



“TO RECRUIT, PROMOTE AND SUPPORT AMERICA’S YOUNG FARMERS”

The Greenhorns and *In Search of Good Food* are allied film projects exploring and digging into America’s changing food landscapes. Directed by dynamic young farmers, each project serves as the central portal for a wide set of social building activities.

WHY FILMS?

“The Greenhorns” documentary film project is a promotional and recruitment tool for reversing the crisis of attrition in American agriculture. It is unique among a slew of recent films on food and agriculture because it is made by young farmers and focuses on positive solutions. The film gives community organizers an easy tool for calling what constitutes in effect a town meeting, a forum to launch strategic conversations about food and farm policy. Our screening schedule will include hundreds of events at public schools, universities and community centers nationwide, in addition to DVD release for private viewings. All told we will reach audiences in the tens of thousands.

A WIDESPREAD AND GROWING NETWORK

The Greenhorns blog (<http://thegreenhorns.wordpress.com/>) now receives approximately 1000 unique hits each day, and boasts a database of over 3,000 young farmers nationwide. Greenhorn Radio is consistently rated in the top three programs on Heritage Radio Network. *The Greenhorns Guide for Beginning Farmers* is a companion book being published by Storey Publishing for distribution at schools, events, and festivals.

SPONSORSHIP PACKAGES include but are not limited to the following:

- ~~Linking to good description/long page~~ Linking to good description/long page
- Individual Episode sponsorships
- Event and/or screening participation
- Sponsorship credit at beginning/end of film

We have packages available at the following price points (more expansive options are also available): \$10,000, \$5,000, \$2,500, \$1,000 and \$500. Individual episode sponsorships are also available at a reduced price.

Current and past sponsors include: Organic Valley Family of Farms, Heritage Foods USA, Seventh Generation, Adirondack Ice Cream, Rishi Tea, John Patrick Organic, High Mowing Organic Seeds, Hearst Family Ranch, Patagonia, Xtracycle, Bethlehem Boer Goat Ranch

Please contact Greenhorns director Severine von Tscherner Fleming at the number below with any additional questions or concerns regarding statistics or sponsorship details. We are confident that you will be happy with the results of your sponsorship.

SELECTED GREENHORNS PRESS

PRINT

My MidWest Magazine: Food For Thought (Spring/Summer 2010 issue)
<http://www.mymidwestmagazine.com/2010/05/01/food-for-thought/>

USA Today: On Tiny Plots, A New Generation of Farmers Emerges (July 14, 2009)
http://www.usatoday.com/news/nation/environment/2009-07-13-young-farmers_N.htm

Time Out New York: City Pickers (Jan 1-7, 2009)
<http://newyork.timeout.com/articles/restaurants-bars/70185/city-pickers>

Boston Globe: Young Farmers Planting the Seeds of a Renaissance (November 27, 2008)
http://www.boston.com/news/local/articles/2008/11/27/young_farmers_planting_the_seeds_of_a_renaissance/

The New York Times Magazine: Food Fighters (October 12th, 2008)
<http://www.nytimes.com/indexes/2008/10/10/magazine/index.html>

The New York Times: Leaving Behind the Trucker Hat (March 16th, 2008)
http://www.nytimes.com/2008/03/16/fashion/16farmer.html?_r=1&ex=1363320000&en=eece986027380cb&ei=5088&partner=rssnyt&emc=rss

INTERNET

Grist.org: Meet a Young Farmer Leading a Greenhorn ‘Guerilla’ Movement (March 23rd, 2009)
<http://www.grist.org/article/greenhorn-guerilla/>

The Huffington Post: I’m Going to a Sheep Butchering Party (March 18, 2010)
http://www.huffingtonpost.com/jenna-woginrich/im-going-to-a-sheep-butch_b_504257.html

Good: Support the Young Agrarian Movement (March 11th, 2009)
<http://www.good.is/post/support-the-young-agrarian-movement>

The Rodale Institute: Review: The Greenhorns’ Guide for Beginning Farmers (July, 2009)
<http://www.rodaleinstitute.org/20090206/nf2>

Civil Eats: Next Spring Break, Get a Real Tan – A Farmer Tan (April 17th, 2009)
<http://civileats.com/2009/04/17/next-spring-break-get-a-real-tan---a-farmer-tan/>

Style.com: All Organic (February 17th, 2009)
<http://www.style.com/stylefile/2009/02/all-organic/>

Saveur.com: Meet, Greet, and Eat (June, 2008)
<http://www.saveur.com/article/Our-Favorite-Foods/Meet-Greet-and-Eat>

Boingboing.net: Serve Your Country Food young farmers group (November 7th, 2008)
<http://www.boingboing.net/2008/11/07/serve-your-country-f.html>

The Ethicurean: the Seeds of A Revolution (March 10, 2008)
<http://www.ethicurean.com/2008/03/10/greenhorns/>

BIOGRAPHIES

The Greenhorns is a farm-based non-profit organization founded in 2007 by Severine von Tscharner Fleming. As a young farmer and activist, she was recently named one of 40 people “redefining green” by Grist.org. The Greenhorns host a popular online blog, organize events, and have built a database of over 3,000 young farmers nationwide – all in addition to the forthcoming feature film. The group’s mission is to recruit, support and promote America’s young farmers.

In Search of Good Food is a video blog turned full-scale film and community organizing project. The series focuses on food & agriculture in California and is directed by Antonio Roman-Alcalá, who has been involved with food justice organizing in San Francisco since 2005. He co-founded the 4.5 acre Alemany Farm, and works with various educational and social justice projects around the bay.

