

2022 GRAIN EDUCATION & SEED RESTORATION
SPONSOR GUIDE

MAINE GRAIN ALLIANCE

INSPIRING AND EMPOWERING
PEOPLE WHO ARE BUILDING
LOCAL GRAIN ECONOMIES





MAINE GRAIN ALLIANCE 2022 SPONSORSHIP GUIDE

We are pleased to offer our sponsoring partners the opportunity to strengthen regional grain economies and innovate alongside world class bakers through our year-round slate of baking and grain education programming, offered in-person and virtually across the globe. Thanks to a dedicated, established, and robust grain community, the MGA reaches a self-subscribed direct emailing list of 5000+ individuals, 6000+ followers across Facebook and Instagram, and many more through sponsoring organizations and member businesses.

IT ALL STARTED AROUND THE KITCHEN TABLE



OUR STORY

**EXPLORE OUR TIMELINE &
LEARN ABOUT OUR IMPACT**

IN THE WORDS OF THOSE WHO ATTEND OUR GRAIN EDUCATION WORKSHOPS & SEED RESTORATION DISCUSSIONS



Going It Alone-

Decisions of a Solo Baker

**with Barak Olins, Blair Marvin, Dave Miller,
Jim Williams, Mike Zakowski**

"This was the best workshop!!!- I could relate with many of bakers presentations, as I baked for a CSA for 6 years (after a career in nursing for 32 years and burned out.). I could relate to the aging, hand and generalized arthritis, and fatigue. I loved the creative and science nerdiness of working with hands on breads, starters, flours. This workshop made me feel the fellowship with other bakers. It's not easy finding a community of bakers in Iowa. I would love to go to Maine to visit. It sounds like a wonderful place."



Preserving and Sharing Heirloom Flint Corn With Albie Barden, Michele Carmel, And Ellie Markovitch

- "I love corn and now I have more ideas. Presenters were very knowledgeable. The video was wonderful."
- "Informative, inspirational, and fun."
- "Superb! Great content and recipes I want to try. Reminded me that when I was a child I shelled corn with my grandfather"
- "I'm a sourdough baker with a micro bakery and it was great to learn about corn as I don't use it much as a grain. The women did a great job all round."

EXAMPLES OF PREVIOUS MGA GRAIN EDUCATION WORKSHOPS



ARTISAN TECHNIQUES FOR WOOD-FIRED & HOME BAKING
WITH RICHARD MISCOVICH FROM THE KNEADING CONFERENCE ARCHIVES

2HR 14MIN



ARTISAN DOUGHNUTS WITH RACHEL WYMAN AND STEPHANIE SWANE

2HR 10MIN



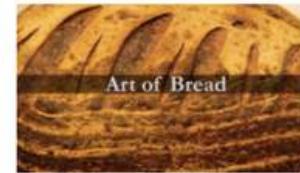
BAKING WITH BUCKWHEAT WITH FATHER PAUL DUMAIS AND ORA BREADS

2HR 11MIN



MULTIPURPOSE SOURDOUGH VIRTUAL WORKSHOP WITH ELLIE MARKOVITCH AND AMY HALLORAN

1HR 36MIN



BREAD IS ART INSTRUCTIONAL VIDEO FROM KERRY HANNEY AND EMILY PAPPAS

11MIN



CIRIL HITZ OPENS HIS WORKSHOP AT THE 2009 KNEADING CONFERENCE FROM THE KNEADING CONFERENCE ARCHIVES

44MIN



SOURCING, MILLING, & BAKING WITH HERITAGE GRAINS INSTRUCTIONAL VIDEO FROM AMBER LAMBKE & KERRY HANNEY

2HR 57MIN



BAKING COMMON GROUND WHOLE GRAIN BREAD WITH DUSTY DOWSE, MGA BAKING DIRECTOR

22MIN



HOLIDAY PIES INSTRUCTIONAL VIDEO FROM JACQUELINE ENG & KYLIE CHRISTENSEN

2HR



ELLIE MARKOVITCH SHARES HER SPELT CRUST INSTRUCTIONAL VIDEO FROM HER KITCHEN

3MIN



CAT MORROW SHARES HER SOURDOUGH CRUST INSTRUCTIONAL VIDEO FROM HER KITCHEN

3MIN



ROGER JANSEN, A GRIST MILL VIRTUOSO, DEMONSTRATES THE ENDANGERED ART OF GRIST STONE "BATTENING" FROM THE KNEADING CONFERENCE ARCHIVES

42MIN

MONTHLY IN-PERSON AND VIRTUAL GRAIN EDUCATION WORKSHOPS

Grain Varieties Under Restoration



Hulless Black Emmer



Banatka Wheat



Goldblume Wheat



Poltava Wheat



Einkorn



Hulled Emmer



Bere Barley



Italian Durham



Spring Rye



Yellow Spring Wheat



Purple Spring Wheat



Babuska Barley



Amy Spring Wheat



ND Spring Wheat



Italian Barley



Spelt



Swedish Spring Wheat

**THESE VARIETIES,
8 ROW FLINT CORNS,
AND MORE ARE A PART
OF OUR AMBITIOUS
RESTORATION
PROGRAM**





YEAR-ROUND

BAKING & GRAIN EDUCATION WORKSHOPS

In 2022, we have educational workshops planned for every month. Our classes reach community members across the country and world.

