

LIVE TO FARM

IT TAKES A FAMILY
TO RAISE A FARM



DIGITAL TV SERIES
2023 MEDIA KIT

RFD TV
Rural America's Most Important Network

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LIVE TO FARM

Synopsis

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LIVE TO FARM

Reality-Documentary TV Series

Kevin Kalb is the best non-irrigated farmer in the world. His buddy Brooks Cardinal, has one of the biggest award winning farming operations in the world. Together they are an unstoppable force of agricultural knowledge. But they didn't get to the top on their own, it took a family effort, built from the ground up. Their family bonds run deep, and their passion for the soil is second-to-none. But farming is especially rewarding when you get to have fun too!

Journey into lives of hard-working farm families to see the risks, rewards, and funny shenanigans that take place every day. From cat-fishing and watermelon smashing, to pig chasing and go-cart racing, there is never a dull moment on these family farms. We'll also get a modern look at the newest cutting-edge farming techniques that are revolutionizing the industry and providing a greener and more sustainable way to grow.

This brand new TV & Streaming Series blends the fun & excitement of reality TV, with the cultural and educational heritage of farming. Join us as we follow the top farming families in the world, to see what hard work & fun is like on an elite farm.

Sample Episodes

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EPISODE 1: Workin' Dirt



EPISODE 4: Rootn' Around



EPISODE 7: Girls Just Wanna Have Farms



Kalb Family

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Kalb Family

Meet the Kalb family! Kevin and Shawn are the proud parents to 4 fun-loving and hard-working kids. Kia is the oldest, followed by her younger sisters Rhylan and Emmersen. Kogen holds down the fort as the youngest and the only boy. Farming isn't the only thing these kids are good at; they are elite sports athletes in basketball and volleyball. Kevin has even been known to coach a game or two! Shawn keeps busy running the kids around, that is until there's work to do on the farm. When it comes time to care for the turkeys or harvest the corn, it's all hands on deck and EVERYONE get's involved.

Kalb Family

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Producer
Kevin Kalb

A world renowned grower with a track record for award winning agricultural mastery.

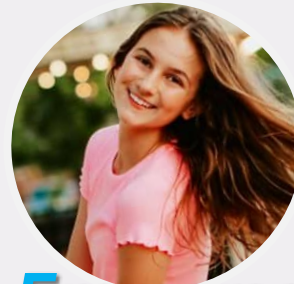


Shawn



Kia

Rhylan



Emmersen



Kogen

Kalb Family

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Kalb Winning Pedigree

There are so many trophies in the Kalb household that they've run out of shelves to put them on! All of the children have winning plots in their names, and Kevin continues to set new records every year.

THEIR ACCOMPLISHMENTS INCLUDE:

- 23 NCGA NATIONAL TITLES
- 25 NCGA STATE TITLES
- 5 YIELD CHASER WINS
- 2 CORN WARRIORS TV WINS
- 17 MARCOM TV ADVERTISING AWARDS
- 12 FILM-FESTIVAL TV AWARDS



Cardinal Family

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Cardinal Families

As fourth generation farmers, Brooks and his brother Brandon have been learning the ropes from their father Jerry since the day they were born. Now that they're at the helm, the Cardinal brothers have modernized and expanded the operation to include Corn, Soybeans, Wheat, Watermelons, 4H Pigs, Trucking, and Produce distribution. It's a lot to manage, but with the help of their incredible wives Nikki and Chelsey, they make it look easy. Brooks has two sons Dallas and Kix, who both mastered tractor driving by the age of 10. By age 13, Dallas was already running grain carts and combines; it's a sight to see. Pretty soon, Brooks will be out of a job!



Cardinal Family

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Producer

Brooks Cardinal

A well respected farmer with a lifetime of experience in managing large scale agricultural operations.



Nikki



Dallas



Kix



TV PRODUCTION

Production Details

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CINEMATIC STYLE

“Live to Farm” is filmed in a style similar to award winning shows like:

Duck Dynasty, Gold Rush, Swamp People, Deadliest Catch, American Pickers, and Ice Road Truckers.

The show combines the best elements of family, fun, education, entertainment, and most importantly: farming.

We give an in-depth look at some of the most elite and exciting farms around the nation. The show also dives into the history and culture of each region, while providing a window into the lives of the people who work so hard to make their farms a success. **We explore local farming techniques & traditions** at the heart of each operation, and how they’re saving our planet. Interviews with locals also provide viewers a close up look at the communities supported by these farms, and the ways they are **preserving the Earth’s greenery and reducing global warming.**

Production for season 2 will begin in spring of 2023, and air in fall of 2023.



Key Elements



SUCCESSFUL STORYTELLING

Each episode will contain the following key attributes, to ensure a captivating and exciting storyline:

- FAMILY FIRST ENTERTAINMENT
- EDUCATIONAL INSTRUCTION
- FASCINATING BACKGROUND STORY
- FUN & SILLY ADVENTURES
- ASPECT OF SUSTAINABILITY



FILM TEAM

Team Overview

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Executive Producer *Joe Dedman*

A legendary agronomist and sound business mind, with decades of experience in the farming & agricultural industry.

Showrunner *Jared Gagnon-Palick*

An award-winning seasoned documentary filmmaker with a passion for developing emotionally engaging digital content worldwide.



Production Manager *Brittney Pearlyne*

An experienced production manager with a skillful touch for organizing complex projects and TV / Film management logistics.

Producer *Jess Littman*

A brilliant storyteller with years of experience executing film and television projects at the highest level, across the nation.



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Associate Producer

Jordan Rasmussen

A cinematic mind with a keen eye for capturing beautiful shots from unique perspectives that help to guide the overall story.



Post Production Supervisor

Drew McCarter

A masterful filmmaker with a plethora of experience managing post production workflows for major projects.



Production Manager

Melissa Johnson

A seasoned business executive with extremely savvy expertise in coordinating multi-faceted projects with complex moving parts.

