

Graze**f**ESTSM

A NATIONAL CELEBRATION OF GRASS-FED
AND PASTURE-RAISED FOODS
FROM AMERICA'S SMALL FARMS

A SPONSORSHIP OPPORTUNITY

EATING FRESH
P U B L I C A T I O N S

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“While I don’t subscribe to panaceas, grass-based animal production is pretty close. Begin to visualize the Midwest planted back to grass, and all you see is health!”

— TIM BOWSER, FORMER EXECUTIVE DIRECTOR, FOODROUTES

“Grass-based farming is the one bright spot in agriculture today.”

— TERRY GOMPERT, AGRICULTURE EXTENSION AGENT,
UNIVERSITY OF NEBRASKA COOPERATIVE
EXTENSION IN KNOX COUNTY

“It might cost more, but it is possible again to eat meat from a short, legible food chain consisting of little more than sunlight, grass and ruminants.”

— MICHAEL POLLAN, WRITER

“I just had my eyes opened. That’s all.”

— ALICE WATERS, EXECUTIVE CHEF,
RESTAURATEUR, AND AUTHOR,
ON HER PREFERENCE FOR GRASS-FED BEEF

“The search is worth it. Grass-fed beef tastes better than corn-fed beef: meatier, purer, far less fatty, the way we imagine beef tasted before feedlots and farm subsidies changed ranchers and cattle.”

— CORBY KUMMER, ATLANTIC MONTHLY, MAY 2003

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GRAZEFESTsm AT A GLANCE

What's next in the food world?

From the news media to restaurant menus to America's lush, green fields, the answer is grass-fed and pasture-raised. The agricultural and environmental benefits are real. The flavor is unparalleled. And the quality is unquestionably higher.

In September 2004, Eating Fresh Publications launched **GRAZEFESTsm: A National Celebration of Grass-Fed and Pasture-Raised Foods from America's Small Farms**. Since then, **GRAZEFESTsm** events and celebrations have attracted the attention of food lovers, environmentalists, and animal welfare advocates from coast to coast. The results are outstanding: Awareness of and demand for these higher-quality—and higher-priced—meats, poultry, eggs, and artisan farmhouse cheeses is higher than ever, which is contributing to a more healthful, more wholesome, and more earth-friendly diet.

But more work needs to be done.

GRAZEFESTsm is the critical link that connects consumers, pasture-based farmers, farmers markets, chefs and restaurateurs, writers, grocers, and environmental and animal welfare organizations nationwide to the important benefits of pasture-raised foods. The campaign involves a wide variety of farmers market and open farm/ranch events, lectures, in-store events, and innovative menu selections at restaurants featuring grass-fed foods. Those events—as well as the media attention they draw—are not just feeding consumer demand for advice and information about grass-fed and pasture-raised foods, they are changing the way Americans think about—and shop for—their food.

The inspiration for **GRAZEFESTsm** began in 2004 with the publication of *The GrassFed Gourmet Cookbook: Healthy Cooking and Good Living with Pasture-Raised Foods*. This groundbreaking cookbook and guide, published by Eating Fresh Publications—a nationally known and respected publishing, marketing, and information services

company—was developed by a pasture-based farmer and epicurean for the purpose of helping consumers access, evaluate, and prepare grass-fed beef, pork, veal, lamb, poultry, and dairy products. As the book was going to press, Eating Fresh decided to reach out to farmers and ranchers, farmers markets, and ag-related organizations to help spread a positive and celebratory message about the healthful and higher-quality foods that result from animals raised on pasture.

The result is a coordinated, grass-roots campaign that reaches out directly to consumers with the information and encouragement they need to make the connection between the foods they eat and the impact of their choices on their health, the future of farming, the environment, and animal welfare. More important, **GRAZEFESTsm** events promote the delectable flavors and unparalleled quality of grass-fed and pasture-raised foods.

