



**WELCOME TO ATLANTA  
JULY 21, 2019**

Benefitting  **PIGGY BANK**

## MISSION



PeachFest is a one-day festival combining responsible agriculture, culinary, and technology alongside the all-mighty Georgia peach.

PeachFest is an immersive experience for the region's foodie influencers and followers, connecting them to local farmers, chefs and culinary collaborators. It is an opportunity for them to take up the art of growing food and support local agriculture while providing opportunities for America's future farmers.

Limited to 1,200 guest and visitors, PeachFest offers intimate access to a controlled ultra-luxury, all-inclusive food and drink live-event experience.

A group of people, including several men and one woman, are standing behind a long wooden table outdoors. On the table are several large, roasted pork loaves. The people are dressed in casual, festival-style clothing like t-shirts, hats, and aprons. In the background, there is a large, ornate building with a clock tower and trees. A crowd of people is visible in the foreground, looking towards the table. The overall atmosphere is festive and community-oriented.

## COMMUNITY

Nothing is more important to small, family farmers than the community that surrounds them.

Here is a chance to be front and center for thousands of believers in sustainability, social responsibility and innovation thanks to our community of communities. Together, we will meet new customers and engage with people who have a commitment to making the world a better place.

# PEACHFEST - A FESTIVAL FOR GOOD

PeachFest supports the growth of family farms and producers in Georgia and beyond.

By inviting leading industry players, sponsors, regional and national media and local gastronomes, we empower the liaison between local influencers, chefs, residents, farmers, students and visitors. We referee collaborative projects that benefit our youth with a safer, more delicious food system.

PeachFest is a weekend (customized for partners) filled with educational programming, sustainable initiatives and culinary experiences, and the proceeds help put new family farms in business.



# PROGRAMMING

15+ Peach Varietals  
30+ Local Chefs  
10+ Farmers  
10+ Artisans  
15+ Barkeeps  
+ Silent Auction

*Sponsors can title any culinary experience:*

"Peach & Pastry"  
"The Peach Beer Award"  
"Peach Royale" Spirit Competition  
"Peach Crudo"  
Wood-Fired Pizza  
Peach, Foie & Truffle  
"Speech Peach BBQ" Pitmasters Panel & Tasting  
"The Peach Stand" Farmer's Market  
"Peach & Paleo"  
and more...

**SILENT AUCTION**

**CHEF STAGE**

**REFRESHMENT CENTRAL**

**MUSIC STAGE**

*Multiple Stages*

Pecan Stage or Blueberry Stage

Peach Stage or Cotton Stage

# LOCATION

The street-level festival is held under the tree canopy on Broad Street in downtown Atlanta.

The three-sided historic Flatiron Building is found on the wedge-shaped block between Peachtree, Poplar Street and Broad Street.

The Flatiron is protected by the city as a historic building in the Fairlie-Poplar district of downtown, and is listed in the National Register of Historic Places.



