

2023 KNEADING CONFERENCE  
& MAINE ARTISAN BREAD FAIR SPONSOR GUIDE

# MAINE GRAIN ALLIANCE

INSPIRING AND EMPOWERING  
PEOPLE WHO ARE BUILDING  
LOCAL GRAIN ECONOMIES





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# MAINE GRAIN ALLIANCE 2023 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 signature event, the 16th annual Kneading Conference & Artisan Bread Fair. Thanks to a dedicated, established, and robust grain community, the MGA reaches a self-subscribed direct emailing list of 6000+ individuals, 7500+ 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**



## "IF YOU LOVE BREAD, THE HAND-BAKED VARIETY . . . YOU'LL FLIP FOR THE KNEADING CONFERENCE." - CNN TRAVEL

A one-of-a-kind event and going strong since 2007, the Kneading Conference brings together grainiacs and bread buffs from all over the United States and Canada.

Farmers, professional and home bakers, brewers, chefs, cooks, grain researchers, maltsters, food entrepreneurs, and wood-fired oven enthusiasts gather to educate one another about the art and science of growing and milling grains, baking artisan breads, and brewing delicious beer. Whether you are a professional, or just yearning to know more about the craft, we think CNN got it right.

# THE KNEADING CONFERENCE

Our annual three-day conference features dozens of workshops and a keynote from a worldwide leader in grain. The conference will be highlighting milling, baking, malting, grain growing, and wood fired oven building among others. Our keynote and presenter lineups will be announced in early 2023, but you can explore the 2022 offerings [here](#).

- Presenting Sponsor \$10,000+
- Contributors \$5,000+
- Leaders \$2,500+
- Benefactors \$1000+
- Sustainers \$500+
- Workshop Sponsor Patrons \$200+

# MAINE ARTISAN BREAD FAIR

An annual one-day festival at the Skowhegan State Fairgrounds with vendors, live music, and fresh locally produced artisan foods, bread, beer and handmade goods, occurring the day following the Kneading Conference drawing 3,000+ people from across New England.

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

JULY 27-29, 2023



[Learn More About The Conference](#)

JULY 29, 2023



[Learn More About The Fair](#)

# MAJOR SPONSOR BENEFITS KNEADING CONFERENCE

PRESENTING SPONSOR  
\$10,000

CONTRIBUTOR  
\$5,000

LEADER  
\$2500

BENEFACTOR  
\$1,000

SUSTAINER  
\$500

WORKSHOP/  
PATRON  
\$200

NAME & LOGO IN PRESENTING TITLE & ALL PROMOTIONAL MATERIALS, POSTERS & PRESS



LISTING AS A SPONSOR OF ONE CHOSEN WORKSHOP

LISTING AS A SPONSOR IN EVENT PROGRAM



PRESENTING SPONSOR ACKNOWLEDGEMENT ON MGA SUBSCRIPTION VIDEO LIBRARY



LOGO & LINK ON WEBSITE



LINK & LOGO ON WORKSHOP PAGE

BROCHURES AT EVENT OR VIRTUALLY SHARING OF LINKS DURING SESSION



AD IN PROGRAM

Full Page

Half Page

Half Page

Quarter Page

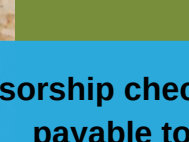
Biz Card Sized



FULL CONFERENCE PASSES

2

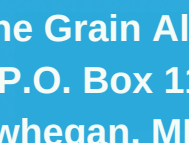
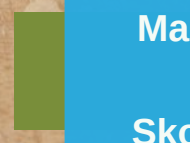
1



SCHOLARSHIP PASSES

2

1



FREE BOOTH AT ARTISAN BREAD FAIR



Sponsorship checks made payable to:

Maine Grain Alliance  
P.O. Box 1140  
Skowhegan, ME 04976

[Or Click Here](#)

**MAJOR SPONSOR BENEFITS  
MAINE ARTISAN BREAD FAIR**

	<b>CONTRIBUTOR \$5,000</b>	<b>BENEFACTOR \$1,000</b>	<b>SUSTAINER \$500</b>	<b>PATRON \$200</b>	<b>FRIEND \$ _____</b>
<b>NAME &amp; LOGO IN PRESENTING TITLE &amp; ALL PROMOTIONAL MATERIALS, POSTERS &amp; PRESS</b>				LISTING AS A SPONSOR OF ONE CHOSEN WORKSHOP	
<b>LISTING AS A SPONSOR IN EVENT PROGRAM</b>					
<b>LOGO AND LINK ON WEBSITE</b>					
<b>COMPANY NAME AND LINK ON WEBSITE</b>					
<b>BROCHURES AT EVENT OR VIRTUALLY SHARING OF LINKS DURING SESSION</b>					
<b>FREE BOOTH AT ARTISAN BREAD FAIR</b>					
<b>BUSINESS LISTING UNDER "AREA ATTRACTIONS/ RESOURCES/ ACCOMMODATIONS"</b>					

Sponsorship checks made payable to: Maine Grain Alliance, P.O. 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 \_\_\_\_\_





# KNEADING CONFERENCE PROMOTION AT A GLANCE

February-July 2021

Email Campaigns:

- 25 Email Campaigns
- 120,000 sends
- 26,000 opens
- 3000 clicks

Social Media

- 88 Dedicated posts on Instagram & Facebook
- Facebook Page Reach: 172,334
- Instagram Reach: 5073

February-July 2022

Email Campaigns:

- 25 Email Campaigns
- 132,000 sends
- 46,000 opens
- 2700 clicks

Social Media

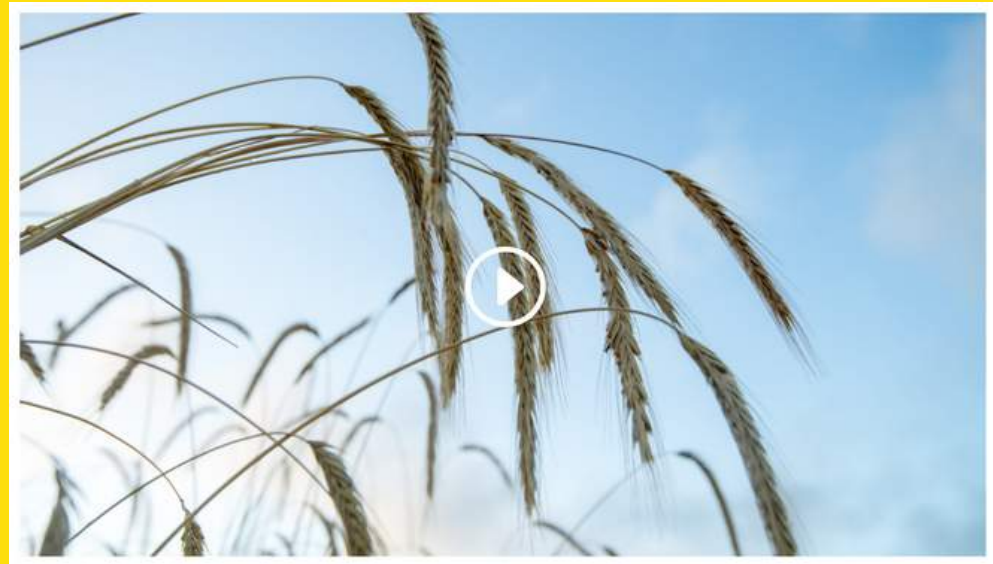
- 125 Dedicated posts on Instagram & Facebook
- Facebook Page Reach: 120,000
- Instagram Reach: 18,000

A dedicated media strategy created by digital marketing professionals resulted in:

- Digital Ads

- Social: 7,927 total link clicks from 423,712 impressions
- Native Ads: 1,130 clicks from 211,179 impressions
- Search: 926 clicks from 26,427 impressions
- 3 weeks of promos on public radio

## How the conference feels





# IN THE WORDS OF ATTENDEES



**THE BATTLE OF SHELF LIFE (1 YEAR... NO PROBLEM) - DANIEL DES ROSIERS**

"Mind-boggling!"

**FRESH MILLING & WHOLE GRAIN BREAD - BEESHAM SOOGRIM**

"Inspirational and liberating!"

**LIVE FROM MAVIA BAKERY IN BEIRUT, LEBANON WITH BRANT STEWART**

"We should all be as fortunate as Brant, to have found such a meaningful way to give back."

**KNITTING EQUITY INTO THE GRAIN CHAIN**

"Inspiring and a wonderful resource as we move ahead"

**KEYNOTE ADDRESS - MUHIDIN LIBAH**

"Muhidin's story renewed my faith in the American dream."

**BREADS. FROM THE HEARTH (IN PERSON & VIRTUAL) - MICHAEL HANSON, EVAN ORLOFF**

"Very well done, very entertaining, very informative. The combination of live streaming and virtual participation, made it almost feel like being there."

**SMALL GRAINS AS BREWING INGREDIENTS: PERSPECTIVES FROM A BREWER AND TWO FARMERS**

"These farmers and brewer have changed the landscape of Maine. Thank you so much."

**PHYLLO PITA - MARC LEVY**

"Fabulous and approachable"

**MEETING CORN FOR BREAKFAST - ALBIE BARDEN, ELLIE MARKOVITCH, MICHELE BARDEN**

"Superb! Great content and recipes I want to try. Reminded me that when I was a child I shelled corn with my grandfather"

**GOING IT ALONE- DECISIONS OF A SOLO BAKER**

"Best workshop I have attended in a long time. As a solopreneur I found the insight of all four panelists was extremely enlightening and helpful. I also enjoyed the light ribbing between some of the bakers. So many topics covered and questions answered. Thank you to all whom participated. "

# Notable Press Coverage

## Maine Public Radio

*Climate change impacts farmers and global supply chains. Maine's growing grain economy could help (April, 2022)*

“There’s the environmental and economic sustainability, but there's a community sustainability to this whole thing that's probably the most important part,” Noyes said. “The people who are part of the regional grain economy know one another, they've learned from one another, they talk to one another about the challenges that they face. When things change for the good or the bad, having those strong networks of people in place are one of the foundational aspects of what will make the future of the food system sustainable.”

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## 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."

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## Food & Wine

# Notable Press Coverage

*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."

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## Portland Press Herald

*Maine's organic grain producers see increasing consumer demand. Can supply keep pace? (July 2022)*

*As Skowhegan prepares to host the Maine Grain Alliance's 15th annual Kneading Conference at the end of July, growers and producers have reason for optimism, not just because of sales numbers, but also because of the public's increasing appreciation for artisan grain products. "We have home bakers tell us all the time that our flours have transformed their baking," Lambke said, noting that Maine Grains' stone-milling process retains essential oils from the germ and bran in grains, giving their artisanal flours better flavor than bland industrial all-purpose white flours. "People taste the difference."*

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## Mainebiz

*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."

# 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.

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## **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.”

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## **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.”

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## **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

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## **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.”

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## 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.”

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## 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