“As a farmers market we believe it’s important not only to give our customers access to superior, locally raised foods but also to make sure that they understand the qualities that make them better. It is not enough simply to know that a product tastes good. Grazefest is the perfect opportunity to enrich our customers’ understanding of the health, environmental, animal-welfare, and culinary benefits of allowing farm animals to roam on pasture and eat what nature intended. Pasture raised products are a win-win situation for all of us. We want our customers to know why!” — Ginger Rapport, Market Manager, Beaverton Farmers Market, Oregon

PUBLICITY AND MARKETING

Publicity and marketing for regional GRAZEFESTs are handled in partnership with event organizers and Eating Fresh Publications, a veteran team of publicists, marketers, and trendsetters, all of whom have contributed to the success of countless products and services during the past 20 years.

Event organizers receive a toolkit of fully customizable, professionally designed banners, press release templates, marketing materials, and promotional tools to help

publicize their events, as well as personal guidance and attention from Eating Fresh staff. Eating Fresh promotes the campaign on a national level by reaching out to media representatives covering trends in culinary arts, sustainable agriculture, environmental awareness, and animal welfare and by posting comprehensive information about the **GRAZEFESTsm** campaign and regional **GRAZEFESTs** on its Web site. Moreover, the **GRAZEFESTsm** marketing approach encourages repeat events, enabling farm markets, municipal groups, and farmers to grow the market for pasture-raised foods in their regions over the long term—a bonus for event organizers and sponsors alike.

EATING FRESH/GRAZEFESTsm TEAM PAST MEDIA COVERAGE SECURED IN PREVIOUS CAMPAIGNS

(PARTIAL LIST)

Radio

Food Chain Radio, Michael Olson, MetroFarm
KCBS Radio, David Narsai
KPFA Radio, Claire Cummings's
Food and Farming
WDRC-AM, Simply Food with Prudence Sloane
WHYY, Jim Coleman, A Chef's Table
Moneytalk 1350AM, Pat Tanner, Dining Today
with Pat Tanner

Newspapers, Magazines, and Web Publications

Atlanta Journal Constitution
Baltimore Sun
Business Week
The Daily Saratogian
Food & Wine
Healing Lifestyles and Spas
Health Magazine
In Practice
Mother Earth News

San Francisco Chronicle
San Francisco Examiner
San Jose Mercury News
Slow Food U.S.A.
Stockman Grass Farmer
The Sustainable Table
The Washington Post

BENEFITS OF SPONSORSHIP

The **GRAZEFESTsm** campaign offers unique opportunities for organizations promoting health and nutrition, environmental awareness, wildlife protection, and responsible farming that wish to align themselves with the positive, action-oriented message that the campaign offers. Event organizers receive a toolkit of fully customizable marketing and promotion materials and dedicated public relations that present countless opportunities for exposure. In fact, we believe sponsorship of **GRAZEFESTsm** is the single most effective and affordable way of putting your organization in front of thousands of consumers who are interested in food, nutrition, sustainable agriculture, and the environment.

While financial support of **GRAZEFESTsm** is critical for the continuation of this effort, Eating Fresh Publications has been—and continues to be—selective in the sponsorships it solicits. We strongly believe that our partners should be actively engaged in promoting the values that pasture-based farming and responsible food production represent. In this way, we can more effectively influence consumers and communities.

SPONSORSHIP LEVELS

Level I Sponsor: \$5,000

- Organization name and logo on all banners, flyers, collateral, and press materials for each **GRAZEFESTsm** event for one year from time of sponsorship commencement.
- One-time distribution of a press release announcing your organization's participation in **GRAZEFESTsm** to food, farming, and mainstream media representatives nationwide
- Access to proprietary materials— including recipes and content developed and designed by Eating Fresh—for distribution to your organization's audience.
- Valuable key media exposure with organization name mentioned in all press releases and other media outreach for all events.
- Organization name mentioned by experts during media interviews whenever possible

- Company name and logo on all copies of The Great News about Grass (upcoming print runs)
- Up to 1,000 copies a year of The Great News about Grass for organizational use.
- Five (5) copies of *The Grassfed Gourmet Cookbook*, signed by author
- Organization name, logo, and link to appear on the Eating Fresh Home Page and all **GRAZEFESTsm** and Great News about Grass pages on the Eating Fresh Publications Web site for one year from time of sponsorship commencement.