- Contributors \$5,000+
- Benefactors \$1000+
- Individual Workshop Sponsor Patrons \$500+
- Sustainer \$200+
- Friends: All other donations & in-kind donations

[Learn More](#)

YEAR-ROUND

RARE & HERITAGE SEED RESTORATION PROGRAM

Our seed restoration project aims to restore rare and heritage variety grains by turning handfuls of carefully kept seed into commercially viable quantities for farms. The project is building a supportive network of farmers that can learn from each other, share resources and share equipment

- Contributors \$5,000+
- Benefactors \$1000+
- Patron \$500+
- Sustainer \$200+
- Friends: All other donations & in-kind donations

[Learn More](#)

**MAJOR SPONSOR BENEFITS
BAKING & GRAIN EDUCATION
PROGRAM - VIRTUAL & IN-PERSON**

**ALL WORKSHOPS: NAME & LOGO IN PRESENTING
TITLE & ALL PROMOTIONAL MATERIALS, POSTERS,
PRESS & VERBALLY ACKNOWLEDGED DURING
SESSION**

**LISTING AS A SPONSOR IN EVENT
COLLATERAL**

LOGO AND LINK ON WEBSITE

COMPANY NAME AND LINK ON WEBSITE

**BROCHURES AT EVENT OR VIRTUALLY
SHARING OF LINKS DURING SESSION**

WORKSHOP PASS(ES)

**SPONSORSHIP LISTING ON VIRTUAL
WORKSHOP SUBSCRIPTION LIBRARY**

CONTRIBUTOR \$5,000	BENEFACTOR \$1,000	PATRON \$500	SUSTAINER \$200	FRIEND \$ _____
		LISTING AS A SPONSOR OF ONE CHOSEN WORKSHOP		
		LISTING AS A SPONSOR OF ONE CHOSEN WORKSHOP		
5	1			

Sponsorship checks made payable to: "Maine Grain Alliance" , PO Box 1140, Skowhegan, ME 04976

[Or Click Here](#)

**MAJOR SPONSOR BENEFITS
RARE & HERITAGE SEED
RESTORATION PROGRAM**

	CONTRIBUTOR \$5,000	BENEFACTOR \$1,000	PATRON \$500	SUSTAINER \$200	FRIEND \$ _____
NAME & LOGO IN PRESENTING TITLE & ALL PROMOTIONAL MATERIALS, POSTERS & PRESS	✓	✓	LISTING AS A SPONSOR OF ONE CHOSEN WORKSHOP		
LISTING AS A SPONSOR IN EVENT COLLATERAL RELATED TO FARM TOURS OR WORKSHOPS FEATURING RESTORED GRAIN	✓	✓	✓	✓	
LOGO AND LINK ON WEBSITE	✓	✓	✓		
ACCESS TO FREE RESTORED SEED FOR FREE PENDING AVAILABILITY	✓	✓	✓	✓	✓
BROCHURES AT EVENT OR VIRTUALLY SHARING OF LINKS DURING SESSION	✓	✓	✓	✓	✓
GRAIN EDUCATION WORKSHOP PASS(ES)	2	1			
SPONSORSHIP LISTING ON VIRTUAL WORKSHOP SUBSCRIPTION LIBRARY	✓				

Sponsorship checks made payable to: “Maine Grain Alliance” , PO Box 1140, Skowhegan, ME 04976

[Or Click Here](#)

If mailing sponsorship



Please indicate:

Sponsorship Program of Interest

Level of Sponsorship

Contact Name _____

Phone Address _____

Business Name _____

Email Address _____

Street Address _____

City, State, Zip _____



Mainebiz

Notable Press Coverage

Going With The Grain: Central Maine's grain economy is expanding across the state (July, 2021)

"I think grains used to be thought of as neutral in flavor," Lambke says. On the contrary, "wheat can range from sweet and nutty to more bitter." Like the wine world, these differences are increasingly used as selling points. "That's the fun part of the grain market right now," says Lambke. "We do as much education as we can about the different properties, and also encourage people to try the heritage varieties."

New York Times

That Flour You Bought Could Be the Future of the U.S. Economy (July, 2020)

"The commodity industry takes flour as flour — just an ingredient, the cheaper the better. But baking is also an emotional experience, an act of creation in its beauty and intensity, a longstanding symbol of the home. And it provokes, in some, a yearning to connect with local soil and local land. That's the appeal of a company like Maine Grains, which operates out of a repurposed jailhouse, and a new generation of regional grain companies...these companies are making an effort to deliberately ignore the single-minded approach of the commodity market in favor of "best practices" for their regions."

Food & Wine

Best Bakeries in America (May 2020)

"Can a loaf of sourdough have terroir, just like wine? If yes, Kerry Hanney's would be Maine in bread form—one of the region's most forward-thinking bakers leans heavily on local grains and mills them herself. There are a whole lot of bread people out there nowadays, ready to bend your ear about this stuff; the follow-through here is impressive."

