



THE

Story Of



HOMEGROWN CONCESSIONS[®]

GOOD FOOD FROM FAMILY FARMS



FARM AID
Keep America Growing!



We Started
WITH A
MISSION

To build a vibrant, family farm-centered
system of agriculture in America.

THE GOOD FOOD MOVEMENT





AND AN
Important
QUESTION

Could **Farm Aid** concerts really serve delicious, family farmed food to everyone?





ARTISTS



INSPIRED



The Movement

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.

THE GOOD FOOD MOVEMENT



Farm Aid's
HOMEGROWN

DELIVERS

The Goods

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.

THE GOOD FOOD MOVEMENT





WE OPEN

OPPORTUNITIES

FOR

Young People

Our **HOMEGROWN Youthmarket** sells local fresh fruits and vegetables, employing young people who market good food in their own communities.

THE GOOD FOOD MOVEMENT



Steve Allen's
HOMEGROWN
Food for All

BURGERS, TENDERS & FRIES
PIZZA, BEER AND SODA

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**.



THE GOOD FOOD MOVEMENT



WE'VE

Established

OUR OWN

CRITERIA

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.

THE GOOD FOOD MOVEMENT



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 **HEMGROWN** 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.

Farm Aid
HOMEGROWN
DIRECT FROM THE
Food for All

SITTI RESTAURANT

Chicken Kabobs
(Joyce Farms, NC free-range)

Veggie Kabobs
(Raleigh City Farms)

Tabouleh
(organic wheat)

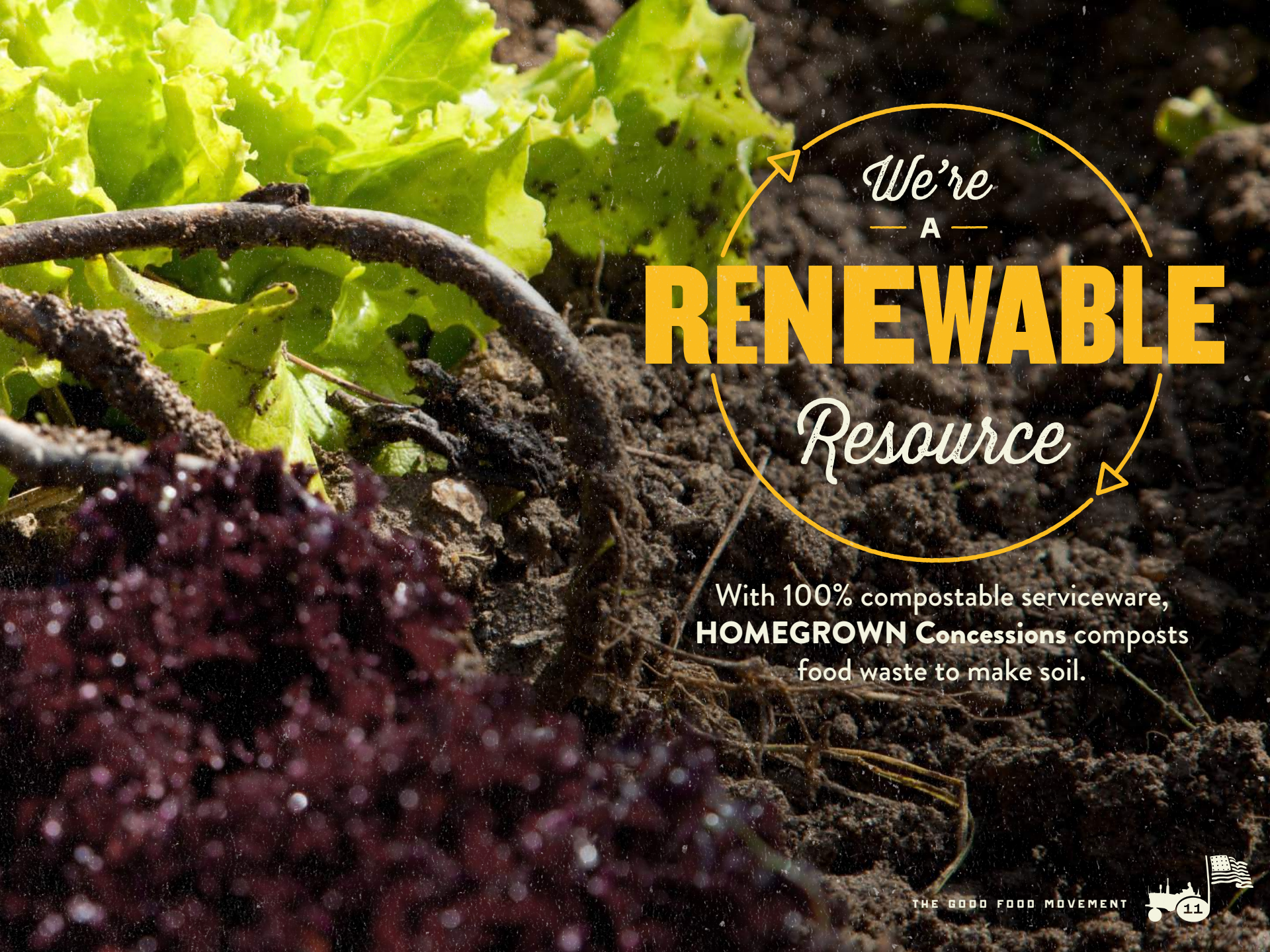
LADYFINGERS CATERING

Fresh Roasted Corn
(local, non-GMO from Greener Fields Together,
organic clarified butter)

Boiled Peanuts
(Linda Johnson Farms, NC)

THE GOOD FOOD MOVEMENT





We're
— A —
RENEWABLE
Resource

With 100% compostable serviceware,
HOMEGROWN Concessions composts
food waste to make soil.

WE MAKE *Valuable* NEW

INTRODUCTIONS



HOMEGROWN introduces good food companies to Legends Hospitality, the concessionaire in Live Nation's music amphitheaters.

WE'VE
← Expanded →
THE **REACH** OF
Homegrown Food

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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