



Presented By

Kara Rowe

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KR Creative Strategies CEO and WaGrown Executive Producer/Showrunner



WHO ARE WE?

KR Creative Strategies (KR) specializes in marketing services for agricultural and natural resource organizations. Many of us previously worked for North by Northwest and public conservation or agricultural agencies. We have served the farmers and ranchers of Washington for most of our careers on projects including marketing, policy, and communications.



APPROVED Season 14

Filming begins this spring!

washington
grown



washington
grown
magazine



The incredible bridge across the Pacific Ocean

Exploring Ho Chi Minh City's night market

Vietnamese street food is the star of the show at Ba Bar

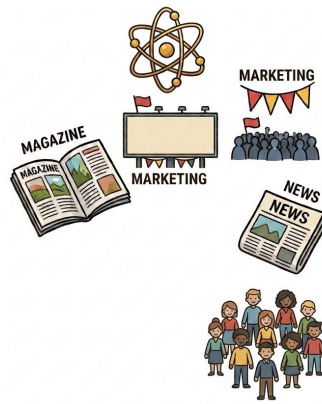
Puzzles and games related to this issue!





2013

1st Emmy win



2021

Receive an additional USDA grant issued by WSDA to focus on international marketing. Trips to Vietnam & Mexico.



2023

Entering our 14th season with support from agriculture, conservation, history, and ports

Wheat & Potatoes join together to create Washington Grown and hire NxNW to produce a 13 episode TV show (other partners also sign on in support)

2016



Receive a 4-year USDA grant issued by WSDA, increasing budget to include magazine, traditional marketing, events, and improved social media presence

2022



4th Emmy win for our Vietnam Journey episode

2026





Tune in on Your Local Station

KSPS (Spokane)

Mondays at 7:00 pm and Saturdays at 4:30 pm

KWSU (Pullman)

Fridays at 6:00 pm

KTNW (Richland)

Saturdays at 1:00 pm

KBTC (Seattle/Tacoma)

Saturdays at 6:30 am and 3:00 pm

KIMA (Yakima)/KEPR (Pasco)/KLEW (Lewiston)

Saturdays at 5:00 pm

KIRO (Seattle)

Mondays at 2:30 pm

or livestream Saturdays at 2:30 pm on kiri7.com

NCW Life Channel (Wenatchee)

Check local listings

ncwlife.com

RFD-TV

Thursdays at 12:30 pm and Fridays at 9:00 pm





@thewolfethatcould8878 • 1 day ago

Keep on this most beautiful adventure WA Grown!!! 🌻🌻🌻



BD Giddens

The best show on TV, & Go Cougs!

3d Like Reply [Send message](#) Hide



@Alfred-KnowYourRights • 8 days ago

I live in Costa Rica during the winter. That I'm able to watch Washington Grown here via YouTube is a delight! When in Chewelah we always watch the program on Saturdays via PBS. It's a great program.



Teresa A Griffith Schlee

I like this program...way to go Godson Allen

4d Like Reply [Send message](#) Hide



Kim Schofstoll

Love it!

3d Like Reply [Send message](#) Hide



Aaron Esser

great job!

3d Like Reply [Send message](#) Hide



Frisson Farm, Produce Grown in Rosalia WA. Veteran owned Farm

Great work! Love seeing this!