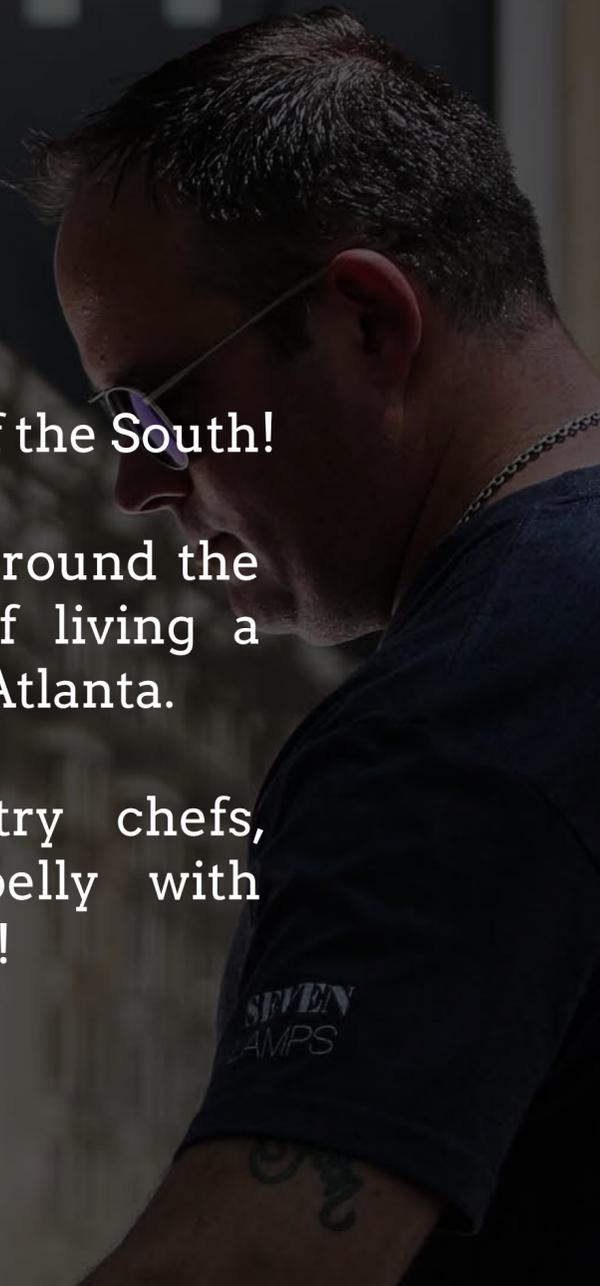
# THE SPIRIT OF THE NEW SOUTH

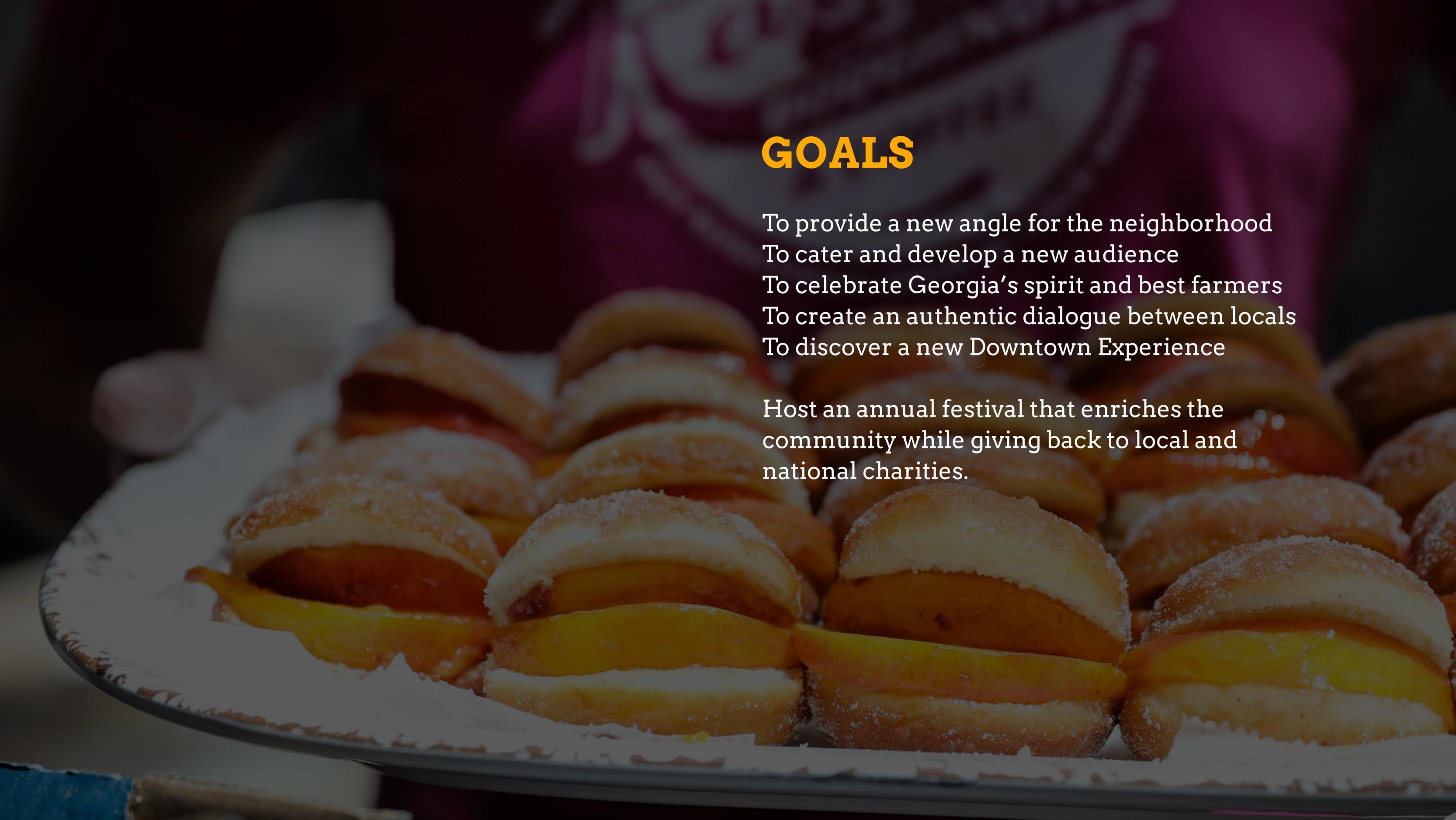
## CULTURAL VALUE

Atlanta is the self-proclaimed capital of the South!

PeachFest will bring key chefs from around the region to spark the conversation of living a vibrant lifestyle in historic Downtown Atlanta.

More than 65 food artisans, pastry chefs, barkeeps, and sponsors fill the belly with inventive takes on classic peach dishes!



A plate of peach and cream-filled donuts is the central focus of the image. The donuts are arranged in a circular pattern on a white plate with a scalloped edge. Each donut is filled with a thick, white cream and a slice of fresh peach. The background is a blurred scene of people, suggesting a social gathering or festival. The overall lighting is soft and warm, creating a cozy and inviting atmosphere.

## GOALS

To provide a new angle for the neighborhood

To cater and develop a new audience

To celebrate Georgia's spirit and best farmers

To create an authentic dialogue between locals

To discover a new Downtown Experience

Host an annual festival that enriches the community while giving back to local and national charities.



# SUNDAY JULY 28, 2019

## GEORGIA IS OUR HOME

A Sunday afternoon filled with unique bites, delicious sips, sponsored activations and a silent auction. Everyone collaborates to serve up memorable peach-infused experiences like:

- Peach-infused Beverages
- Wood & Coal Fired Stations
- Peach Desserts
- Smokers, BBQ & Grill Areas
- Pig Pickin' & Butcher Demos
- Froze Stations
- Sustainable Seafood Stations
- Ice Cream Socials
- Side by Side Pork and Beef Demos
- Cured Meats & Artisan Cheeses

and much more...



