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**Media Contact:**

Jessie Cohen  
(518) 828-7447  
jessie@modfarmer.com  
jessie@jessieiscohen.com

***NEW FARMING AND LIFESTYLE PUBLICATION MODERN FARMER ON UK  
NEWSSTANDS JULY 4th***

***From Former New York Times Contributor and Monocle Magazine Editor, Modern Farmer Puts the  
Focus on Global Food, Farming and Agriculture***

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

**New York, NY (July 2, 2013)** – Modern Farmer Media is proud to announce the release of *Modern Farmer* magazine at major newsstands and specialty stores throughout the United Kingdom, including WHSmith, Foyles, Material, Selfridges and Pertersham Nurseries, beginning July 4<sup>th</sup>. Launched in the United States on April 15<sup>th</sup>, 2013, *Modern Farmer* 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're talking about the stories *behind* the food, not how to cook it," Gardner said. "Throughout the world, and certainly in the United Kingdom, people today genuinely want to know where their food is coming from, who grows it and how that affects their personal health and the environment. Modern Farmer is the first consumer-focused agriculture brand to lead this conversation and lifestyle choice."

Since its North American launch in April, the magazine 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 15<sup>th</sup> issue of *TIME* magazine called *Modern Farmer* "A hearty debut!"

Gardner, whose career began at *Tatler*, before joining the *New York Times* and later *Monocle*, 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 agricultural and food issues facing us."

*Modern Farmer* magazine consists of four quarterly print issues, as well as a companion website ([www.modernfarmer.com](http://www.modernfarmer.com)) and an expansive online marketplace containing news and products focused on a range of contemporary farming topics. The premiere issue includes articles focused on 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, such as "How to Pick A Backyard Chicken" and the concept of "rurbanista" design round out the issue's content.

Featuring internationally recognized journalists and editors, current contributors to *Modern Farmer* magazine and *ModernFarmer.com* come from such publications as the *New York Times*, *Mother Jones*, *Monocle*, the *Telegraph*, *Buzzfeed*, *Wall Street Journal*, *Financial Times*, *Village Voice*, *NPR*, *Wired*, *Dwell*, *Cook's Illustrated* and *Slate*. The editorial staff includes Reyhan Harmanci, Andy Wright, Sarah Gephart, Luise Stauss, Jake Swearingen, Jesse Hirsch and Molly Birnbaum.

Each issue of *Modern Farmer* will be priced at **£5.95**. To purchase a subscription, please visit the *Modern Farmer* website at [www.modernfarmer.com](http://www.modernfarmer.com). In the United Kingdom, individual issues may be purchased online at Newsstand UK. For more information please visit [newsstand.co.uk](http://newsstand.co.uk).

### **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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