

We Wanna Meet YOUR FARMERS!



And when we say we, we mean our viewers, readers, and your potential consumers. That's why we've developed an ongoing segment to be featured on a nationally syndicated Mr. Food Test Kitchen TV news insert called, "Meet the Farmer"! Our goal is to not only spotlight your produce, but the unique stories behind the outstanding farmers in their fields.

Our viewers know that produce doesn't miraculously come out of a package. They want to know just exactly where it comes from - and who grew it! Knowing this develops a purchase-driving connection, which is exactly why we've developed "Meet the Farmer". At a time when transparency is key, let us help you introduce your consumers to farm-fresh produce and the fantastic farmers behind it.



We want to help share YOUR voice, YOUR story, and YOUR knowledge through our new segments and digital platforms.

The 360° Segment Package is targeted to reach a diverse audience of 4.5 million consumers

Television: In our (Nationally recognized, yet locally embraced:) news insert, you can feature your produce-pick and the farmer behind it—broadcasted to millions daily through CBS Television Distribution.



Online: Our responsive mobile application is designed to allow readers and viewers the opportunity to watch your segment where and when they want. Plus, it allows foodies to have access to your key messaging across all digital platforms.

Social Media: We support your online and digital presence through a social media campaign. Let us share your story via tweets, posts and mouthwatering images that we know they will "like".

Point of Purchase: Each video is distributed across the Shop-to-Cook® network getting your message and recipe in front of consumers at the point of purchase within supermarkets and on their website nationwide.

...with an estimated audience of 4.5 million, you'll be saying, "OOH IT'S SO GOOD!!"™



This is how we plant your ideas with consumers



We pride ourselves on our diverse marketing platforms, which allows you to reach a diverse consumer base.



Television: Our brand prides itself on being the longest-running television news segment in America - thanks to our extensive affiliate network.

- **Nationally recognized, yet locally embraced:** Our segments air on local network news gives us a hometown appeal with a national reach (3.5 million).
- **Cultivating a connection:** You have the option to include a farmer/grower as an on-air guest in the form of a pre-taped sound bite, or with a series of captivating photos and B-roll.
- **Recipes to make your mouth water:** We also create recipes to showcase your product; our team of food stylists, photographers, videographers, and editors will make your product shine.

Online: Beyond broadcasts, we present every product-driven segment online. With this digital platform, your consumers have the ability to connect your key message points with your featured recipe, ultimately driving sales.

- **An unprecedented engagement rate:** Your content will be woven into Mr. Food Test Kitchen's portfolio of eNewsletters, distributed to over 650k opt-in subscribers who engage with content daily.
- **Seamless integration:** Integrating our RSS feed onto our affiliate TV station websites gives your message an expanded reach and enhanced credibility - yet another benefit of being part of the Mr. Food family.
- **Recipe of the Day:** With your visibility on the MrFood.com Recipe of the Day slideshow and on our recent TV recipes collection, your content will be front-and-center for 30 days.



Social Media: We support your digital presence through a social media campaign. Let us continue the conversation and we'll chat with an audience that's craving to learn more about your crop and who grows it.

- **Twitter:** Aside from tweeting about your product, we'll @reply at your consumers and engage them in everything agriculture.
- **Instagram:** Our talented team of photojournalists will edit, upload, and tag your produce and recipe across the food-universe. #farmtotable
- **Facebook:** By blending your product into our recipes and sharing among consumers, we'll ultimately grow your market position through boosted posts, shareable media, and interactive polls.

Point-of-Purchase: Our network of in-store, touch-screen kiosks showcase the TV segment of the day and display printable recipes through our unique partnership with Shop-to-Cook®.