

Where The Food Comes From

2023-24 Media Kit

Welcome to **Where The Food Comes From**! We've come a long way since we began as a simple website in March 2017, then grew into a national television news provider for **The RFD-TV Network**. In January 2022, our weekly, half-hour primetime television series about food and farming went on the air.

Since then, we've brought three seasons of true-heart stories to a national audience that's growing week-by-week. **WTFCF** has become one of RFD-TV's most popular shows, holding down the premium 9:30 p.m. Friday timeslot with a repeat at 12:30 a.m. for West Coast primetime.

Our revamped website ***WhereTheFoodComesFrom.com*** is now a draw as well, featuring news that matters to the agriculture industry and consumers, bonus scenes from the show, behind-the-scenes looks at how we make each episode and, of course, recipes and the brand new **WTFCF Digital Cookbook**!

We're reaching across the aisle to connect the agriculture industry with consumers with content that serves both audiences, on television, online, and through our growing social media networks.

Our shows air first on the Nashville-based **RFD-TV Network**. According to Nielsen, 12.5 million people tune in weekly in the U.S., including three out of every four farmers and agricultural companies in the U.S. We know the industry is our first audience for the show – but we're also bringing along about a million consumers a week for the ride.

It's a great spot for industry facing brands to reach agricultural producers. And it's a great spot for consumer facing brands to send their message directly into North American homes.

Later this year, the first two seasons of **WTFCF** will move on out into national and international distribution on multiple networks – streaming, cable, broadcast, satellite and OTT -- via our new agency the **Television Syndication Company**. As we wrap up new seasons on **RFD-TV**, they'll join our worldwide syndication lineup.

We're getting great support from the mainstream media as well. In the last few months we've been featured in [MSN](#), [US News & World Report](#), [Salon.com](#), [Digital Trends](#), Yahoo, online and print newspapers like *The South Florida Sun-Sentinel* and *Orlando Sentinel*, *The Asheville Citizen* and several others, along with numerous radio and podcast appearances.

Below you'll see some of what we can do for you – from content to commercials to promotion to world-class video production. And of course, we'll also provide some links so you can preview the show and some of our other offerings.

The TV Show

In 2009, Chip Carter had a dream. After 19 years in the mainstream media as a syndicated columnist with *The Chicago Tribune*, a *Washington Post* columnist, and a video producer with *AOL/Huffington Post*, he decided it was time to come home and start telling the stories of the farming families he grew up with to a national audience – on television, no less.

It was an ambitious goal. He started working for agriculture industry trade publications as a writer, editor and video producer to learn the ropes and update the farming knowledge that came from growing up in small farm towns as a country preacher's kid in Georgia and Texas. In 2013, he purchased the ***WhereTheFoodComesFrom.com*** URL.

In 2016 he set out on his own, plan in place, and launched *SoutheastProduceWeekly.com*, an industry news website in March 2017. In January 2018, he went on the air as a news correspondent with **RFD-TV**. Later that year, he produced and hosted the Network's Holiday Special, a half-hour program about a farmer who brought one of his North Carolina Christmas trees to The White House to stand proudly in The Blue Room.

That holiday special led to an offer to launch ***Where The Food Comes From*** as a half-hour weekly primetime show. A pilot episode was made and the show got the greenlight in January 2020, with production of Season 1 to begin in March 2020. One giant pandemic delay later, **WTFCF** premiered on RFD-TV Jan. 20, 2022. And *SoutheastProduceWeekly.com* evolved into ***WhereTheFoodComesFrom.com***.

The secret to the show's popularity is the subject matter. Some people call our show farm-to-fork – we don't say that. Since we pay attention not just to the farm, but to all the often-invisible hands involved in keeping us fed, we call it laboratory-to-legislature and cover all the stops in-between.

We're most often out in a field with our noses in the dirt. But you'll also find us in lab coats and restaurants and packinghouses, Congressional and State offices, college and industry research facilities – anywhere there's a story to be told about food and farming. We were talking about the supply chain long before everyone else found out what it was during the pandemic.

Our focus is mostly on the produce industry, but we cross lanes and sometimes wind up looking into other fascinating areas like agritourism, charcuterie-making, the way bees impact the food on our plate, the wild-caught seafood industry and even off-the-beaten path stories like a water buffalo farm making cheese and gelato in North Carolina.

