

# MEET YOUR NEW BOSS

MOMS, BLOGGERS, AND FOODIES – THESE MILLENNIALS ARE DRIVING THE NEW FOOD AND AG ECONOMY.

**FARM HER**®

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## FarmHer Panel 2017

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# Meet your Moderator

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Sarah Miller

Sarah Miller is the Director of Sales and Marketing for Meredith Agrimedia. Sarah is responsible for the sales and marketing efforts for the Meredith Agrimedia brands in addition to working directly with select industry partners.

Growing up on a dairy farm in northeast Iowa, Miller fostered her passion for the agricultural industry. Miller pursued Marketing/Ag Business degrees in college and obtained her bachelor's degree from Upper Iowa University.

Sarah joined Meredith in 2007 as National Sales Executive and was promoted to National Sales Manager in 2014 before moving into her current role. Before joining Meredith, Miller served as a Branch Manager for Bank of the West after sales related roles at Syngenta Seeds and DuPont Pioneer.



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# Meet your Speakers

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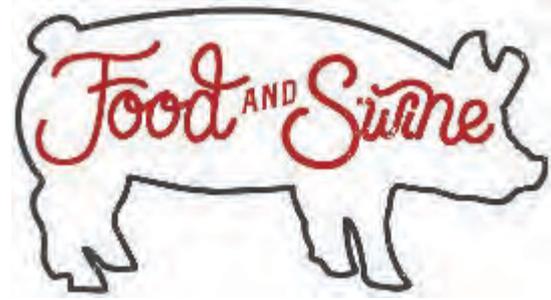
Cristen Clark



Cristen Clark is an Iowa farmer, farmer's daughter, wife and mother of two. She started the blog Food & Swine to share contest winning recipes, stories of her growing family and snapshots of daily life on an Iowa farm. She is passionate about grain harvest, coaching youth sports, caring for newborn baby piglets, and baking pies. She'll take two eggs over-hard and two strips of bacon for breakfast every morning with her husband Mike and children Halle and Barrett.

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# Meet your Speakers

## Jennifer Darling



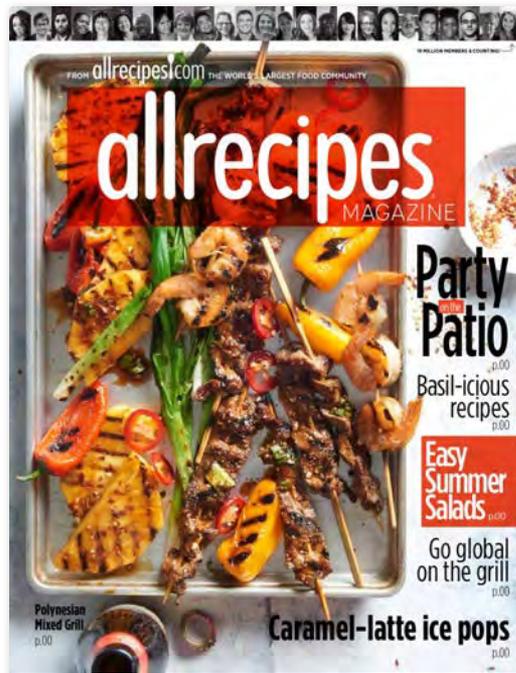
Allrecipes magazine Editor-in-Chief Jennifer Darling has worked in a wide range of positions at Meredith Corporation, ranging from overseeing the Test Kitchens to editing the Better Homes and Gardens New Cook Book. She worked at Better Homes and Gardens Books and later, Meredith Books, editing many other titles in the food, crafts, and children's books categories. In 2008, she joined the Special Interest Media group, leading the team that produces more than 30 food magazines each year for newsstands nationwide. She also helped develop Meredith's Recipe.com website and Better Homes and Gardens' Must-Have Recipes app, which was modeled after the famed Red Plaid Cookbook. Prior to joining Allrecipes in 2017, Jennifer was editorial director for Better Homes and Gardens Special Interest Publications and its portfolio of 47 food and home magazines. Jennifer is a graduate of Iowa State University.

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## Allrecipes Magazine

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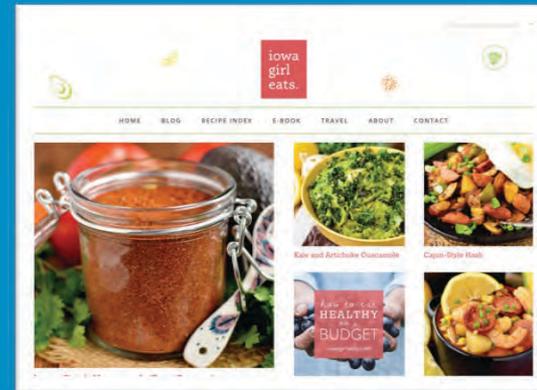


- 1.4 million magazine subscribers
- The world's largest community of home cooks
- 85 million cooks worldwide in 23 countries
- 400 million recipes saved
- 9 million ratings and reviews

# Meet your Speakers

## Kristin Porter

Kristin Porter is the creator of the food blog, Iowa Girl Eats, where she shares delicious and approachable gluten-free recipes made with everyday, in-season ingredients. After being diagnosed with Celiac Disease in 2013, she authored the eBook *Gluten-Free for Beginners: 30 Day Meal Plan and Guide for Gluten-Free Success* to help those new to the gluten-free lifestyle adapt with ease. Kristin lives in Des Moines with her husband, and 3-year-old and 7-month-old sons, loves traveling, mojitos, and really good prosciutto.