3d Like Reply Hide



Hanna Wright

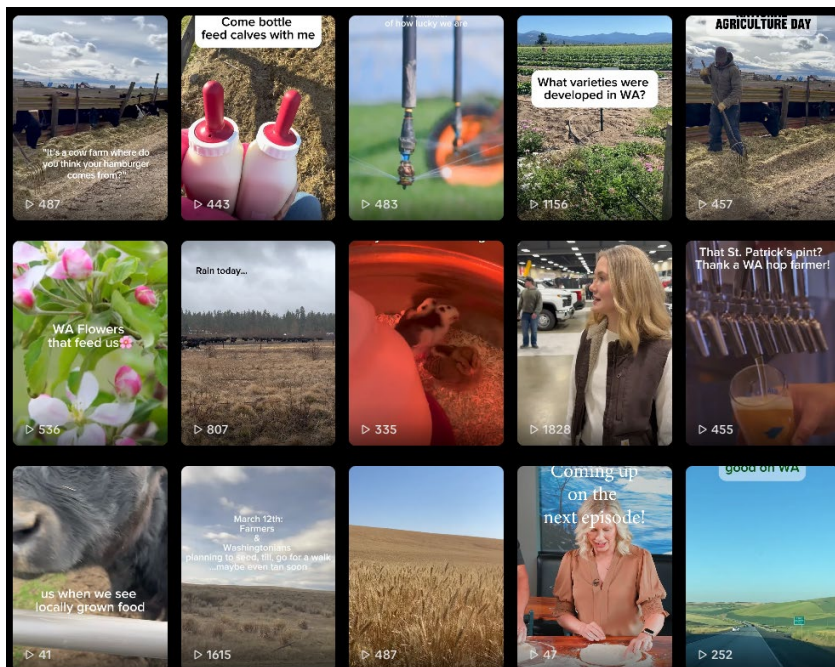
Cody James Meyer

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Dave Tharp

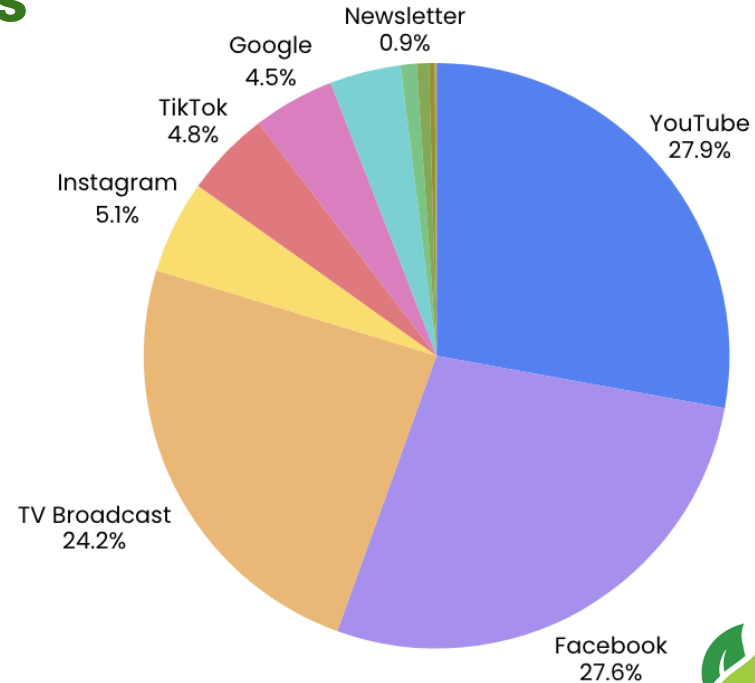
Jennifer you are awesome



2026 FOCUS

We're pursuing ambitious goals while working with fewer resources than in previous years

- We want to **reach a younger audience** , realizing that this will be done through nontraditional means.
- We want to **continue to build a high quality popular television show** which helps us reach urban audiences and legitimizes our program.
- We want to **develop new partnerships** to better balance the financial impacts of our key sponsors.
- Finally, we want to **support our agricultural community more** through stronger messaging that educates our audience about the realities of farming and ranching in Washington state.



2026 so far...

Impressions To-Date

2,973,000

CPI

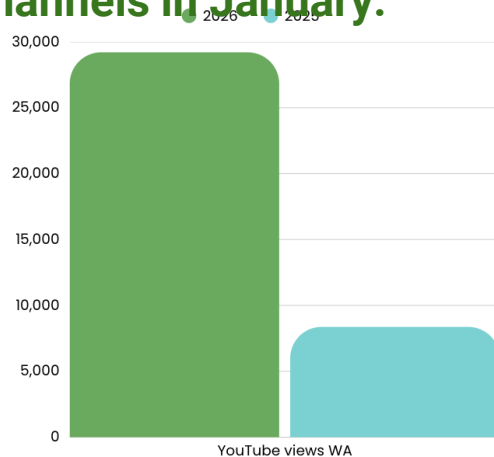
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Top Platform

YouTube

We launched Season 13 through broadcast and online channels in January.

- We spent fewer digital ad dollars and our organic reach increased
- KIRO did not air the program in Q1 due to a clerical error
- We focused on increasing Washington views on YouTube and have succeeded exponentially (see chart) and the average view length is more than 2 minutes
- We also focused on increasing TikTok and Instagram views and have succeeded



2026 so far online...