Level II Sponsor: \$2,500

- Organization name and logo on all signage, banners, flyers, collateral, and press materials for each **GRAZEFESTsm** event for one year from time of sponsorship commencement.
- Organization name and logo on all press mailings and media outreach materials for each **GRAZEFESTsm** event for one year from time of sponsorship commencement.
- Company name and logo on all copies of The Great News about Grass (upcoming print runs)
- Up to 500 copies per sponsorship year The Great News about Grass for organizational use.
- Two (2) copies of *The Grassfed Gourmet Cookbook*, signed by author
- Organization name and logo to appear on **GRAZEFESTsm** and Great News about Grass Web pages on the Eating Fresh Publications Web site for one year from time of sponsorship commencement.

Entry Sponsor: \$1,500

- Organization name and logo to appear on top-level **GRAZEFESTsm** and Great News about Grass pages on the Eating Fresh Publications Web site for six (6) months from time of sponsorship commencement.

PAYMENT SCHEDULE

- One-half at time of agreement
- Balance 45 days after agreement

CURRENT AND PAST GRAZEFESTSM AND GREAT NEWS ABOUT GRASS SPONSORS

- Animal Welfare Institute: Supporting alternative farming systems for better treatment of farm animals
- Bent Tree Farms
- Eat Well Guide, an online directory of sustainably raised meat, poultry, dairy, and eggs
- GRACE (Global Resource Action Center for the Environment): Producers of the hit animated film *The Meatrix*
- Natural by Nature: Producers of grass-fed, organic dairy products
- Nature Conservancy, New Jersey chapter

GRAZEFESTSM: A HISTORY (AND FUTURE) OF REACHING CONSUMERS

Annual GRAZEFESTSM Conference and Festival

GRAZEFESTSM Alabama 2004: September 11–13, 2004, Montgomery, Alabama

The first annual event and launch of **GRAZEFESTSM** combined an educational forum for more than 600 farmers nationwide and a festival for conference goers and regional residents to celebrate the unique flavors of pasture-raised foods.

GRAZEFESTSM Mississippi 2005: July 2005, Oxford, Mississippi

The second annual conference drew hundreds of farmers and thousands of regional residents.

Regional GRAZEFESTs 2004–2005

- California
Santa Monica Farmers Market
- Minnesota
GRAZEFESTsm Minnesota at Prairie Horizons Farm
- New Jersey
GRAZEFESTsm Princeton (a townwide event)
GRAZEFESTsm at the Grove, Lawrenceville
- Pennsylvania
GRAZEFESTsm America at Buck's Run Farm
- Oregon
Beaverton Farmers Market, Portland
- Texas
Sunset Valley Farmers Market
- Washington, DC
Dupont Circle Farmers Market
Penn Quarter Farmers Market
St. Michaels Farmers Market

Regional GRAZEFESTs 2006

- Minnesota
GRAZEFESTsm Minnesota at Prairie Horizons Farm
August 4–5, 2006
Morris Minnesota
Dairy Tour: Stearns County
- Oregon
Beaverton Farmers Market
June 10, 2006
Beaverton, Oregon

Portland Farmers Market
May 27, 2006
Portland, Oregon
- Texas
Sunset Valley Farmers Market
November 18, 2006
Sunset Valley, Texas
- Washington, DC
TBA
- West Virginia
TBA

ABOUT THE GRASSFED GOURMET COOKBOOK

The Grassfed Gourmet Cookbook: Healthy Cooking and Good Living with Pasture-Raised Food is an essential tool for converting consumers into dedicated grass-fed aficionados. The book clarifies the connection between better farming practices, higher-quality food, and higher prices, which may ultimately influence consumers to modify their meat consumption by encouraging them to purchase better-quality food products less frequently, rather than more regularly purchasing cheaper products that may compromise the ecosystem. Grass-fed meats and dairy products come from farmers who've made conscious choices about stewarding the land in environmentally responsible ways, about raising livestock in a humane fashion, and finally, about living their own lives in accordance with their values. Through *The Grassfed Gourmet Cookbook*, readers are coming to realize the magnitude of making a decision to support grass-fed farmers—and a much better future for farming.



