

**Want To Talk To *300,000* Farmers
At Once? *(and a whole lot of other people!)***

WELCOME TO

**WHERE THE FOOD
COMES FROM!**

Telling the stories of the people who feed us



Our Mission is Simple...

Connect brands with the heart of America's farming community.

We travel the country visiting farms and following the supply chain to introduce the world to the people who feed us.

We're about more than nuts-and-bolts, though – we're telling true-heart stories of the triumphs and tragedies that have built empires of all sizes.

We also spend time at land grant ag colleges, research laboratories, ports and state farmer's markets to fill in all the gaps.





Now heading into Season 6, we've aired 65 half-hour episodes on [Rural America's Most-Watched Network RFD-TV](#) (DirecTV, Dish, cable, satellite, OTT) that are now also available free-for-all on our [YouTube channel](#) in a partnership with Google Food Lab.

We work with name-brand sponsors like [Splenda](#) and [Syngenta](#) (click to see episodes).

We also work closely with State Departments of Agriculture and TOP-TIER commodity boards and promotional associations like the:

- Vidalia Onion Committee
- North Carolina Sweetpotato Commission
- Virginia Peanut Board





And we're proudest of all to count farms large and small – including world sweet onion leader Shuman Farms (RealSweet), international fruit and vegetable giant the L&M Companies, berry boss Wish Farms and many others – among our partners. Now, we're looking to expand our partnerships and bring even more impactful stories to life.



WHERE THE FOOD COMES FROM

WITH CHIP CARTER

What We Offer

- Guaranteed Episode Sponsorship
- Multi-Platform Distribution
- World-Class Marketing Assets
- Promotional Benefits



What We Offer

Guaranteed Episode Sponsorship

Most of our shows are unsponsored – we just look for great stories to tell. But every sponsorship level includes a dedicated episode featuring your brand as your story naturally fits into our arc. If we don't believe a potential sponsor will work with our brand in a show that provides value for you, us, and – most of all – the viewers who've come to trust us, we simply shake hands and walk away.

But ongoing sponsorship ensures your story continues to evolve across seasons. The shows we make with you will live for years on multiple outlets; meanwhile your commercial will be working for you every week where you need it most, right in the heart of America's farm country.





What We Offer

Multi-Platform Distribution

RFD-TV: 60% of all people working in agriculture tune in monthly (source: Nielsen & McKenzie).

Regional Networks: Additional exposure on partner networks in key agricultural markets and in a growing number of public school systems.

YouTube: Growing digital audience with a projected boost through our new relationship with Google Food Lab.

International Reach: Currently airing in Australia and Ukraine, and a new distribution deal as part of the in-flight entertainment package for Turkish Airlines (100 million global passengers annually flying to an industry-best 340 global markets).





World-Class Marketing Assets

We provide significant added value to our partners:

Full Footage Access: Most levels of sponsorship include access to all footage created during production for your use in marketing, social media – wherever you want. This is a negotiable piece; footage is available separately without sponsorship.

Custom Shoots: We can produce tailored content beyond the episodes, adding significant value with high-level professional crews.

Commercial Production: We'll produce your spot for our RFD-TV commercial block at no additional cost—a \$20,000 value (examples below).





What We Offer

Promotional Benefits

Social Media Amplification: Our content is shared by RFD-TV's combined social media audience of 1 million viewers and on our own social channels.

Video Shorts: Multiple video shorts created from episode footage for use in online and social media campaigns.

Premium Banner Ads: Featured ad placement and guaranteed editorial support on WhereTheFoodComesFrom.com with any annual commitment.

NewsBreak Redistribution: Website content is also redistributed via the NewsBreak app, reaching over 45 million monthly viewers.





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Why Partner With Us?

Our unique approach ensures your brand gets maximum exposure, long-term visibility, and deep engagement with a loyal rural audience.



Maximum Exposure

Reach Over 300,000 Farmers and Beyond: With a dedicated viewership on RFD-TV, regional networks, and YouTube, we deliver your message directly to farmers, agribusiness owners, and rural communities.

Our show also turns up in other interesting places, like public school systems in Florida and Alabama (and growing) and as part of the in-flight entertainment package for the 100 million annual global passengers of Turkish Airlines!