Top Content

YouTube

Season 13 promo. -28,974 views



Facebook

LL History of the Columbia Basin
Project - 89,862 views



TikTok

Learning Ag Terms - 12,000 views



We also...

- ✓ Implemented a **new contract with KIRO** and they began airing the program in June (no numbers yet)
- ✓ We signed a **contract with KXLY in Spokane** and they began airing the program in May (no numbers yet)

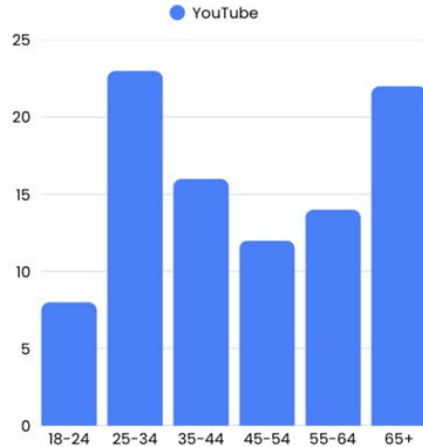


2026 so far online...

Top Audiences

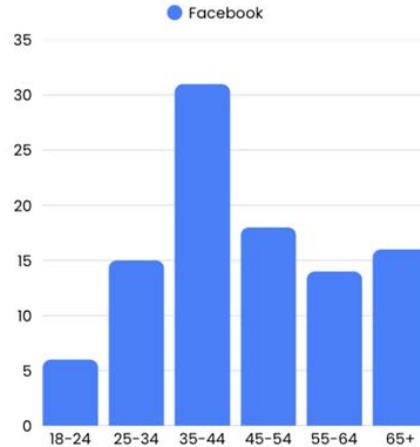
YouTube

Seattle, New York, Los Angeles



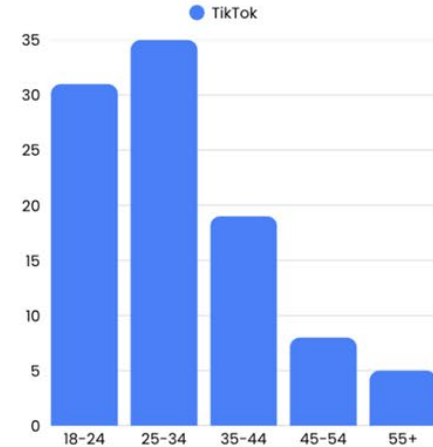
Facebook

Tacoma, Seattle, Spokane



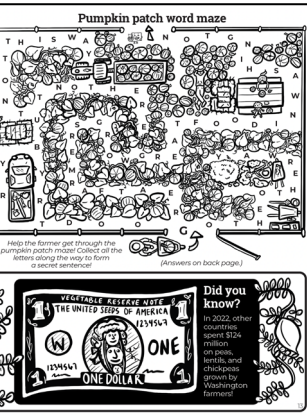
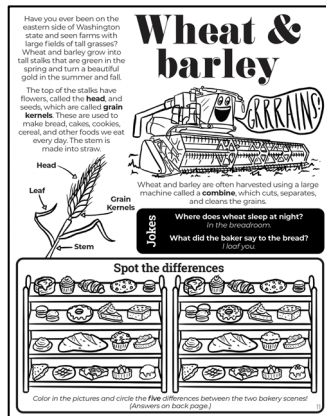
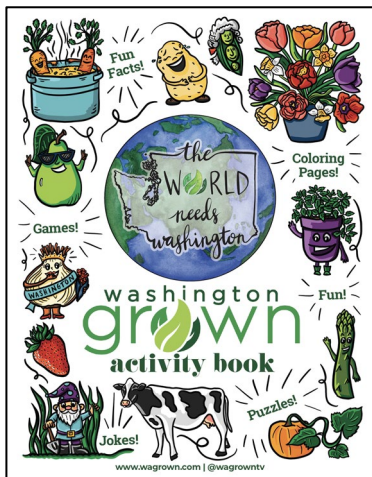
TikTok

Seattle, Kissimmee, Moses Lake



ACTIVITY BOOK

We distributed more than 12,000 in 2024 & 2025. Already distributed 4,000+ in 2026!



