

The Chef's Garden®



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.

THE CHEF'S GARDEN SOCIAL MEDIA



KEY DEMOGRAPHICS

 67% ♂ 33% ♀ Age: 25-34  55% ♂ 43% ♀ Age: 25-65

TOTAL REACH: 123k

Instagram: 6k

Facebook: 35k

Twitter: 16k

LinkedIn: 11k

Youtube: 2k

THE CHEF'S GARDEN WEBSITE



KEY DEMOGRAPHICS

64%♂ 36%♀ Age: 25-65

TOTAL VISITORS: 295k

Pageviews: 1.9m

Organic Traffic: 325k

Social Traffic: 60k

PRINT/DIGITAL MEDIA



DIGITAL MEDIA

today.com

bloomberg.com

nytimes.com

wsj.com

npr.org

womenshealth

THE CHEF'S GARDEN BOOK



Become immersed in the world of vegetables like never before while you capture and cook the essence of the farm, and its beloved farmer, at home.

In this guide and cookbook, Farmer Lee Jones shares with readers the wealth of knowledge they've amassed on how to select, prepare, and cook vegetables. Featuring more than 500 entries, from herbs, to edible flowers, to varieties of commonly known and not-so-common produce, this book will be a new bible for farmers' market shoppers and home cooks. With 100 recipes created by the head chef at The Chef's Garden Culinary Vegetable Institute, readers will learn innovative techniques to transform vegetables in their kitchens with dishes such as Ramp Top Pasta, Seared Rack of Brussels Sprouts, and Cornbread-Stuffed Zucchini Blossoms, and even sweet concoctions like Onion Caramel and Beet Marshmallows.

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.

FARMER LEE JONES SOCIAL MEDIA



KEY DEMOGRAPHICS

 47% ♂ 53% ♀ Age: 25-54  54% ♂ 46% ♀ Age: 35-55

TOTAL REACH: 84k

Instagram: 39k

Facebook: 9.5k

Twitter: 9k

LinkedIn: 26k

FARMER LEE JONES 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.

CULINARY VEGETABLE INSTITUTE SOCIAL MEDIA



KEY DEMOGRAPHICS

 50% ♂ 50% ♀ 25-54  53% ♂ 47% ♀ 25-65

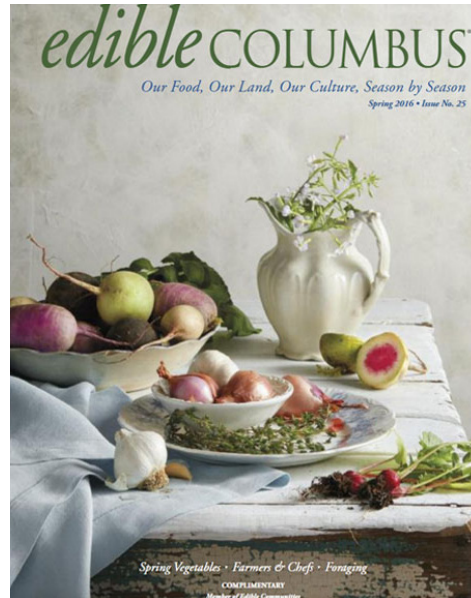
TOTAL REACH: 44.6k

Instagram: 19.8k

Facebook: 21k

Twitter: 3.8k

PRINT/DIGITAL MEDIA



DIGITAL MEDIA

foodprint.org

heritageradionetwork.org

modernfarmer.com

toledoblade.com

rodalesorganiclife.com

ediblecleveland.com

FARMER JONES FARM



For over 30 years, The Chef's Garden has focused on providing regeneratively farmed specialty vegetables to chefs. We still love our chefs and we're still here for them. But, because of the pandemic and the restaurant closings associated with COVID, we're also returning to our roots to provide produce directly to people.

We began by selling boxes of fresh vegetables that were shipped directly to homes. We're still doing that—adding the farm market to the options for the public.

FARMER JONES FARM SOCIAL MEDIA



KEY DEMOGRAPHICS

 72% ♂ 28% ♀ 25-64  81% ♂ 19% ♀ 25-65

TOTAL REACH: 3.7k

Instagram: 1.3k

Facebook: 2.4k

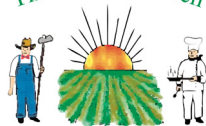
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