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***MODERN FARMER* ANNOUNCES NEW MANAGING EDITOR MOLLY BIRNBAUM**

Former Senior Editor at Cook's Illustrated and Editor of the New York Times Best-Selling Cookbook "The Science of Good Cooking" Begins Her Tenure June 27th

www.modernfarmer.com

New York, NY (June 27, 2013) – Modern Farmer Media is proud to announce the addition of Molly Birnbaum as Managing Editor of *Modern Farmer* magazine and *Modern Farmer* online starting June 27th. Ms. Birnbaum will join the Modern Farmer team at their Hudson, New York headquarters, where she will be responsible for managing editorial flow and assignments, as well as contributing writing to both print and website

Ms. Birnbaum, a Boston native, previously served as Senior Editor at *Cook's Illustrated* and was editor of the *New York Times* best-selling *Cook's Illustrated* cookbook, *The Science of Good Cooking*. After losing her sense of smell during an auto-accident, Birbaum wrote her first non-fiction book, *Season to Taste: How I Lost My Sense of Smell and Found My Way*, chronicling her loss and the psychology and science behind it. Published by Ecco/HarperCollins, the book was shortlisted for an IACP award in Literary Food Writing in 2011. Ms. Birnbaum's work has appeared in a variety of publications including the *New York Times*, *ARTnews* magazine, NPR's *Cognoscenti*, and *O, The Oprah Magazine*, among others.

"After years of writing and editing stories about cooking and eating, I'm thrilled to join this growing brand and help explore the world of food before it hits the plate," Ms. Birnbaum commented.

Launched in the United States in April, 2013, Modern Farmer Media was founded by former *New York Times* journalist and *Monocle* magazine editor Ann Marie Gardner as a multi-platform media brand for people who have the desire to be closer to - and more educated about - the food on their plates.

"We are absolutely delighted that Molly is joining the Modern Farmer team," notes Gardner. "She is a fantastic writer and editor as her book and work at *Cook's Illustrated* clearly show."

Birnbaum joins a team of internationally recognized editors and journalists from a global network of respected outlets such as the *New York Times*, *Mother Jones*, *Monocle*, the *Telegraph*, *Buzzfeed*, *Wall Street Journal*, *Financial Times*, *Village Voice*, *NPR*, *Wired*, *Dwell*, *Cooks Illustrated* and *Slate*. The editorial staff includes Reyhan Harmanci, Andy Wright, Sarah Gephart, Luise Stauss, Jake Swearingen, Jesse Hirsch and Molly Birnbaum.

Since its US launch in April, *Modern Farmer* has been praised for its ability to balance tough, thorough food journalism with a visually appealing and warm aesthetic. *The Huffington Post* reviewed the inaugural issue as "well-written and captivating," while the *Wall Street Journal* described *Modern Farmer* as "Gourmet crossed with *Dwell* and sent to Green Acres." The magazine and website have also

appeared consistently on the *New York Times*' Diners Journal "What We're Reading List", and the April 15th issue of *Time* magazine called Modern Farmer "A Hearty Debut."

Modern Farmer magazine can be found on newsstands throughout the United States and United Kingdom. The second issue will arrive on newsstands September 10th, 2013.

About Modern Farmer Media

Launched in 2013 and headquartered in Hudson, New York, *Modern Farmer* is a global multi-channel media brand devoted to the people, policy, issues, animals, plants and technology of contemporary farming and food. Comprised of four quarterly print issues and an expansive digital presence, including an online marketplace, *Modern Farmer* is the information hub for a growing movement of consumers interested in knowing about where their food comes from. To join in the experience, visit the *Modern Farmer* website <http://www.modernfarmer.com>, or follow us on Twitter [@modfarm](https://twitter.com/modfarm).

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