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Millennial `Mom writing to other millennial moms + busy professionals

Millennials value health and convenience, and will pay more for it, but taste comes first

Millennials care about where their food is grown and raised, but don't necessarily know where/who to turn to for credible information.





# Largest Reach for Women

Meredith reaches more than 102 million American women across multiple channels, including 72 percent of U.S. millennial women.

Meredith's database – the largest in the media industry – has grown to 125 million American consumers.

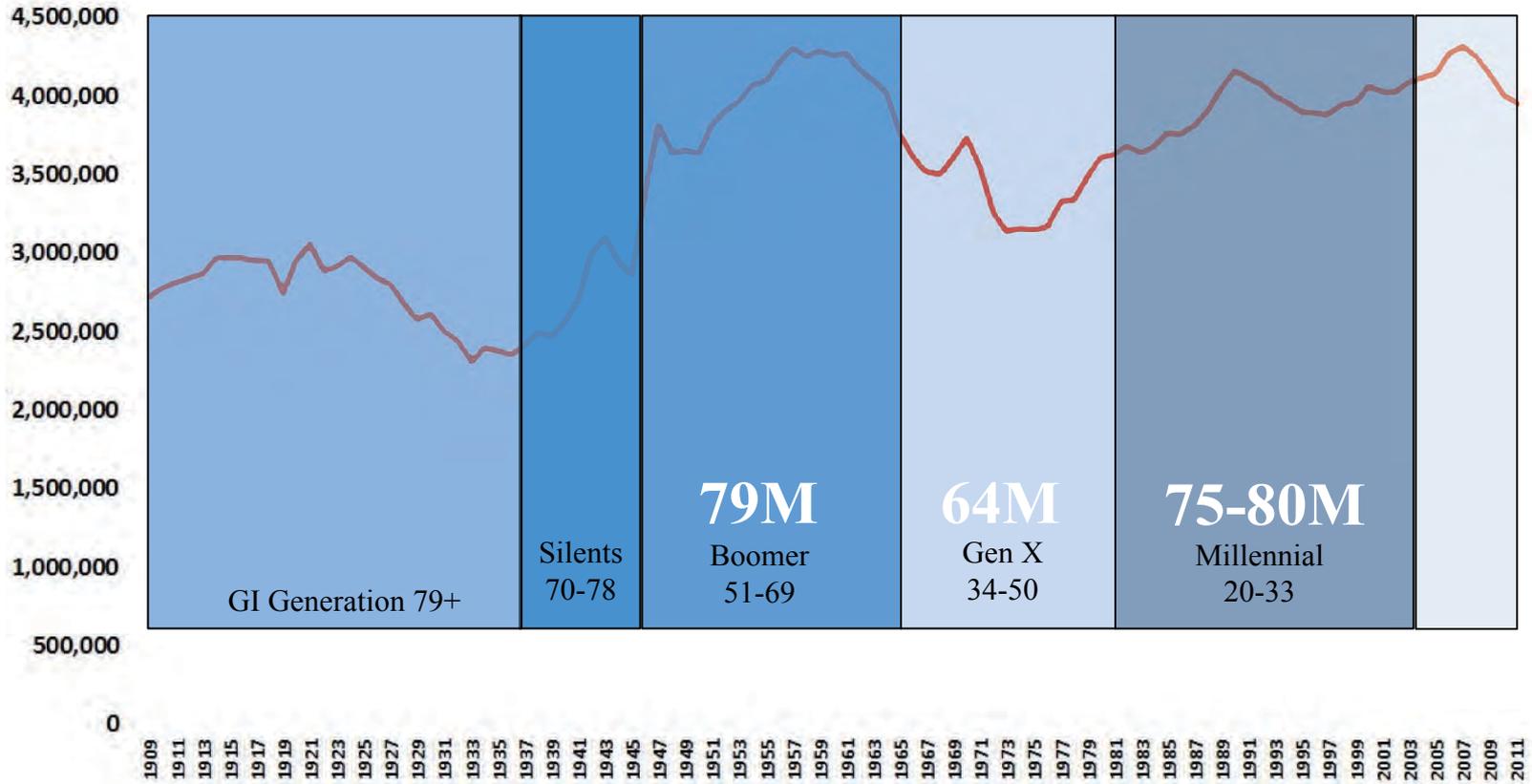
- 82 million unique monthly visitors to our websites
- 53 million followers: Facebook, Twitter, Pinterest, Instagram
- 28 million print subscribers and 70 million readers



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# Our Population is Shifting

U.S. Births Per Year



Successful Farming



# Natural Ingredients

- 79% I prefer foods with natural ingredients even if it contains some fat and sugar.
- 65% I consciously choose foods and beverages that help me maximize the amount of nutrition I get per calorie.
- 61% I actively look for food and beverage products with fewer ingredients.

# Organic vs. GMO

- 45% “I believe organic is better for you.”
- 30% Made with organic ingredients is important
- 28% Does not contain GMOs is important

“The last few years we’ve had more of a focus on organic vegetable... I really can’t even tell the price difference anymore. We’re also trying to move to grass-fed meat.”

Male, Age 30,  
Married with 2 kids

The younger generations look to “organic” as a symbol of healthy food. It’s a quick and objective symbol of fresh and less processed.

# Support Local Community

- Sustainability practices when shopping
- Local community support is of the highest priority

“I probably go to the farmers market every couple of months. They have Amish cheese, corn, cucumbers, potatoes, etc. It’s fun and cheaper. I like to support local people. It makes me feel better to support local farmers, and I feel like it’s better for me.”

Female, Age 31,  
Married, No kids

48%  
Support  
companies that  
care about  
communities  
where they do  
business

49%  
Support  
companies  
that help my  
locality