SPECIAL EVENTS

Washington State Fair
Bloomsday
Apple Cup
Spokane Farm Fair
Skagit Farm Circle





IN PRODUCTION

SEASON 14 THEMES

Labor, Water, Cost of
Farming, Technology

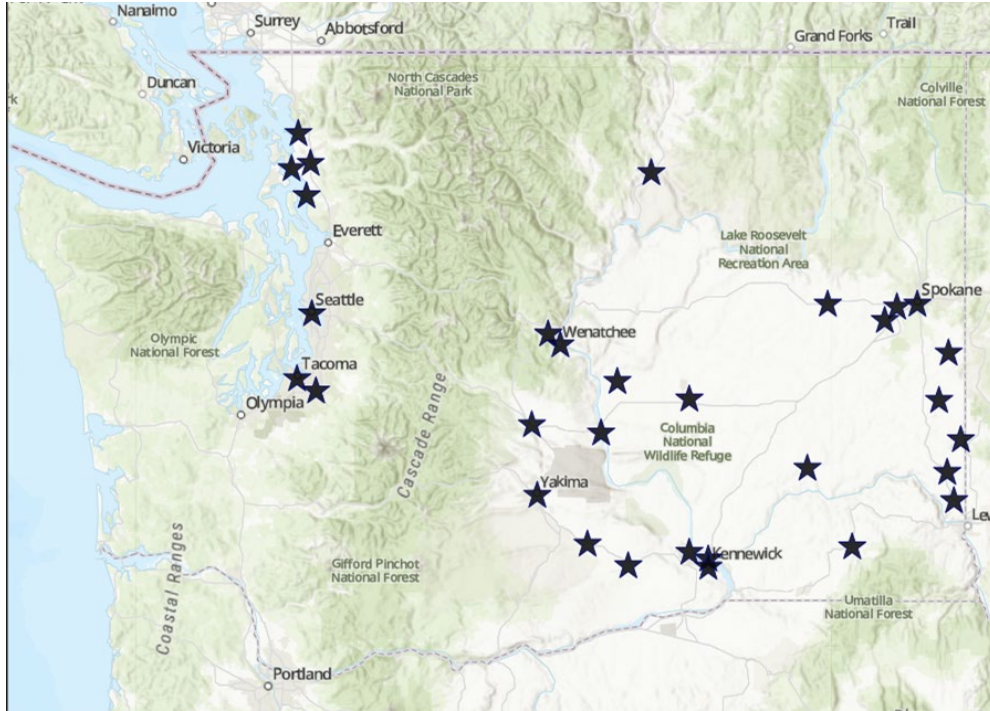


SEASON 14 DASHBOARD

	Episode 1	Episode 2	Episode 3	Episode 4	Episode 5	Episode 6	Episode 7	Episode 8	Episode 9	Episode 10	Episode 11	Episode 12	Episode 13
	Potato	Potato	Grain	Grain	Beef	Dairy	Tree Fruit	Hay	Wine	Seafood/Shellfish	Vegetables	Small Farm	Turfgrass
Farm/Ranch	Hughes Farms (Mount Vernon)	Alford Farms (Pasco) Block One Distillery Field to Bottle Story	Art/Kyle Schultheis (Colton)	Clay Hutchens (Columbia Co)	Bar U/Coon Ranch (Washutuna)--tie to Sonny's	Zeigler Dairy (Harrington)	Verhey's peach farm (Royal City)	Hajny Trading (Ellensburg)	Boushey Vineyards (Sunnyside)	Taylor Shellfish (Samish Bay)	Skagit Valley Farms Brussels Sprouts (Mt Vernon)	Wild Hare Organic Farm (Tacoma)	Jeff Tee (Spokane Co)
Conservation/ BTS Tour	Farmland Preservation (Thurston CD)	New Simplot plant in Moses Lake (a new twist on the full circle, no waste story)	Sustainable and regenerative grain production (Palouse CD)	20 Years of Wheat Week (Franklin CD)	Water bank (Okanogan CD)	Lincoln CD (dairy/VSP)	Riparian Cascadia CD	Wildfire recovery ranch (Okanogan CD)	Mobile Drip Irrigation Columbia Basin CD	Skagit Drainage and Irrigation Districts Consortium	Riparian Spokane CD	Rotational Grazing & Endangered Species (Thurston CD)	Biofarming Spokane CD
Tourism & Fun	Economic Alliance Snohomish County (EASC)	1845: Memento Mori & Glass Blowing	Oakesdale Mill Days & mill improvements	Old school wheat harvest	Jensen Youth Rand/Junior Livestock Show	WSU Dairy & Cheesemaking	Taste profiling apple varieties, & other topics	Ellensburg Rodeo	Yakima to Prosser Wine Tour - Goose Ridge, Barrel Springs, Wilridge	Pike's Place Market & Made In Washington	Twin City Foods/veggie processing (Pasco)	Puyallup state fair	Kalispel Golf Club - Playing a round
Restaurant	Billie's Diner (Airway Heights)	Sala Thai (Airway Heights)	Palouse Brewing Co. (Palouse)	SeaWolf Bakery (Lake Union)	Beast & Cleaver (Seattle)	Ferrante's Restaurant (Spokane)	Trailbreaker Cider (Liberty Lake)	Royal's The Ranch (Vantage)	Fiction Restaurant & J Bookwalter Winery (Richland)	Oyster & Thistle (LaConner)	Perch Cantina	Marjorie Restaurant (Seattle/Central District)	1898 (Spokane)
Cooking Segment	Veggie browns? Local hashbrowns	Yellow Curry	Something with grains	Bread!	B&C - London Royale	Featuring their Gnocchi Carbonara	Gluten Free Fish & Chips (they use cider in the batter)	Something with livestock	Something paired with wine	Something with seafood	Perch Cantina	Savory & Pastry	Arugula & Pear salad with proteins
