FOR IMMEDIATE RELEASE

Pocono Organics, Farm Aid & Rodale Institute
Team Up to Race for Family Farms
Multiple NASCAR Races Set to Raise Awareness & Resources to Benefit Farmers

LONG POND, Pa. (June 4, 2020) – The waving green flags at Pocono Raceway on Saturday, June 27, will signify NASCAR’s return to Pennsylvania and the start of the Race for Family Farms event where Pocono Organics, Farm Aid, and Rodale Institute will celebrate and recognize the local and dedicated heroes of our food system – family farmers. The day-long program includes two NASCAR races and will recognize farmers for keeping food on our plates during the COVID-19 pandemic.

This unprecedented collaboration between Pocono Organics, Farm Aid, and Rodale Institute includes the Gander RV & Outdoors Truck Series Pocono Organics 150 to benefit Farm Aid race and the Pocono Organics 325 in partnership with Rodale Institute NASCAR Cup Series race.

“Farmers have always worked extremely hard, but have been working even harder during the COVID-19 pandemic to serve their local communities when people couldn’t get food in stores,” said Ashley Walsh, founder of Pocono Organics, one of the largest regenerative organic farms in North America and a global center for research, education, and discovery. “One of the positive outcomes from the pandemic is a stronger, local connection between consumers and family farms.”

Recognizing the decades-long connection between NASCAR, its fans, and the American farmer - the people who fuel us all – Walsh, granddaughter of Doctor’s Joe and Rose Mattioli (founders of Pocono Raceway), wanted to bring together organizations that were dedicated to agriculture and farming to create an event to help raise resources to benefit family farms through www.farmaid.com/pocono.

“Race for Family Farms is a tremendous way to help many local farmers keep their farms open,” Walsh continued. “In my mind, it’s really simple – no farmers, no food. We couldn’t be more proud to partner with the passionate people at Farm Aid and Rodale Institute to make a difference for farmers.”
Spearheaded by Willie Nelson 35 years ago, Farm Aid is a voice and advocate for America’s family farmers. Through the Race for Family Farms campaign, Farm Aid is seeking to raise funds to support their COVID-19 Farmer Resilience Initiative and other programs via www.farmaid.com/pocono.

"Independent family farmers and ranchers are essential to every community – especially during this global health crisis," said Steve Snyder, Development and Brand Director of Farm Aid. "We’re all relying on farmers for the good food we need, and farmers are relying on our support to help them overcome the tough challenges they're facing. Farm Aid is proud to be participating with our friends at the Rodale Institute and grateful to Pocono Organics for sharing Farm Aid’s work for family farmers with a generous NASCAR audience."

Rodale Institute is the global leader in regenerative organic agriculture research and education. For more than 70 years, the Kutztown, PA institution has grown the organic movement through groundbreaking research studies, farmer training programs, and consumer education. Pocono Organics is one of Rodale Institute's largest satellite campuses, which is helping to expand organic agriculture and farmer training to new regions and audiences while collaborating on innovative research and outreach initiatives.

“Rodale Institute is incredibly excited to bring regenerative organic agriculture to the NASCAR audience in partnership with Pocono Organics,” said Jeff Moyer, Rodale Institute CEO. “The Race for Family Farms is an opportunity for our nation’s sports fans to learn more about the critical role that organic and local farmers play in healing people and the planet. Especially in times of uncertainty, farmers need our support more than ever and we thank Pocono Organics for the opportunity to shed a light on the important work of farmers everywhere.”

Fans engaging through Social Media are asked to use the hashtag #RaceForFamilyFarms to join the conversation and show their support for their local farmers.

The Gander RV & Outdoor Truck Series Pocono Organics 150 to benefit Farm Aid race will air live on FS1 starting at 12 p.m. ET on Saturday, June 27. It will be followed by the Pocono Organics 325 in partnership with Rodale Institute Cup Series race live on FOX starting at 3:30 p.m. ET Saturday.

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**Pocono Organics**

Pocono Organics, awarded the 2019 Environmental Innovator of the Year by the Green Sports Alliance, is one of the largest regenerative organic farms in North America. Located in Long Pond, Pennsylvania, Pocono Organics has more than 380 acres of farm land and, at full build out, will have 120,000 square feet of greenhouse. Pocono Organics has a strategic partnership with Rodale Institute, the global leaders in Regenerative Organic Agriculture practices and research. Sustainability is a hallmark of Pocono Organics which will draw power from 3MW, 25-acre solar farm and reclaim rain water from its greenhouse roofs for irrigation. Pocono Organics also serves the local community through its Clean Food, Dirty Hands school education program and veterans in transition through a Veteran Farmer Training Program. In addition, the property includes an organic farmer’s market and café, and with a 56-room adjoining hotel, is an agritourism destination, and host location for annual festivals. Please visit [www.PoconoOrganics.com](http://www.PoconoOrganics.com) to learn more about Pocono Organic’s mission and work.

**About Farm Aid**

Farm Aid’s mission is to build a vibrant, family farm-centered system of agriculture in America. Farm Aid artists and board members Willie Nelson, Neil Young, John Mellencamp and Dave Matthews host an annual festival to raise funds to support Farm Aid’s work with family farmers and to inspire people to choose family farm food. Celebrating its 35th anniversary in 2020, Farm Aid, with the support of the artists who contribute their performances each year, has raised nearly $60 million to support programs that help farmers thrive, expand the reach of the Good Food Movement, take action to change the dominant system of industrial agriculture and promote food from family farms.

**About Rodale Institute**

[Rodale Institute](http://www.RodaleInstitute.org) is a 501(c)(3) nonprofit dedicated to pioneering organic farming through research and outreach. For more than 70 years, the Institute has been putting science behind best practices in organic agriculture, sharing its findings with farmers and scientists throughout the world, advocating for policies that support farmers, and educating consumers about how going organic is the healthiest option for people and the planet. Learn more at [www.RodaleInstitute.org](http://www.RodaleInstitute.org).