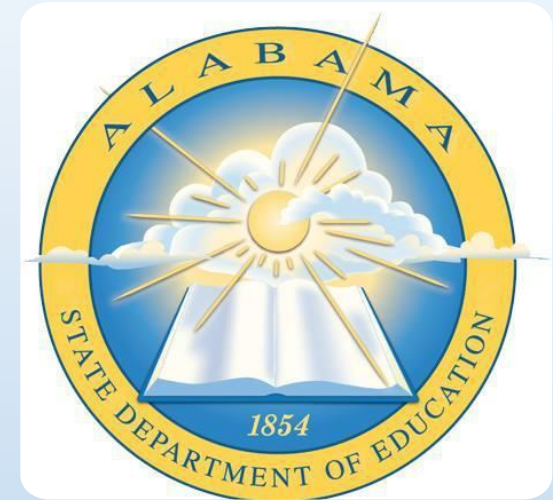




Visibility & Engagement

Multi-Year Content Lifecycle: Our shows have a projected life-cycle of 10 years, ensuring ongoing exposure for your brand through reruns and digital distribution.

Ongoing Storytelling: We don't just tell the same story repeatedly—we find new angles and fresh narratives to keep the audience engaged.





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Sponsorship Tiers

We offer flexible pricing and tiered partnership options designed to fit various budgets and goals.

PARTNER SPONSORSHIP TIERS

	Entry	Silver	Gold	Platinum
Annual Commitment	\$25,000	\$40,000	\$75,000	\$100,000
Benefits	<ul style="list-style-type: none"> - 15-30 second commercial spots (based on availability) - Guaranteed episode sponsorship - Online and social media support 	<p>ALL Entry, Plus:</p> <ul style="list-style-type: none"> - Standard sponsorship slots with a 30-second commercial - Social and online support - Limited access to footage and assets 	<p>ALL Entry & Silver, Plus:</p> <ul style="list-style-type: none"> - 30-second to one-minute commercial spots (negotiable) - Guaranteed episode placement - Priority for repeats and promotional support 	<p>ALL Entry, Silver & Gold Plus:</p> <ul style="list-style-type: none"> - Exclusive prime-time sponsorship slots - One-minute commercial spots - Full access to footage and marketing assets - Guaranteed episode placement - First priority for repeats and extra promotional support

PRESENTING AND TITLE SPONSORS

ONLY Two Available!

Negotiable package and benefits starting at \$150,000 annually.



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**Proven
Success**

Shuman Farms
Case Study Highlights



Shuman Farms Case Study Highlights

Over FIVE Seasons, we've produced multiple episodes featuring our *Title Sponsor* Shuman Farms "RealSweet" Vidalia and Peruvian onions in various capacities, resulting in:

Season 1: ["Sweet Vidalia"](#) episode—origin story of the Vidalia onion.

Season 2: ["One Sweet Circle"](#) episode—highlighting the Peruvian sweet onion counterpart.

Season 3: Two-part episode on [SEPC Southern Exposure trade show](#), featuring Shuman Farms prominently.





Shuman Farms Case Study Highlights

Season 4: Episode on the [Port of Savannah](#), with Shuman Farms discussing port impacts on their business.

Season 5: [“Homecoming”](#) episode—a touching family story centered on John Shuman’s son joining the business.

For the ongoing ad campaign, we worked with the Shuman Farms team to identify the messaging they wanted to put forward. We developed the “Four Pillars” campaign – and created and produced four, one-minute films that let John tell that story in voiceover as we see footage from his business world and family life.





Shuman Farms Case Study Highlights

The “Four Pillars” campaign approach is intended to secure and enhance Shuman Farms' reputation with industry buyers and other related business concerns – as well as hundreds of thousand consumers who'll buy those sweet onions at retail. These pieces are updated regularly and the next round of spots is in the works.

➤ [CLICK HERE](#) to access our Dropbox of those four latest commercials!

This ongoing partnership has built strong brand loyalty and industry recognition, with continued benefits from reruns and expanding distribution.





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Next Steps

Ready to reach America's farmers and rural communities? We're excited to collaborate with you on a customized partnership that meets your goals.

WHAT YOU SHOULD DO NEXT...

Check Out:

- Our episodes on YouTube [@WhereTheFoodComesFrom](#)
- Our IMDB page: [Where the Food Comes From \(TV Series 2022–\) – IMDb](#)
- Our show page on the RFD-TV website [Where the Food Comes From - Agriculture Shows - RFD-TV](#)
- And, of course, our website, [WhereTheFoodComesFrom.com](#), featuring news and bonus material from the show, Chef's Corner, and the all-original *Where The Food Comes From Cookbook!*

Contact Us to Discuss Sponsorship Opportunities or Just To Pick Our Brains:

Email: info@WTFCF.com

Phone: (813) 838-1577

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LET'S GROW YOUR BRAND TOGETHER!

