



Get to Know *grounded by the farm*

Grounded by the Farm is a podcast, website and social media property that provides stories about food and farm to consumers who have are food curious, building families and interested in discovering more about the world they live in.

Our show is different in that not only do we produce the podcast every other week, but content is optimized for search engines for the website with additional blog posts building the audience that can find the podcast and related content.



Storytelling

Food is personal just like farming. Stories are the way to the hearts of many and our host, Janice Person, is an accomplished storyteller who works with farmer guests to present stories with impact. We've covered a range of foods from almonds to wheat (but we'll get zucchini!)



Food Conversation

Grounded by the Farm is all about connecting the food lovers to people who grow it. We seek to meet the audience where they are and help them discover the awesome people behind favorite foods. Many times this helps us introduce practices that the audience may be unfamiliar with.



Reducing the Gap

Our goal is to help reduce the gap between food and farm through trusted connections. We have champions in several major cities on east and west coasts and they keep us grounded with ideas, questions and feedback.

Our Online Footprint

<http://groundedbythefarm.com>



also available on all major
podcast platforms



Facebook
29k likes



YouTube
500 subscribers



Instagram
417 follows



Our Audience is Steadily Growing

Episodes are released every two weeks on Wednesday and are typically 30 minutes in length.

The show has hit the top 100 food podcasts on Apple podcasts at several points since it was introduced in 2019. It has a consistent five star rating.

As of March 2022, we average 300 downloads within 30 days of a new episode going live.

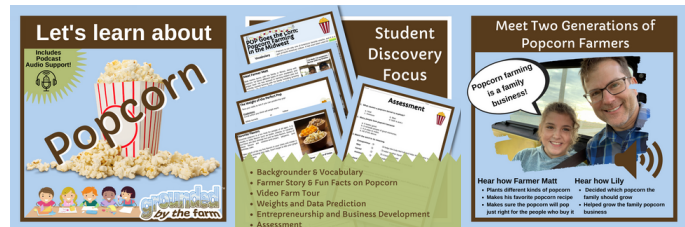
Our listeners are typically:

- Urban
- Young professionals (28-44)
- Starting families or considering starting families
- Forming food habits for life, likely to enjoy cooking & other food experiences



For the 2021-22 school year, Grounded by the Farm introduced an educational component focused on third-sixth grades currently.

Educational and technology experts augment the GBTF team to provide classroom and instructional expertise. All materials correspond to curriculum standards and are provided through the go to website for teachers seeking lesson plans, downloadables, etc.



The first lesson plan shared on TPT has already been downloaded by more than 500 teachers who have specifically sought out the standards this unit meets. With 20 products currently available, we have been building our teacher connections and expertise in what works.



Grounded by the Farm is produced by Grounded Communications, LLC the company Janice Person founded after more than 30 decades of working in agricultural communications. A passionate storyteller, Janice blogged and did social media nights and weekends for years telling ag's story to people closer to the plate than the farm. She has assembled an equally knowledgeable & passionate team to help make projects a total success.