

# The Chef's Garden<sup>®</sup>



**MEDIA KIT**

# ABOUT THE CHEF'S GARDEN



The Chef's Garden has been delivering specialty products with optimum shelf life, quality, flavor and nutrition direct from the farm to the world's most discriminating chefs for nearly 30 years. Under the guidance of Bob Jones, Sr., Lee Jones, and Bob Jones, Jr., we employ traditional farming methods combined with innovative technology to stay on the leading edge of the produce business.

Even though the farm was built on a foundation of traditional farming methods that have served our grandfathers well for decades, we are also focused on perpetually innovating and developing new products that help us remain the leading grower of artisanal produce in the nation and serve to foster a deep and abiding relationship of respect and collaboration with the chefs that we work with throughout the world.

# THE CHEF'S GARDEN MISSION



The Chef's Garden is dedicated to "growing vegetables slowly and gently in full accord with nature." We are committed to the practice of sustainable agriculture and our team members work as one with nature to provide exceptional products while improving soil quality for future generations.

Our mission is to grow, package and ship the highest quality, safest and most flavorful specialty vegetables and herbs, while maintaining a commitment to ecologically friendly and wholly sustainable agricultural practices.

# SOCIAL MEDIA



## KEY DEMOGRAPHICS

 59% ♂ 41% ♀ Age: 25-34

 47% ♂ 53% ♀ Age: 35-44

 51% ♂ 49% ♀ Age: 35-44

TOTAL REACH: 111k

Instagram: 20k

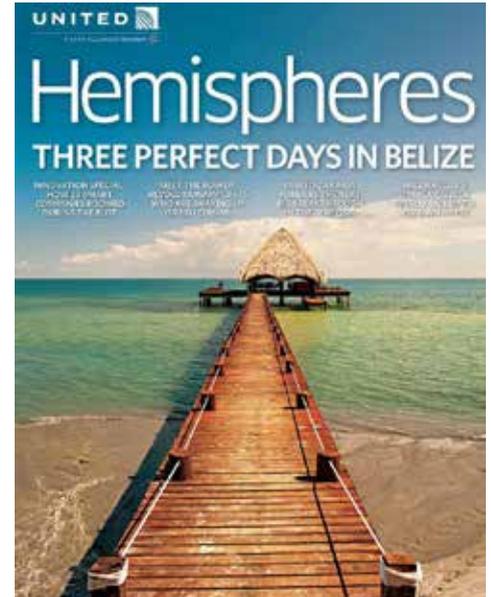
Facebook: 40k

Twitter: 23k

LinkedIn: 27k

Youtube: 770

# PRINT/DIGITAL MEDIA



## DIGITAL MEDIA

[mentorbkb.org](http://mentorbkb.org)

[talesofthecocktail.com](http://talesofthecocktail.com)

[luxurylv.com](http://luxurylv.com)

[greatbigstory.com](http://greatbigstory.com)

[npr.org](http://npr.org)



## KEY DEMOGRAPHICS

61%♂ 39%♀ Age: 25-34

TOTAL VISITORS: 81k

Pageviews: 659k

Engagement: 119k

Organic Traffic: 67k

Social Traffic: 9.2k

# FARMER LEE JONES®



Farmer Lee Jones is devoutly committed to the chefs he works with in all corners of the world and takes great pride in the relationships he has with the people who have become his mentors, guiding light and inspiration. These are the bonds that have inspired the highest quality, most flavorful and extraordinary vegetables in the world and for Farmer Lee Jones, every day promises a new opportunity to connect with the chefs who have helped to make the farm the pioneering leader in sustainable agriculture that it is today.

He is committed to rediscovering, saving and telling the stories of the unique heirloom products that are grown on the farm. *He is an in-demand speaker and expert on sustainable agriculture and has presented at national and international conferences and seminars including at The Culinary Institute of America's Greystone Flavor Summit, The American Culinary Federation's National Convention, the Women Chefs and Restaurateurs National Conference, MISE Conference, MAD Symposium and Chef Raymond Blanc's American Food Revolution in Oxford, England.*

# HONORS



JBF award for Who's Who in Food & Beverages

IACP Best Corporate Food Instagram Account Finalist

IACP Single Food-Focused Video or Feature Film Finalist

The Daily Meal's "60 Coolest People in Food"

# THE CULINARY VEGETABLE INSTITUTE



The Culinary Vegetable Institute at The Chef's Garden is the farm's world class educational, research and event facility designed to inspire every person who walks through its doors. Forward thinking chefs from around the globe convene at the Culinary Vegetable Institute to share their knowledge, host culinary events, research new techniques and learn about vegetables from the culinary center's devoted team of chefs and growers.

