



NELL NEWMAN FOUNDATION GRANT REPORT (Grant #2049 - October 2013-April 2015)

With the help of the Nell Newman Foundation, Civil Eats has published over 200 original articles, interviews, and commentary. We have broken news about science and policy, covered dozens of innovative projects, and dove deep into a wide array of topics, from organic certification to humane egg production and from seed saving to genetically engineered crops. Our stories have been widely shared, blogged about, and commented on, as we continue to strive to fill an important niche within the food movement and beyond, reaching the growing audience of readers curious about where their food comes from.

Civil Eats' continued finger on the pulse of trend and idea stories on sustainable agriculture, food politics, and food justice has made it a leading source. While the site's own reach is growing, our stories have reached a much larger audience this year through our new partnerships with TIME, Yahoo! Food, Harvest Public Media, and Mother Jones.

In 2013 and 2014, we also worked to develop over 40 new freelance contributors, and we continue to help new and experienced journalists learn more about food and agriculture.

TESTIMONIALS

"The best online food politics magazine." ~ Michael Pollan, Journalist and Author

"Civil Eats is required reading for those of us trying to keep up with food politics." ~ Marion Nestle, NYU Professor and Author of *Food Politics*

"Anyone who eats should be reading Civil Eats. I check in on a daily basis, counting on the site for the most important food news." ~ Ruth Reichl, Editor of *Gourmet* and Author

"Civil Eats is a go-to. It's written by people who understand the impact of food on things other than taste buds and the tummy." ~ Chef Michel Nischan, in the *New York Times Week in Review*

"No publication does more to drive the mainstream media's coverage of cutting edge food and farming issues." ~ Gary Hirshberg, Chairman, Stonyfield

SUCCESSSES

Civil Eats breaks news, spurs trends, and is regularly scooped and cited in mainstream media. The site leads the conversation by publishing stories that get re-reported elsewhere and many outlets look to Civil Eats as an expert source in the field. In 2014, we forged several key new partnerships, including content exchanges mainstream media, helping to grow Civil Eats' readership nationwide and reach outside of the "echo chamber." Civil Eats is a known and trusted brand, what it says matters, and its editors are banking on bringing that to a wider audience.

James Beard Foundation 2014 Publication of the Year: "Civil Eats, through its declared passion for 'promoting critical thought about sustainable agriculture and food systems,' practices the kind of thorough and fair journalism that helps us make sense of the increasingly complex matter of getting food to our tables."

Best Food Writing of 2014: Two Civil Eats' stories appear in this anthology: One by Barry Estabrook, bestselling author of *Tomatoland*, "Five Things I Will Not Eat,"



Publication

and another by Kim O'Donnel, "Cooking is the Cornerstone of a Sustainable Food System."
2014 MFK Fisher Prize for Excellence in Culinary Reporting: For Kim O'Donnel's story, "Cooking is the Cornerstone of a Sustainable Food System."

In the past year, we assembled a first-rate **Advisory Board** of some of the leading thinkers, voices, and connectors in the food movement, including Top Chef **Tom Colicchio**, **Anna Lappé**, **Marion Nestle**, **Raj Patel**, **Dan Pullman**, **Ruth Reichl**, **Ricardo Salvador**, and **Alice Waters**.

IMPACT

Readership

In the past year alone, we have doubled our readership, doubled our followers on Twitter and Facebook, and started a new weekly newsletter.

April 2015: 200,000 pageviews; 150,000 uniques

58,000+ Twitter followers

14,500+ likes on Facebook

2,500+ newsletter subscribers

Audience

We're on the regular reading lists of policymakers in Washington, D.C. and routinely included in policy briefings and daily newsletters

From our July 2014 readers' poll we have vital statistics of our audience: One-third of Civil Eats' readers are 26-35; 80% female; 40% visit the site at least once a week; 45% tell someone about a story they've read.

Leadership

Naomi Starkman, founder and editor-in-chief; food policy media consultant to dozens of non-profits in the food space; advisor on multiple, high-profile food systems projects; and co-founding board member and strategic advisor to the Food & Environment Reporting Network (FERN). She was recently selected to be one of 12 U.S. journalists to be a 2015-16 John S. Knight Fellow at Stanford.
Twilight Greenaway, managing editor; former Grist food editor; written for *The New York Times*, NPR, *Modern Farmer*, *Gastronomica*, *The Guardian*, and TakePart.

Anna Roth, senior editor; former restaurant critic and food editor at *SF Weekly*, and her writing has also appeared in *Best Food Writing 2014*, *Modern Farmer*, *Sunset*, and her book, *West Coast Road Eats*. (Started March 2015.)

Current Funding

Civil Eats is a fiscally sponsored project of Sustainable Markets Foundation (SMF), a 501(c)(3) public charity.

Foundation sources over the last two years have included: TomKat Trust (\$20K), 11th Hour Project (\$25K), Clif Bar Foundation (\$8K), and the Food and Farming Communications Fund (\$50K).

Our 2013 Kickstarter Campaign raised \$100,000, the highest amount at the time for an online daily news site of any beat. Funds used for project research, writing, editing, and administrative purposes. We launched a new subscription model in February 2015 that has already raised +\$10K in just a few months. New coupon give away with corporate sponsors help incentivize give away, spur subscriptions.

MEDIA PARTNERS

