

Media Kit 2026



where
the food
comes from

501(c)(3)–Eligible Sponsorships Available

Reaching 6M Students + 12.5M TV Viewers

Introduction

Come Grow With Us

Hosted by **Chip Carter**, *Where The Food Comes From* shares the truehearted stories of farmers, agriculture, and the journey of food from farm to table — all through an educational and apolitical lens.

20-25% of Americans live in rural communities. American farmers produce **85% of our nation's food.** We educate, entertain, and inspire at a time when people clearly want to know more about their food.

Our Work

65 episodes, 400 short videos, 5 seasons

- Syndicated on **RFD-TV** (*available in 19 million homes*)
- Now a key component of **K-College Curriculum via NAITC** (administered by **USDA**) in all U.S. schools
- YouTube

Partners include **NASA, Splenda, Syngenta, Google Food Lab**

Featured in *Reader's Digest*, [PBS Next Avenue](#) & Others

Independent, apolitical, family-friendly, school-approved

501(c)(3) eligible through our partnership with our Fiscal Sponsor, National Ag In The Classroom.



Audience Reach

Your Story. Everywhere.

Multi-Platform Distribution:

RFD-TV

- 12.5M Weekly RFD-TV Viewers (Nielsen rated & streaming/syndicated on DirecTV, DISH, Cable, Sling)
- RFD-TV is available in 19 million homes in the USA

National Agriculture in the Classroom (USDA Supported)

- 6 million students and 150,000 teachers annually through the USDA's Agriculture in the Classroom curriculum.
- Also partnered with National Association of Ag Educators (NAAE) and the National Council for Ag Education (The Council)

YouTube

- New channel launched in partnership with Google Food Lab, growing rapidly

International Reach

- In flight entertainment package for Turkish Airlines, with 100 million passengers flying annually.

All Sponsors and Donors receive thanks and logos in the show credits, and on our NAITC landing page with interactive logos and sponsor message.



naae

www.naae.org | #TeachAg



United States
Department of
Agriculture

National Institute of
Food and Agriculture



A national partnership for excellence
in agriculture and education.



Audience Profiles

Classroom. Farm. Living Room. Moon?

The RFD-TV Network was founded over 20 years ago with the mission of "Reconnecting City With Country" and reaches a Nielsen-rated **12.5 million households** weekly. That demographic includes about **60% of America's farmers and farming operations**. The show is available on DirecTV, DISH, Cable and Sling in more than 50 million U.S. homes.

Where The Food Comes From has proven so popular that RFD recently flexed its schedule to extend our programming block **to a full hour** – back-to-back episodes on Mondays. It's our most effective platform to reach working farmers and decision-makers.

USDA's National Ag In The Classroom, along with our partners at the **National Association of Ag Educators** and the **National Council for Ag Education**, represents our largest potential audience – and virtually all the next generation of farmers, in addition to millions of other American students. Combined potential reach for all **WTFCF** educational programming is about **10,000,000** students and an additional **175,000 professional ag teachers**.

We've also partnered up with **NASA** for episode and documentary film projects that will be connected to the Artemis return-to-the-moon program in 2026 and beyond. These will crossover to all audiences.

We're excited about our future on **YouTube**. Our educational programming is hosted on our channel. But more than **80% of all videos** viewed online are watched on **YouTube** – and America is rapidly changing the channel to watch more programming here and less on TV. We're proud to work with partners from **Google Food Labs'** Board of Directors to guide us as we move forward online.



RFD-TV Demographics

RFD-TV viewers have higher net worth and more likely to be homeowners



Gender	US	RFDTV
Male	48%	53%
Female	52%	47%

Income	US	RFDTV
<\$30,000	17%	20%
\$30,000 - \$60,000	22%	30%
\$60,000 - \$100,000	24%	22%
\$100,000+	37%	28%

Education	US	RFDTV
High School	28%	38%
Associates/ some college	28%	29%
College degree	20%	16%
Graduate degree	13%	6%

Pet Ownership	US	RFDTV
Dogs	44%	54%
Cats	24%	33%
Horse	1%	3%

Housing	US	RFDTV
Own home	68%	84%
Own Farm	3%	12%

Averages	US	RFDTV
Median HH Net Worth	\$258,779	\$293,600
Median HH income	\$76,975	\$60,682
Median Age	47.4	64.9

Age	US	RFDTV
18-24	12%	4%
25-34	18%	6%
35-44	16%	7%
45-54	16%	12%
55-64	17%	22%
65+	21%	49%