We've told the story of the rebirth of the iconic Stuckey's chain, discovering that it's not really a candy company – at heart, it's a pecan-farming company that also makes candy and other treats.

We spent one memorable day traveling back in time to an 1870's living history farm village, where Chip worked the way a farmer did in those times – gridding grain, making turpentine, plowing with a mule team, and even, uh, breaking a sawmill (don't ask – but you can see it in the show!).

Where The Food Comes From taps into the passion and commitment of the people who feed us. There are easier ways to make a living, as anyone who's ever seen the show knows. But from the research laboratories to the offices where people make the rules that regulate it all, the people involved in agriculture care deeply about what they're doing. They make up just 1.5% of the population – but they proudly bear the weight of keeping the rest of us fed.

That's the power of ***Where The Food Comes From*** – peeling back the labels and letting the world meet some of the people who put food on their plates.

Sponsorship Opportunities

For starters, a couple of notes about our pricing. Since we're an independent production, we're able to set much lower price thresholds than a Network, but with all the same benefits. The average CPM (cost-per-thousand viewers) for a national cable commercial is \$19.50. Our CPM is \$1.50 because we understand agriculture -- and margins. That translates to a per-impression cost of just .005 -- cents, not dollars. And all of our programs are negotiable since we control pricing.

We hold a five-minute block of commercial time in each half-hour episode that we make available to sponsors in increments. We prefer marketing programs that run a full season or full year, but we can make accommodations for seasonal demands and shorter runs.

Standard Sponsor

Starting at the **Standard Sponsor** level, a simple 15-second or 30-second commercial to run one season (six months, 26 weeks, 104 airings) or annually (52 weeks, 208 airings) carries a list price of \$19,500-\$75,000

Benefits at this level include:

- First consideration to be included in upcoming episodes of the show – if we're doing a story where you're a natural fit, we're calling you first for all TV opportunities, including our regular reports for the **RFD-TV** newscasts *Market Day Report* and *Evening News*
- Discounted pricing if you need us to make a commercial to promote your brand
- Our pledge of personal attention to your editorial needs with publication of your news items on **WhereTheFoodComesFrom.com** on-demand
- A banner ad in our weekly industry newsletter **Southeast Produce Weekly**, which goes to a hand-curated list of buyers and agricultural companies across the nation
- Regular promotion in our social media channels

15-Second Commercial, Half-Season (26 weeks, 104 airings): \$19,500

15-Second Commercial Full Year (52 weeks, 208 airings): \$38,000

30-Second Commercial Half-Season (26 weeks, 104 airings): \$38,000

30-Second Commercial Full Year (52 weeks, 208 airings): \$75,000

Featured Sponsor

A step up from there is a 45-60 second commercial spot, which is our **Featured Sponsor** category -- and when we get into that territory, the benefits begin to accrue significantly and include:

- All the above elements
- First consideration for inclusion in one of our 26 annual episodes
- A guarantee of editorial coverage on-demand on **WhereTheFoodComesFrom.com**
- A banner ad on our companion website **WhereTheFoodComesFrom.com**
- Inclusion in the credits

Featured Sponsor participation is @\$150,000 annually, negotiable based on needs/requests

Title Sponsor and Presenting Sponsor

The **Presenting Sponsorship** (one available) and **Title Sponsorship** (two available) are the premium models, with benefits including

- All of the above
- A pledge to work together to find opportunities for episodes featuring your brand
- Inclusion in the credits and your logo at the end-screen of every episode
- Executive Producer credit if desired
- For **Presenting Sponsorship** only, an introductory screen and message at the beginning of each episode, as noted above
- For **Presenting Sponsorship** only, the one-minute commercial time is included in the content of the show as an interstitial – basically a show-within-the-show -- that will travel in syndication
- Other benefits as needed/negotiated

At these levels, we will also actually produce commercials for the program on-demand if desired, as we've done for other sponsors. Our campaign for the **Vidalia Onion Committee** featured Georgia State Executive Chef Holly Chute making one-minute dishes in six separate segments you can see here [Chef Holly Chute recipes - Dropbox](#). We also employ traditional storytelling approaches to some sponsor programs, like this four-part piece we've produced for our **Title Sponsor Shuman Farms**, viewable here. [Latest - Dropbox](#)

Not only did we produce the commercials, we worked hand-in-hand to provide television content that would provide timely boosts for those sponsors. Our two-part Vidalia onion episode in Season 1 was scheduled to air just as Vidalia season began in April, then scheduled for repeat airings in July to boost summer sales and finish out the season.