Notable Press Coverage

Edible Maine

Maine Grains Rise to the Occasion, (December 2019)

“It turned out they were just starting out as grain farmers. Neither of us knew what ‘falling numbers’ were or how they indicated grain quality, but we vowed to work together. I’ve been buying rye and whole wheat from them ever since.” That was in 2011, and that couple was Adam Nordell and Johanna Davis, who own Songbird Farm in Unity.

Maine Biz

Maine Grain Alliance to pilot post-harvest innovations with \$97K grant, (November 2019)

“The ability to handle and finish grain to meet top quality standards is critical on farms. This project will purchase equipment and demonstrate its best uses,” said Tristan Noyes, executive director of the Maine Grain Alliance. “We hope to alleviate a critical bottleneck in Maine’s grain economy.”

National Public Radio (WBUR)

Back To The Grind (Stone): A Grain Revival Rises In New England, (September 2019)

Halloran points to a new crop of “micro-mills,” kind of like microbreweries, in New York, Connecticut, Rhode Island and Vermont. The Maine Grain Alliance turned an old prison into a state-of-the-art mill to, in part, supply Boston and New York bakers who’ve fallen for Northeast flour (Maine Grains products are also available in Whole Foods).

Notable Press Coverage

Portland Press Herald

The Farmer: Maine Grain Alliance has 'changed the face of bread and baking' (March 2018)

“The nonprofit has helped bring back grain farming for baking and brewing, earning the Source Award for Farmer. Whether it’s sending a young entrepreneur for training on how to become a maltster, or growing a field of rare Estonian wheat on a Maine farm, for the past decade the Maine Grain Alliance has been at the forefront of rebuilding Maine’s grain economy.”

Bread Magazine

Growing grain to make bread. Issue 22, (November 2018)

“We have to look at the whole complex chain of processes, down from the soil to the work of the farmer, to the work of the miller and that of the baker.” — Richard Roberts

Civil Eats

Maine Is Scaling Up its Local Grain Economy (November 2018)

“Our challenge is to incorporate these grains in a way that creates value for farmers and the specialty markets,” says Noyes, a sixth-generation potato farmer who also grows landrace flint corn on his organic vegetable farm in Caribou, Maine. Noyes tells farmers, “Don’t look at it as lost revenue; look at it as a way to make profit.”

Notable Press Coverage

Morning Sentinel

Alliance in Skowhegan grain project testing draws interest (2016)

“Bread makers and beer brewers from all over the state are awaiting the results of a heritage grain project aimed at determining which of the seven strains of wheat and rye being grown in a new study are best suited to flourish in Maine. Then it’s flour power for baking and brewing, says Richard Roberts of the Maine Grain Alliance.”

Portland Press Herald

Albie Barden preserves native varieties of flint corn for future generations (2016)

“Standing in a small cornfield just down the road from his house, Albie Barden tore the husk from an ear of corn with his rugged fingers, revealing rows of buttery gold corn kernels laced with threads of corn silk. This flint corn, called Hubbard, was grown from seeds obtained from a federal seed vault, and the shucking marks the first time anyone has laid eyes on this variety in Maine in ... no one really knows how long. There’s a little insect damage, and the ears are small, but the color is strikingly beautiful.”

Bangor Daily News

Maine farmer aims to spark grain renaissance (2017)

“We don’t have that same kind of culture and knowledge basis for folks [growing grain],” he said. “If I am a potato grower and I go down the road to my elder potato grower who’s been doing it for 70 years and ask a question, he’s going to know everything. If I’m growing grain there is not the same person down the road as there once was, so that’s what we’re trying to build back.”

Notable Press Coverage

- **Smithsonian Magazine, *Artisanal Wheat on the Rise* (2011)**
- **New York Times, *Their Daily Bread is a Local Call Away* (2010)**
- **Saveur, *The future of bread is all about the past* (2016)**
- **Boston Chronicle, *Don't Fear the Loaf* (2016)**
- **The Guardian, *An Artisan Grain Industry Takes Root in Maine* (2014)**
- **Washington Post, *Your grain free diet isn't good for you or good for the planet* (2015)**
- **Bangor Daily News, *Maine Grains receives \$89,000 grant to expand oat production, create more jobs* (2016)**
- **The New Bread Basket (book), Chelsea Green Publishing (2016)**
- **The New Food Economy, *How to Build a Regional Grain Economy from Scratch* (2016)**
- **Kennebec Journal, *Annual Kneading Conference brings together community of passionate farmers, bakers* (2018)**
- **Kennebec Journal, *Maine Grains CEO Amber Lambke, of Skowhegan, to appear on Martha Stewart TV* (2018)**
- **Maine Biz, *Maine Grain Alliance launches emergency relief fund* (2020)**
- **Maine Biz, *Maine Grain Alliance Funds 19 Businesses Organizations Across the State* (2020)**



Notable Video Coverage



Chronicle, ABC -Boston : Embrace the Grain



Food Tank: Building Innovative Food and Agriculture Alliances



A Conversation About Stone Ground Flour with Sarah Owens



Tristan Noyes delivers the Common Ground Country Fair Keynote



Podcasts