Viewership by County Size	US	RFDTV
A	42%	16%
B	30%	22%
C	15%	19%
D	13%	43%

Household Size	US	RFDTV
1	15%	16%
2	33%	52%
3-4	36%	25%
5+	16%	7%

Viewers by territory	US	RFDTV
Northeast	18%	7%
Southeast	21%	30%
East Central	12%	12%
West Central	14%	21%
Southwest	13%	19%
Pacific	20%	11%

Employment	US	RFDTV
Working full time	47%	30%
Working part time	13%	10%
Not Working	40%	61%
Retired	21%	48%
Work in Agriculture	1%	7%

Home Value	US	RFDTV
<\$100,000	9%	14%
\$100,000 - \$200,000	17%	28%
\$200,000 - \$500,000	31%	33%
\$500,000+	12%	9%

Lifestyle	US	RFDTV
Married	53%	65%
5+ yrs at address	59%	75%



Sponsorship Case Study

Shuman Farms: 5 Seasons of Story Telling

Over **FIVE Seasons**, we've produced multiple episodes – along with a cinematic ad campaign – featuring our Title Sponsor **Shuman Farms “RealSweet” Vidalia and Peruvian onions** in multiple spotlights.

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.

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

Season 5: [“Homecoming”](#) episode—John Shuman’s son joins the business.

Results

Strong brand loyalty and industry recognition. Ongoing exposure through reruns and growing distribution. Critically, an opportunity to build on previous stories year by year.

[CLICK HERE](#) to see the Shuman, four-part commercial campaign.



Shuman Farms Brings Tailgate Experience And Georgia Pride To 2024 IFPA Global Produce & Floral Show



Sponsorship Packages

At a Glance

Every sponsorship program includes all our audiences – we really can't separate them out, nor would we want to. Instead, we've created different levels of partnership and tax advantages to support different marketing and branding needs, as well as tax-deductible contributions to support our work and NAITC.

Core Four

Great Eight

Friends

Supporters



Sponsorship Packages

Partner Sponsorship Tiers

PRESENTING AND TITLE SPONSORS

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

	SUPPORTERS	FRIENDS	GREAT EIGHT	CORE FOUR
Annual Commitment	N/A	\$25,000	\$40,000 – \$100,000	Starting at \$100,000
Benefits	<p>A guarantee of consideration for an episode of Where The Food Comes From when your topic is on our radar – you can influence this.</p> <p>501(c)(3)-eligible if desired through our Fiscal Sponsor National Ag In The Classroom.</p> <p>Social media support from our and RFD’s combined following of more than 1 million, along with partners like NAITC and NASA.</p> <p>Editorial support on WTFCF.com.</p> <p>Inclusion in the WTFCF Cookbook.</p> <p>Thanks and logos in the show credits, and on our NAITC landing page with interactive logos and sponsor message.</p>	<p>ALL Supporters, Plus:</p> <p>Priority status for materials we promote and put directly in front of the NAITC audience and program on RFD-TV – you come first</p> <p>Marketing assets like short videos and promos, released throughout the year to keep your story fresh and in front of viewers</p>	<p>ALL Supporter & Friends plus:</p> <p>A guarantee of a minimum one episode of Where The Food Comes From on your organization or subject of choice in each calendar year.</p> <p>Rights to use any footage collected on your behalf for any purpose</p> <p>Marketing assets like short videos and promos, released throughout the year to keep your story fresh and in front of viewers.</p> <p>Priority partner for materials we promote and put directly in front of the NAITC audience and program on RFD-TV – you come first.</p> <p>Campaign planning</p> <p>Premium positioning on WhereTheFoodComesFrom.com.</p>	<p>ALL Supporters, Friends, Great Eight, Plus:</p> <p>1 minute of commercial time in our 4-minute RFD-TV advertising block (and soon on YouTube and NAITC!) in every episode of WTFCF every week of the year</p> <p>Commercial production at no cost (if desired)</p>



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Sponsorship Packages

The CORE FOUR – Starting at \$100k

We're looking for a small handful of big partners to support our mission and grow with us as we teach students and the world about the critical role of agriculture. The sponsorship from the **Core Four** organizations make it possible for our work to happen – and they're also the sponsors who benefit most from it.