We also work to find natural fits for our top sponsors in other episodes. Shuman Farms, for example, was featured in all three shows we've done about Vidalia onions – but they also made significant appearances in several other episodes, including our look at what goes on at an industry tradeshow and a story about how agriculture impacts the Port of Savannah.

A Title Sponsor program is @\$250,000

The Presenting Sponsor program is @\$350,000

All of the above programs are scalable and negotiable.

Where The Food Comes From Viewing Links

We have come a very long way in a rather short time since the show premiered on **RFD-TV** in January 2022. We've already become the network's most-watched show, and we're about to have ample opportunity to magnify our reach by a significant factor everywhere, on cable, streaming, broadcast, satellite and OTT platforms so everyone can watch.

You can visit our home showpage on The RFD-TV Network website here:

[Where the Food Comes From - RFD-TV \(rfdtv.com\)](#)

This is a link to our unlisted YouTube channel (we can't make it public due to our Network and new syndication contracts; share as needed but do not publish) featuring every episode to-date:

[Where The Food Comes From, Season 1, 2 & 3 - YouTube](#)

The RFD-TV Viewing Audience

RFD-TV is Hometown America's most-watched network, with 12.5 million viewers tuning in weekly in the U.S. and more with a separate Network feed into Canada.

So who's watching? In a nutshell, it's Hometown America, small towns and rural Americans. According to the latest U.S. Census, 1 of every 5 Americans lives here – over 60 million people.

The tendency is to think "farmers first" because **RFD-TV** is by far the most-watched Network among American producers and ag operators, with 74% tuning in at least once a month. But those farmers only represent 7% of the Network viewing demographic (that's still most of the farmers in America -- there just aren't anywhere near as many farmers as people assume!).


RFD-TV viewers are stable: 65% are married, compared to 53% of the US population. Three-quarters have been at their current address for 5 or more years, compared to 59% of the gen pop. And 84% are homeowners, compared to 68% of all Americans. One-third of all Americans are in the 45-64 age group; the **RFD-TV** demographic reflects that, with 36% in that range.

They're also surprisingly affluent: Despite differences in urban and elsewhere costs-of-living, 22% of **RFD-TV** viewers earn between \$60,000-\$100,000 a year compared to 24% of all Americans. And again, despite those differences, the average net worth of an **RFD-TV** viewer is \$293,600 vs. \$258,779 for the typical American. And while 31% of all Americans live in homes valued between \$200,000-\$500,000, 33% of **RFD-TV** viewers do (again despite disparate costs-of-living).

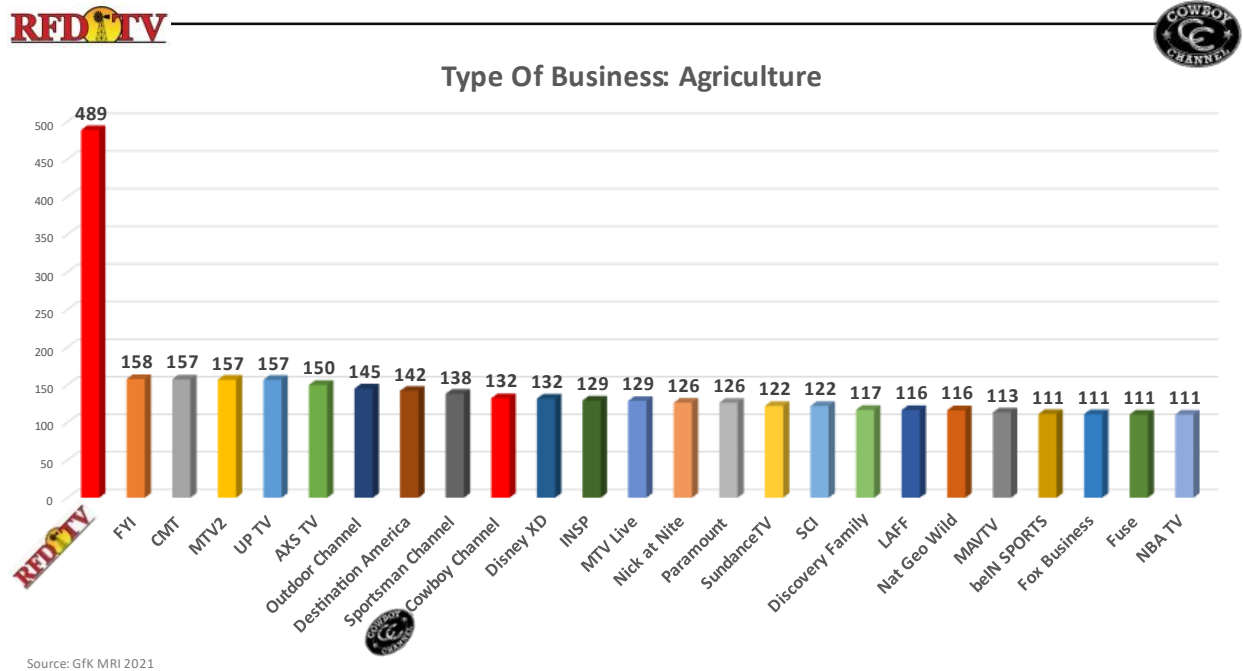
And they're smarter than you think: 48% of US residents have some college or a degree; that number is 45% for the **RFD-TV** demo.