On the Street/Cocktails	Osprey truffle fries (Spokane)	Block One Distillery - Potato Vodka (Pasco)	Dryfly Cocktail	Dryfly Cocktail	Sonny's (Washutuna)	Molly Moon's Ice Cream	Simple Goodness Sisters Mocktail MOS	Simple Goodness Sisters Mocktail MOS	Pacific to Palouse Wine Bar	Lowell's Bloody Mary's	Swampy's BBQ and Catering - asparagus wrapped in prosciutto	Rooted - National Farmers Market Celebration (Medical Lake)	Simple Goodness Sisters Mocktail MOS
Ag Now: Tech & Hot Topics	Invasive Crab Bounty turned to Khaitan fungicide	Imports of vital ag needs (ag tech, inputs and resources)	WSU Hydrogen lab tour (Pullman)	Science of yeast	Virtual Fencing	What is pasteurization?	New WSU varieties in crops: Bush wheat, Sunflaire apples, etc.	Hay science at WSU	What is an AVA?	Shellfish breeding	Why we need research and a landgrant college - New ARS building	Food Mythbusting - seed oil, gluten intolerance, Processed foods	WA Turfgrass at World Cup - Curtis Cox
PBS Segment	Field Notes: Farm loss in WA	History of Columbia River Basin geology pt. 1	History of wheat/grain - Palouse focus	Field Notes: exports	History of cattle ranching	Field Notes: Water quality	History of agricultural labor	History of Ellensburg Saddle & Rodeo	History of Columbia River Basin geology pt. 2	History of Trade	Field Notes: Small vs Large farms	History of the Puyallup Valley Ag	Field Notes: Costs of doing business



Where we are heading this season



- The journey of Washington turfgrass to Lumen field for the World Cup
- The Ellensburg Rodeo
- Conservation districts
- Pike's Place Market adventure
- WSU Dairy and making Cougar Gold cheese
- A Yakima to Prosser wine tour
- Oakesdale Mill & Port of Whitman
- EASC & Port of Everett





SEASON 14 AWESOMENESS!



Episode 3

Grain

Art/Kyle Schultheis
(Colton)

Sustainable and
regenerative grain
production (Palouse
CD)

Oakesdale Mill Days
& mill improvements

Palouse Brewing Co.
(Palouse)

Something with
grains

Dryfly Cocktail

WSU Hydrogen lab
tour (Pullman)

History of
wheat/grain -
Palouse focus



WHITMAN CO. EPISODE





OAKESDALE MILL & PORT OF WHITMAN FEATURE



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**WE WOULD LOVE TO
PARTNER WITH MORE
PORTS IN 2027!**



We are so
#Lucky to
live in a
state of
plenty.



Thank you
farmers
for
keeping
us fed!

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