



# Chef Alli's Farm Fresh Kitchen

come get fed

## ABOUT CHEF ALLI...

For more than a decade, Chef Alli has been stirring up a love of farm fresh cooking across her home state of Kansas. She has built a stellar reputation with her "Farm Fresh Kitchen" concept and it represents many things to its loyal followers: a source of culinary expertise, recipes designed to succeed, along with education and encouragement from a trusted chef that makes every follower feel like a friend.

### Media Personality and Speaker

*Chef Alli has grown her reach and connection as a culinary expert by coordinating culinary segments and presentations via events, television, and live social media campaigns. Many of these campaigns are paired with sweepstakes, providing viewers the opportunity to become fans and win prizes, allowing Chef Alli to increase her online presence and have engaged conversations with consumers who desire to learn more about food, cooking, and agriculture.*

### Chef Alli's Farm Fresh Kitchen

*Chef Alli's Farm Fresh Kitchen provides an important and growing target audience with information that supports informed choice. The cooking segments and broadcasts recorded in Chef Alli's Farm Fresh Kitchen supply credible information that increases consumer awareness and understanding about farmers and food. Via the platforms of Chef Alli's Farm Fresh Kitchen and other agricultural organizations, a growing library of video links that demonstrate new recipes and provide cooking tips are made available for followers, giving added confidence and increased confidence in cooking due to successful outcomes in the kitchen.*

### Brand Diplomat

*As an ambassador for Kansas farmers and ranchers, Chef Alli works on behalf of Kansas commodity groups and agricultural organizations to tell the story that's behind the farmers, food, products and services of her great state. Chef Alli realizes that consumers desire to seek out products and experiences that deliver more value and help change their world for the better. By helping establish the dialogue and understanding, Chef Alli helps consumers and farmers alike realize the importance of creating connections and interactions that provide a positive setting for learning about how food is grown.*

### Wife and Mom

*Above all else, Chef Alli cherishes her role as a "Fancy Farm Wife" and as a mom. Since women still make the majority of family decisions regarding food purchases and the meals they serve their families, Chef Alli knows that when she speaks as a mom, it carries substantial weight with these decision makers; when a mom can identify with a **farm** mom, it goes a long way towards establishing the relationships needed to increase confidence and trust in agriculture.*

**Chef Alli and her husband, Pat, live in rural NE Kansas along with their three hungry sons where they raise cattle and enjoy all that country living has to offer, including muddy Kansas back roads, wide open spaces, and lots of fresh air.**