We don't know where syndication and international distribution will take us, but our core audience, the one we own and control and can deliver now, is the audience where family and food matter most. These are moms and grandmothers and dads and grandpas feeding families. They're the salt of the Earth. We'd love to tell your stories to an audience that will embrace them.

Here's a comparison snapshot:

| RFD-TV - 2022 Viewer Profile | | |  | | | | | |
|------------------------------|-----|-------|---|-----------|-----------|-----------------------------|-----|-------|
| Gender | US | RFDTV | Averages | US | RFDTV | Viewers by territory | US | RFDTV |
| Male | 48% | 53% | Median HH Net Worth | \$258,779 | \$293,600 | Northeast | 18% | 7% |
| Female | 52% | 47% | Median HH income | \$76,975 | \$60,682 | Southeast | 21% | 30% |
| | | | Median Age | 47.4 | 64.9 | East Central | 12% | 12% |
| | | | | | | West Central | 14% | 21% |
| | | | | | | Southwest | 13% | 19% |
| | | | | | | Pacific | 20% | 11% |
| Income | US | RFDTV | Age | US | RFDTV | Employment | US | RFDTV |
| <\$30,000 | 17% | 20% | 18-24 | 12% | 4% | Working full time | 47% | 30% |
| \$30,000 - \$60,000 | 22% | 30% | 25-34 | 18% | 6% | Working part time | 13% | 10% |
| \$60,000 - \$100,000 | 24% | 22% | 35-44 | 16% | 7% | Not Working | 40% | 61% |
| \$100,000+ | 37% | 28% | 45-54 | 16% | 12% | Retired | 21% | 48% |
| | | | 55-64 | 17% | 22% | Work in Agriculture | 1% | 7% |
| | | | 65+ | 21% | 49% | | | |
| Education | US | RFDTV | Viewership by County Size | US | RFDTV | Home Value | US | RFDTV |
| High School | 28% | 38% | A | 42% | 16% | <\$100,000 | 9% | 14% |
| Associates/ some college | 28% | 29% | B | 30% | 22% | \$100,000 - \$200,000 | 17% | 28% |
| College degree | 20% | 16% | C | 15% | 19% | \$200,000 - \$500,000 | 31% | 33% |
| Graduate degree | 13% | 6% | D | 13% | 43% | \$500,000+ | 12% | 9% |
| Pet Ownership | US | RFDTV | Household Size | US | RFDTV | Lifestyle | US | RFDTV |
| Dogs | 44% | 54% | 1 | 15% | 16% | Married | 53% | 65% |
| Cats | 24% | 33% | 2 | 33% | 52% | 5+ yrs at address | 59% | 75% |
| Horse | 1% | 3% | 3-4 | 36% | 25% | | | |
| Housing | US | RFDTV | 5+ | 16% | 7% | | | |
| Own home | 68% | 84% | | | | | | |
| Own Farm | 3% | 12% | | | | | | |

This screen shows the comparison of RFD-TV viewers employed in Agriculture – including buyers, shippers, brokers and affiliated industries that support farming – as compared to some other well-known networks



How To Get Involved

For more on how you can be part of *Where The Food Comes From* -- from a story to tell to a powerful and affordable marketing program to reach the agriculture industry and consumers – contact:

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You can reach Chip Carter directly here

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