

2025 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 2025 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 18th 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 8000+ individuals, 8500+ 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 will be Marion Nestle, Marion Nestle, acclaimed author and professor of nutrition!

- 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 23-25, 2025



[Learn More About The Conference](#)

JULY 26, 2025



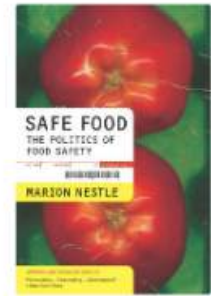
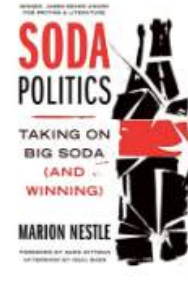
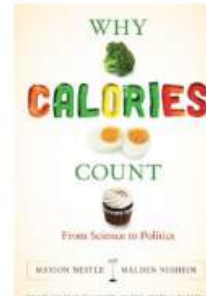
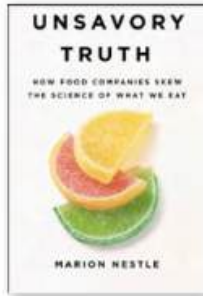
[Learn More About The Fair](#)

# Meet Our 2025 Kneading Conference Keynote Marion Nestle

## Acclaimed Author & Professor of Nutrition and Public Health



- Renowned consumer advocate, nutritionist, and award-winning author specializing in food politics and industry influence.
- Author of *Food Politics*, *What to Eat*, *Soda Politics*, *Unsavory Truth*, and more, winning multiple James Beard and IACP awards.
- Emerita Professor at NYU, with a Ph.D. in molecular biology and an M.P.H. in public health nutrition from UC Berkeley.
- Frequent speaker, media contributor, and documentary guest (*SuperSize Me*, *Fed Up*).
- Honored with numerous leadership and public service awards, including the James Beard Leadership Award and the Edinburgh Medal.
- Blogs regularly at [www.foodpolitics.com](http://www.foodpolitics.com).



# 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 VENUE SIGNAGE**



**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**



**MENTION IN PROGRAM**

**Full Page**

**Half Page**

**Half Page**

**Quarter Page**

**Biz Card Sized**

**FULL CONFERENCE PASSES**

**2**

**1**

**SCHOLARSHIP PASSES**

**2**

**1**

**1**

**FREE BOOTH AT MAINE 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

	CONTRIBUTOR \$5,000	BENEFACTOR \$1,000	SUSTAINER \$500	PATRON \$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 PROGRAM					
LOGO AND LINK ON WEBSITE					
COMPANY NAME AND LINK ON WEBSITE					
BROCHURES AT EVENT OR VIRTUALLY SHARING OF LINKS DURING SESSION					
FREE BOOTH AT ARTISAN BREAD FAIR					
BUSINESS LISTING UNDER "AREA ATTRACTIONS/ RESOURCES/ ACCOMMODATIONS"					

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

Email Campaigns:

- 27 Email Campaigns
- 130,000 sends
- 46,000 opens
- 3000 clicks

Social Media

- 130 Dedicated posts on Instagram & Facebook
- 8.5k followers across social media channels
- 8000 newsletters subscribers

February-July

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

## **CBS, WABI 5**

*Kneading Festival brings in people from all over the nation  
(July, 2024)*

“This is a super exciting week for us here at the Maine Grain Alliance, we are at our 17th annual Kneading Conference which brings together farmers, bakers, millers, maltsters, grain researchers, a whole variety of different grain professions to learn about stone ground flour and how we can empower people to grow our local grain economy,” said Maine Grain Alliance executive director Tristan Noyes.”

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## **Yankee Magazine**

*Skowhegan, Maine - From Weekends With Yankee and NewEngland.com (August, 2024)*

"Once America's breadbasket, Skowhegan, Maine, has emerged as the center of New England's heralded grain revival. Home to the nationally acclaimed Kneading Conference, which draws top bakers from around the world, this small city has become a year-round baking destination—the home to Maine Grains (millers of high-end wheat and oats) as well as several acclaimed bakeries. In this new video, we'll visit the fields that are reprising Skowhegan's past, take a tour of the town's famed conference, and get a sampling of the many different goodies that are making this community such a delicious destination. "

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# 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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# Notable Press Coverage

## **Bangor Daily News**

*Maine grains are in demand for beers and artisanal breads (August, 2024)*

“We are helping teach people and we have a big push on education,” he said. “This field day was part of a bigger educational push to help farmers understand organic grain growing methods and understand markets and the sale of their grains. All this is to create the opportunity for local grains to enter into the bigger market like Aurora Mills.””

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## **Portland Press Herald**

*The Kneading Conference Moves (July, 2024)*

This year’s conference features dozens of workshops, demos and discussions led by grain leaders from around the world. At the same time, attendees are encouraged to educate each other about the art and science of growing and milling grains, brewing beer and baking artisan bread and pizza. Arturo Enciso, who owns a modern panadería in Southern California, will be the conference’s keynote speaker. A self-taught baker, Enciso opened Gusto Bread in Long Beach, California, in 2020. Food & Wine magazine named Gusto Bread one of the 100 best bakeries in America in 2020.”

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*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.”

## 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**



**Weekends With Yankee: Skowhegan, Maine**



**A Conversation About Stone Ground Flour  
with Sarah Owens**



**Tristan Noyes delivers the  
Common Ground Country Fair Keynote**

## Podcasts