Written by pasture-based farmer and epicurean Shannon Hayes, *The Grassfed Gourmet Cookbook* is filled with topical sidebars, cogent interviews, and easy-to-follow instructions for extracting the most flavor from grass-fed meats and dairy products.

ABOUT THE GREAT NEWS ABOUT GRASS

Regarded by hundreds of pasture-based farmers in the United States and Canada as their most valued marketing tool, The Great News about Grass is a beautifully designed, 12-page pamphlet that befriends consumers with brief, easy-to-read essays about the health, culinary, animal- and human-welfare, and environmental benefits of foods from animals raised on pasture. The pamphlet includes clear and coherent information along with resources and recipes. The back cover leaves space for farmers and retailers to stamp their company name and contact information. Sponsor logos are displayed prominently on the back cover.



EATING FRESH TEAM

FRAN MCMANUS

As partner and cofounder of Eating Fresh, Fran McManus brings more than 25 years' experience in marketing and the development of new strategies to connect home cooks, food professionals, and consumers with foods that are locally grown and raised.

Nationally known for her work in natural foods and farming, Fran began her career on a sheep farm and now serves as marketing consultant for the Whole Earth Center, a 36-year-old not-for-profit natural foods store in Princeton, New Jersey. There she has spearheaded a number of consumer education and outreach programs on subjects ranging from organic agriculture to bovine growth hormone, to genetic diversity in food crops, to organic gardening. Well respected for her ability to spot trends in food and farming, Fran helped the Whole Earth Center become one of the first retailers to recognize the value of locally grown and raised foods and, more recently, helped the center integrate grass-fed meats and artisanal farmstead cheeses into its product line.

Fran is coeditor of *Cooking Fresh from the Bay Area* and *Cooking Fresh from the Mid-Atlantic*, for which she was responsible for managing and organizing countless chefs, contributors, and recipes. She's also editor of *Eating Fresh from the Organic Garden State*. Fran is heard frequently on radio programs and appears at events to discuss the impact of local agriculture on communities and the benefits of supporting small-scale local growers.

WENDY RICKARD

With more than 25 years' experience in marketing, publishing, and communications, Wendy Rickard has spent her career on the leading edge of developments in information technology and higher education, Internet technology development, holistic health, and small-scale, organic, and sustainable agriculture. As principal of the Rickard Group, Inc., Wendy has developed successful marketing and publishing strategies for a wide range of nonprofits, associations, and educational organizations invested in promoting new technologies and innovative approaches to new learning

environments. She was recognized in 1994 by *Business Week* magazine as a “pioneer on the digital frontier” and has been a frequent contributor to publications devoted to Internet technology and higher education.

As cofounder and partner of Eating Fresh Publications, Wendy serves as coeditor of the Cooking Fresh cookbook series. At the 2002 Eco-Farm Conference in Pacific Grove, California, she presented a paper on connecting consumers to local foods.

Rickard graduated from the State University of New York at Binghamton and serves on the board of directors of The FoodRoutes Network.

Both Fran McManus and Wendy Rickard were featured in the May 2001 issue of *Health* magazine as two of America’s most-influential women in nutrition. They’ve been recognized in New Jersey for the work they do as part of Eating Fresh Publications’ Living Local Initiative, a program aimed at developing a business-to-business buy-local-food program. Local media frequently call upon Fran and Wendy to comment on issues related to food and agriculture.

ABOUT EATING FRESH

Since 2000, Eating Fresh Publications has connected home cooks, professional chefs, restaurateurs, food enthusiasts, and consumers to local agriculture and celebrates the taste, health, and community benefits of eating local, seasonal, and organic food.

Through regional cookbooks featuring today’s most exciting chefs, national publications that promote the taste and quality of locally grown and raised foods, public appearances, marketing campaigns, and online information, Eating Fresh takes the rising interest in organic agriculture to its next important step: an emphasis on local agriculture and small, independent farmers. By connecting consumers with local growers, retailers, and chefs, Eating Fresh builds local food systems and provides a framework for transforming the way we eat, shop, cook, and relate to food.

FOR INFORMATION ON BECOMING A GRAZEFESTSM SPONSOR, PLEASE CONTACT:

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