Package Details

A guarantee of a **minimum one episode** of Where The Food Comes From on your organization or subject each calendar year

- Rights to use any footage collected on your behalf for any purpose.
- Marketing assets like short videos and promos, released throughout the year to keep your story fresh and in front of viewers.

501(c)(3)-eligible if desired through our Fiscal Sponsor National Ag In The Classroom

1 minute of commercial time in our 4-minute RFD-TV advertising block (and soon on YouTube and NAITC!) in every episode of WTF CF every week of the year

- Commercial production at **no cost** (if desired)
- Campaign planning

Priority partner for materials we promote and put directly in front of the NAITC audience and program on RFD-TV – you come first

- Premium positioning on WhereTheFoodComesFrom.com.
- Social media support from WTF CF and RFD's combined following of more than 1 million, along with partners like NAITC and NASA.
- Editorial support on-demand on WTF CF.com.
- Inclusion in the WTF CF Cookbook.
- Thanks and logos in the show credits, and on our NAITC landing page with interactive logos and sponsor message.



Sponsorship Packages

The GREAT EIGHT – \$40 – \$100k

If you're looking to reach critical audiences without the impact spend of a Core Four Partnership, there are great options here. Most importantly, they guarantee we'll do at least one episode of Where The Food Comes From about your program or topic.

Packages begin at \$40,000 annually and go to \$75,000, based on negotiated program parameters and available web banner space.

Package Details

A guarantee of a **minimum one episode** of Where The Food Comes From on your organization or subject each calendar year

- Rights to use any footage collected on your behalf for any purpose.
- Marketing assets like short videos and promos, released throughout the year to keep your story fresh and in front of viewers.

501(c)(3)-eligible if desired through our Fiscal Sponsor National Ag In The Classroom

Priority partner for materials we promote and put directly in front of the NAITC audience and program on RFD-TV – you come first

- Campaign planning
- Premium positioning on WhereTheFoodComesFrom.com.
- Social media support from WTF CF and RFD's combined following of more than 1 million, along with partners like NAITC and NASA.
- Editorial support on-demand on WTF CF.com.
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Sponsorship Packages

FRIENDS of WTFCF – \$25k

If you don't need or can't support a full-time marketing campaign, there are still ways to work with us and support NAITC and what we're doing. A one-shot campaign could include shorter-duration marketing, email and social promotions, or even contracting WTFCF to make a single episode or complete a separate filming project at a negotiated price.

Ask us about pricing and feel free to bring us ideas!

Package Details

- A guarantee of **consideration for an episode of Where The Food Comes From** when your topic is on our radar – you can influence this
- **501(c)(3)-eligible** if desired through our Fiscal Sponsor National Ag In The Classroom
- Priority status for materials we promote and put directly in front of the NAITC audience and program on RFD-TV – you come first
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Sponsorship Packages

SUPPORTERS of WTFCF – 501(c)(3)-Eligible

Just want to help us keep gas in the tank and film in the cameras? Want to support the great work National Ag In The Classroom is doing? We appreciate contributions of any size!

Package Details

- A guarantee of **consideration for an episode of Where The Food Comes From** when your topic is on our radar – you can influence this
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Next Steps

Ready to reach America's students and farmers? Ready to plant your flag in Rural America? We're excited to collaborate with you on a customized partnership that meets your goals

Check Out

- Our episodes on YouTube [@WhereTheFoodComesFrom](#)
- Our IMDB page: [Where the Food Comes From](#)
- 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

Website: WTFCF.com



Get to Know Chip Carter

"Entertaining. Educational. Enlightening. Endearing."

Chip Carter is the producer and host of the national primetime TV series *Where The Food Comes From*. He's been to almost 5000 farms across North America.

And he's made the above four-word review from a viewer his mantra as he travels where the roads run out to tell the stories of the people who feed us.

He also writes and directs the show – even composed and performed the theme song (find out more about his musical alter-ego at ChipCarterMusic.com).

Before he founded **CBC3 Media** in 2017 and launched **WTFCF** in 2022, he was a producer for **The Huffington Post** and an internationally syndicated columnist for **The Chicago Tribune** and **Washington Post**. He's written for hundreds of other publications around the globe.

Chip has remained committed to keeping **WTFCF** independent and free from outside influence, financing production himself.

Born to a farm-town preacher in Georgia and the grandson of farmers on both sides, this is his homage to, **"My People – the simple, decent folk who keep us all fed."**

When Chip's not out there where the food comes from, he lives with his family in Tampa Bay. For more, [click here](#).



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Thank you!

