAL’S RETURN TO WISCONSIN ON SATURDAY, SEPT. 21

Willie Nelson, John Mellencamp, Neil Young and Dave Matthews to headline Farm Aid 2019 at Alpine Valley Music Theatre in East Troy, Wis.

EAST TROY, Wis. — Underscoring the severe crisis in farm country, Farm Aid's annual music and food festival will return to the heart of dairy country on Saturday, Sept. 21, at Alpine Valley Music Theatre in East Troy, Wisconsin. Tickets go on sale to the public on Friday, July 12, at 10 a.m. CDT.

Featuring family farmers, the good food they produce and inspiring music, Farm Aid 2019 will include performances by Farm Aid board members Willie Nelson, John Mellencamp, Neil Young and Dave Matthews with Tim Reynolds, as well as Bonnie Raitt, Nathaniel Rateliff & The Night Sweats, Margo Price, Jamey Johnson, Tanya Tucker, Brothers Osborne, Lukas Nelson & Promise of the Real, Yola, and Particle Kid. Additional artists will be announced later this summer.

This year, the organization stages Farm Aid 2019 in an economic climate similar to the one that sparked the first Farm Aid concert in 1985. Median farm income is expected to be -$1,449 in 2019, and while net farm income in 2019 is projected to be 8% higher than prior year levels, it will remain among the bottom 25% of all time. Farmer stress also is growing, with the risk of depression and suicide among people working in agriculture increasing as compared to the general population. Calls to Farm Aid's farmer hotline have borne this out, with a 109% increase in calls in 2018.

“With devastating weather, low prices and harmful farm and trade policies, America’s family farmers are facing immense challenges to hold on to their farms. It’s not right ... family farmers are essential for all of us,” Farm Aid President and Founder Willie Nelson said. “By bringing our festival to the heart of the struggle, we will stand side by side with farmers. At Farm Aid 2019, we’ll highlight solutions and show our support for family farmers’ contributions to our health, economy and environment.”

Wisconsin, often referred to as “America’s Dairyland,” is one of the nation’s leading dairy producers, particularly known for its cheese. The Wisconsin dairy industry generates $43.4 billion each year, fueling the state’s economy at a rate of more than $80,000 per minute. While the dairy industry benefits the economy and culture of Wisconsin, dairy farmers are struggling, with the state losing nearly 700 dairy farms in 2018 alone.

Overall, Wisconsin agriculture is extremely diverse with livestock, row crop and vegetable production also popular in the state. Wisconsin is second behind California for number of organic farms and has a strong direct market movement. Farm to School and urban agriculture programs support a strong connection among urban cities and rural communities.

—more—
The annual Farm Aid festival is a unique experience for all the senses. Farm Aid 2019 will serve HOME GROWN Concessions®, which will showcase family farm-sourced ingredients at all the festival’s food stands including the HOME GROWN Youthmarket, a farm stand operated by youth involved in farming and farmers markets. HOME GROWN Concessions® utilizes compostable serviceware, with a goal of zero waste. Farm Aid’s HOME GROWN Village features hands-on activities about soil, water, energy, food and farming. Festivalgoers can hear farmers and artists discuss pressing issues and share inspiring stories on the FarmYard Stage, as well as attend demonstrations to learn agrarian skills and celebrate the culture of agriculture in the HOME GROWN Skills tent.

Tickets for Farm Aid 2019 will go on sale Friday, July 12, at 10 a.m. CDT. Ticket prices range from $54.50 to $249.50 and will be available for purchase at LiveNation.com. A limited number of pre-sale tickets will be made available for sale beginning at 10 a.m. CDT on Wednesday, July 10, at farmaid.org/festival.

Farm Aid is teaming up with IOnly to offer a collection of incredible items and experiences, from behind-the-scenes tours and VIP ticket packages to signed memorabilia from this year’s artists. People can purchase and bid on these special offerings starting July 9, 2019, at www.IOnly.com/FarmAid.

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 #FarmAid2019 and #Road2FarmAid to join the conversation on social media around this year’s festival.