The chef and farmer working in synchronicity with one another has made the Culinary Vegetable Institute at The Chef's Garden a template for chefs and farmers everywhere. This relationship is the cornerstone of The Chef's Garden's business model and illustrates its belief that listening to and learning from one another leads to remarkable outcomes.

# SOCIAL MEDIA



## KEY DEMOGRAPHICS

 52% ♂ 48% ♀ 25-34

 48% ♂ 52% ♀ 35-44

 41% ♂ 59% ♀ 35-44

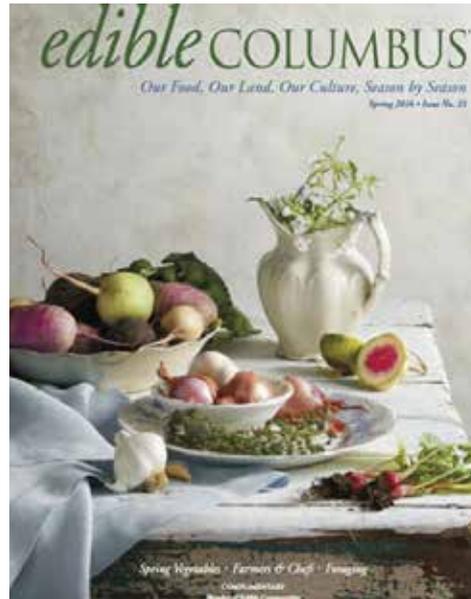
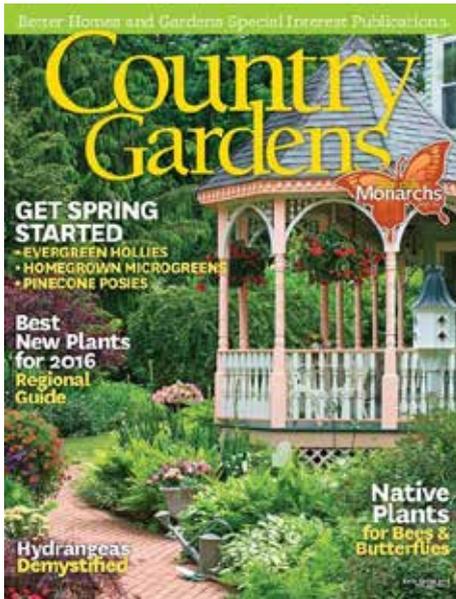
TOTAL REACH: 51k

Instagram: 12k

Facebook: 19k

Twitter: 3k

# PRINT/DIGITAL MEDIA



## DIGITAL MEDIA

[ediblecleveland.com](http://ediblecleveland.com)

[fourmagazine.com](http://fourmagazine.com)

[modernfarmer.com](http://modernfarmer.com)

[thetrotterproject.org](http://thetrotterproject.org)

[rodalorganiclife.com](http://rodalorganiclife.com)

# ROOTS CONFERENCE



Food is a universal language that people from around the world use in which to communicate, educate and enrich themselves and those around them. It has the ability to empower us and bring us closer together by forging a mutual understanding. It can be used as a tool to advance our society and strengthen who we are as cooks and as people in a way nothing else can.

This year's conference theme is CULTIVATE. At the conference, culinary leaders from around the world will gather together to cultivate what truly matters. Chefs, farmers, academics, food scientists, journalists, research and development experts and consumers will push their unique and collective endeavors further to the forefront as we discuss the food we cultivate as it is grown and prepared, how we cultivate all the teams that support us, how we cultivate the direction and impact of the industry we love and so much more. Cultivate. Let's cultivate together. is more vibrant, promising and filled with hope and possibility than ever before.

# SOCIAL MEDIA



## KEY DEMOGRAPHICS

Chefs    F&B    Culinary Academics    Journalists

TOTAL REACH: 900k

Instagram: 59k

Facebook: 74k

Twitter: 740k

LinkedIn: 27k

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The Chef's Garden | [www.chefs-garden.com](http://www.chefs-garden.com) |