# THE AUDIENCE OUR THIRD YEAR



**1,200 FOLLOWERS**



**450,000+ ENGAGEMENTS**



**19,000 SUBSCRIBERS  
27% HOSPITALITY & TRADE**



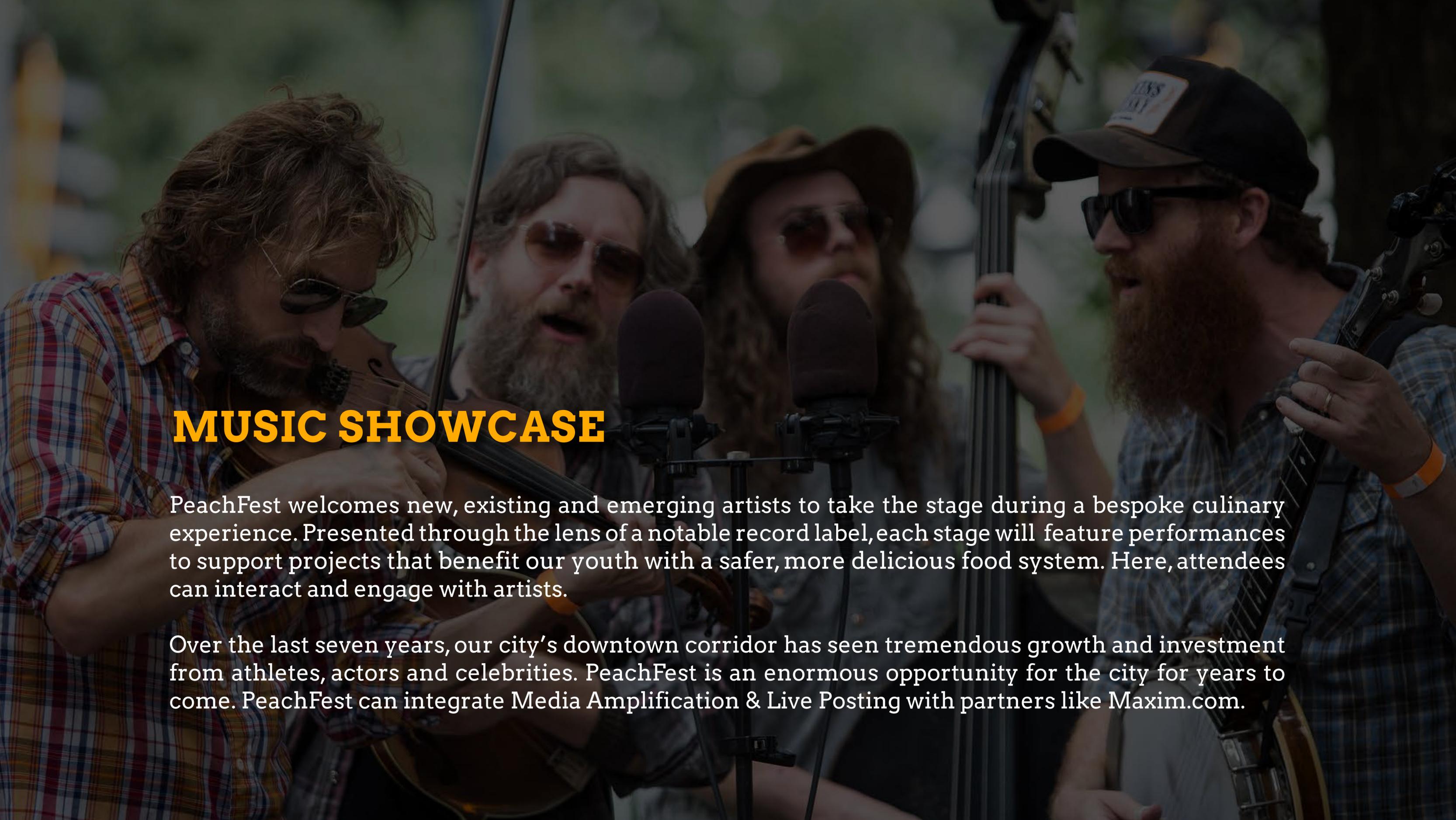
**1000 ATTENDEES  
51% FEMALE / 49% MALE**



**HOUSEHOLD INCOMES OVER \$145K ANNUALLY**



**AFFLUENT, INFLUENTIAL, SUPPORTERS OF LOCAL AGRICULTURE**



## MUSIC SHOWCASE

PeachFest welcomes new, existing and emerging artists to take the stage during a bespoke culinary experience. Presented through the lens of a notable record label, each stage will feature performances to support projects that benefit our youth with a safer, more delicious food system. Here, attendees can interact and engage with artists.

Over the last seven years, our city's downtown corridor has seen tremendous growth and investment from athletes, actors and celebrities. PeachFest is an enormous opportunity for the city for years to come. PeachFest can integrate Media Amplification & Live Posting with partners like Maxim.com.

