

modern farmer

FARM. FOOD. LIFE.

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NEW FARMING AND LIFESTYLE PUBLICATION MODERN FARMER LAUNCHES APRIL 16, 2013

From Former New York Times Contributor and Monocle Magazine Editor Comes Modern Farmer, Will Focus on Culture of Food, Farming and Agriculture

www.modernfarmer.com

New York, NY (April 4th, 2013) – Modern Farmer Media is pleased to announce today the launch of *Modern Farmer* magazine and *ModernFarmer.com*, a multi-platform media brand for people who have the desire to be closer to – and more educated about – the food on their plates. Founded by former *New York Times* journalist and *Monocle* magazine editor Ann Marie Gardner, this visionary project will consist of four quarterly print issues, as well as a companion website and an expansive online marketplace that will contain news and products focused on a range of contemporary farming topics. Additional print supplements will highlight subjects such as travel and local food producers.

“People today genuinely want to talk about where their food is coming from, who grows it and how that affects their personal health and the environment,” Gardner said. “We all want to get closer to nature and animals and to learn the skills that come so natural for people who live in the country. Modern Farmer is going to be the first consumer-focused agriculture brand to lead this conversation and lifestyle choice.”

The premiere issue of *Modern Farmer* magazine includes a variety of articles on a wide range of agricultural topics, such as the overpopulation of wild pigs, the modern seed economy, and the Malawi mango business and how it is tied to the popularity of McDonald’s smoothies. Articles geared to the more novice and urban farmer will also appear, such as a feature on “how to find your backyard chicken” and the concept of “rurbanista” design. *Modern Farmer* covers the new generation of farming with a committed staff of journalists and editors 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* and *Slate*. The editorial staff includes Reyhan Harmanci, Andy Wright, Sarah Gephart, Luise Stauss, Jake Swearingen and Jesse Hirsch.

Industry veteran Ellen Carucci was named Publisher of Modern Farmer Media in December 2012. Carucci had spent 30 years at Condé Nast Publications, driving sales in various territories at *The New Yorker* before holding positions of Advertising Director of *House & Garden* and *GQ*, Associate Publisher of *Vogue* and Executive Director of Corporate Sales for the Condé Nast Team Leader Program.

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Gardner began formulating the concept for *Modern Farmer* in 2011, securing funding in 2012 by partnering with private financial advisory firm Fiore Capital Corporation and its CEO Frank Giustra, a notable philanthropist, founder of Lions Gate Entertainment and co-founder of the Clinton-Giustra Sustainable Growth Initiative. Giustra commented, “We are very excited about backing Modern Farmer’s development and launch. The time is right for a new, dedicated global media brand that will connect people to news about the food that they eat, explore what’s happening on the farm, and celebrate the people who are leading the way raising awareness of agriculture and food issues facing us.”

Modern Farmer will be available internationally, throughout North America and the United Kingdom. Within the United States, it will be distributed at major newsstands, from Whole Foods and Hudson News, to Tractor Supply. In a new and innovative form of distribution, *Modern Farmer* will also be the first magazine to be available via Community-Supported Agricultural networks (CSAs) and organic home delivery services. To purchase a subscription, please visit the Modern Farmer website at www.modernfarmer.com.

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.

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