Farm Aid 2019 sponsors include Patagonia Workwear, Shenandoah Valley Organic, Horizon Organic, and Pete & Gerry’s Organic Eggs. 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’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 and Dave Matthews 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 30 years, Farm Aid, with the support of the artists who contribute their performances each year, has raised $57 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 and Producers Note:** Advance credentials are required for all media to attend Farm Aid 2019. Please visit farmaid.org/media by Friday, Sept. 13, to apply. Media can download official Farm Aid photos and videos at farmaid.org/media. **
Farm Aid 2019 received significant local, regional and national media coverage. 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 and food. Nearly every story about the concert included information about HOMEGROWN Concessions®, the HOMEGROWN Village and the family farmers in attendance.

1,831+ print/online/press release reprint hits
- Milwaukee Journal Sentinel
- Madison.com
- Billboard.com
- Rolling Stone
- USA Today
- Chicago Tribune
- ABC News
- CBS News
- Associated Press
- Yahoo! Finance
- HuffPost

217+ broadcast hits including:
- RFD-TV CBS Milwaukee
- WTMJ TV NBC Milwaukee
- WISN ABC Milwaukee
- And many more
WEBSITE | Farm Aid’s year-round vehicle for information and connecting with supporters and fans garnered 641,375 page views August and September, 2019.

WEB STATS |  
641,375 Page views  
208,311 Unique visitors  
(August-September, 2019)
WEBCAST | “Farm Aid 2019 Presented by Farmer Focus” streamed live Saturday, September 21st from 3pm on FarmAid.org, and Farm Aid’s own YouTube channel.

3,048,000 Minutes Watch Time

- Average watch time: 30:38
- Hours viewed: 50,800
- 11,429 Chat messages
- 99,600 views on YouTube.com watch page
ON SITE | Sponsors had options for meaningful exposure, experiences, and interaction with festival-goers.

Pete and Gerry’s Organic Eggs
Farmer Focus

Crispy Chicken Tenders on Plank Fries
Farmer Focus: fair contract organic chicken

FARM AID 2019
EVE
FRIDAY SEP 20
RIVIERA BALLROOM
LAKE GENEVA, WI
6-10PM

FARM AID EVE 2019
PRESENTED BY
FARMER FOCUS
GET TICKETS
FARMERFOCUS.COM/EVE

SEE YOU IN LAKE GENEVA FOR THE FARM AID FAMILY REUNION!
FARM AID EVE 2019
PRESENTED BY
FARMER FOCUS
FRIDAY, SEPTEMBER 20 | 6 PM - 10 PM
RIVIERA BALLROOM
812 WEBLEY DRIVE, LAKE GENEVA, WI

ADMIT ONE
New Glarus Brewing Company
Patagonia Workwear
BIG SCREEN VISIBILITY |
HOMEGROWN Concessions® | Farm Aid’s own HOMEGROWN Concessions® were served throughout the venue, serving good food from family farms, with an ecological standard and a fair price to farmers. Full menu at this link: https://www.farmaid.org/festival/homegrownconcessions/
FESTIVAL-GOER SURVEY

Sponsors seen at Farm Aid
Patagonia Workwear
Farmer Focus
Pete & Gerry’s Organic Eggs
Horizon Organic
Cheese City Beer
Frontier Co-op
Toy Farmer

“Likely” or “very likely” to purchase from a Farm Aid sponsor
86%

Did you know all of the food served at Farm Aid 2019 was Farm Aid’s HOMEGROWN Concessions?
YES 92%
No 8%

Ate HOMEGROWN Concessions at the concert
YES 77%
No 23%

Been to a previous Farm Aid concert?
First Time 73%
2-3 Times 19%
4+ Times 8%

Children in the household:
YES 38%
No 62%

Gender Identity
Female 39%
Male 57%
Neutral 3%

Age
18-24 1%
25-34 10%
35-44 27%
45-54 21%
55-64 31%
65+ 1%

Household Income
Under 20K 2%
20K-49K 11%
50K-75K 15%
75K-100K 16%
100K-150K 23%
150K+ 16%
No Answer 17%
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 and Dave Matthews host an annual festival to support Farm Aid’s work with family farmers and to inspire people to choose food from family farms. Since 1985, Farm Aid has raised more than $57 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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