# EXTEND AND ENGAGE

PeachFest covers national ground and addresses global issues, while engaging and extending our message in very powerful ways for our local economy.





**WATCH THE  
VIDEO**



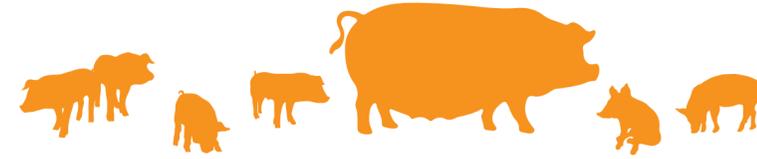
# FROM THE FOUNDER

PeachFest is a non-profit event advancing innovation in agriculture, technology and hospitality through bespoke culinary experiences. The event begins with an ultra-VIP reception followed by a bacchanal peach feast and silent-auction (filled with gifts from chefs and sponsors). We aim to raise more than \$50,000 for charity with your support.





## PIGGY BANK



Funds raised are used for programming at Piggy Bank including the feeding, raising, gifting of heritage breed piglets - similar to a live-genetic kickstarter for family farmers. Piggy Bank is also a safety net for those in the wake of a disaster (flood, fire and disease).

Piggy Bank grants farmers in any part of the world access to a powerful database of business plans and inspires farmers to join a movement of Open Access Agriculture (OAA). The goal is simple: to create a foundation that will ensure family farmers have resources to run successful businesses and clear a path for new farmers to start growing safe and honest food for generations of children and cooks to come.

[Watch the video](#) / [Visit the Website](#)

## THE CONVERSATION HAPPENS HERE

[@PIGGYBANKORG](#)

[@GROWAFARMER](#)



PeachFest attendees love living life, drinking large formats and eating amazing food - but not just any food. They desire experiences and food from family farms, such as heirloom vegetables or heritage breed pigs that forage for most of their meals on open pastures or woodlots. Piggy Bank focuses on helping ensure heritage breed pigs - many which are quite rare - are available and on the menu in restaurants and small family farms have access to chefs who appreciate their dedication, purpose and passion.

**We are facing a silver tsunami in many businesses, including farmers.**

With so many farmers in their 60s, who is going to help support sustainable farm to table efforts? Who will take their place? **Scarcity is imminent.** Piggy Bank not only focuses on genetics for heritage breed pigs, but helps to establish new farmers by establishing a farm business plan database. Helping them access best practices and scale quickly to provide healthier, tastier heritage breed pork to consumers. For Piggy Bank and GrowAFarmer, it's not about just giving a 'fish' but teaching to 'fish' that matters. Together we are planting seeds to make sure we have farmers for the next generation.

# GROW A FARMER

The idea is to create an interactive and fun approach to agriculture that engages children 7-11 years old to start growing food. Programming will inspire youth at-home and in-school to produce food and improve the odds against North America not having enough farmers in the future.



**AT HOME** Child and parents will work together to save funds to enroll in an online service that provides seeds, shovels, and materials needed to create an 8x8 garden plot.



**IN THE CLASSROOM** An athlete, celebrity or corporation can pledge a school for a the Grow A Farmer program. The program includes a work / play shed, equipment, seeds, and growing materials. The funds also include additional resources to support teachers and includes a growing competition between classrooms that inspires team work, community resourcing and STEM.



**CROWD-SOURCING FOR GROWTH** MAGS FOR AG will enable the mission to be heard loud and clear. We will amplify the opportunity and inspire all communities on a local level.

**NO FARMERS – MEANS NO FARM TO TABLE**

SEE YOU  
NEXT YEAR

**CONTACT US**

FOLLOW US   @ATLPEACHFEST

Sponsorships  
[vision@impress.events](mailto:vision@impress.events)

Co-Chairs & Programs  
Brady Lowe - [gift@piggy-bank.org](mailto:gift@piggy-bank.org)