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# The Food House Project™

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## The Food Growing, Cooking, Preserving & Healing Self-Sufficiency Adventure

The idea for the **Food House Project™** grew out of our efforts to become increasingly self-sufficient in our food growing and food independence.

The **Food House Project™** is a Web, social media and print-based venture focusing on food independence and self-sufficiency.

It features innovative products and services that help individuals, businesses and communities gain greater sovereignty from the compromised industrial food industry that currently dictates our food choices.

**Join the Food House Project™ now and discover how we can showcase your products or services to the world.**

We've watched the food supply become increasingly degraded through pesticides, additives, genetically-modified organisms (GMOs), poor agricultural practices, and industrial processing.

We decided to take action by growing more and more of our own food. Starting with indoor sprouts over two decades ago, to more recently when we dug up most of our suburban lawn to turn it into fruits and vegetables, to now: buying an old farmhouse on an acreage and breathing new life into the home and land.

The **Food House Project™** is a 19 acre showcase demonstrating what is possible from a food growing/harvesting/processing perspective with an emphasis on chemical- and pesticide-free techniques.

While we share cost-effective, tried and true techniques that are earth-friendly, The **Food House Project™** also features leading-edge technologies and systems that enhance the physical infrastructure, reduce energy requirements and increase labor efficiencies on a self-sufficient food operation.

[www.foodhouseproject.com](http://www.foodhouseproject.com)

[info@foodhouseproject.com](mailto:info@foodhouseproject.com)

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# The People

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Dr. Michelle  
Schoffro Cook



Curtis Cook

Dr. Cook is an international best-selling and twenty-time published book author, and blogger for DrMichelleCook.com and the world's #1 health and green living website (50 million members), Care2.com for over a decade.

Her bestsellers: *60 Seconds to Slim*, *The Ultimate pH Solution*, *The 4-Week Ultimate Body Detox Plan*, and others, are distributed worldwide and translated into 12 languages including: Greek, Chinese, Indonesian, Russian, Spanish, Thai, and many other languages.

Some of her other works include: *Boost Your Brain Power in 60 Seconds*, *The Cultured Cook*, *Be Your Own Herbalist*, *The Probiotic Promise*, *Weekend Wonder Detox*, *Arthritis-Proof Your Life*, and *Allergy-Proof Your Life*.

She has written for over 70 of magazines, newspapers, and sites worldwide, including: *Mother Earth Living*, *Alive* magazine, *Whole Foods Magazine*, *Huffington Post* and *The Ottawa Citizen*.

Dr. Cook has a large existing platform of international followers who look to her for advice and information about nutrition, food, food growing, and social justice issues linked to the global food supply. Additionally, she has many contacts in the book publishing, magazine, newspaper, and online media world. She will be leveraging this audience and contacts to grow the visibility of the Food House Project.

[www.foodhouseproject.com](http://www.foodhouseproject.com)

Curtis Cook is a long-time international business consultant who increasingly became involved in food security, local food movements, and developing resilient communities.

He has worked extensively with businesses, organizations and communities to improve their competitiveness and embrace innovative approaches to sustainable economic development.

He is the former Executive Director of Clayoquot Sound UNESCO Biosphere Trust and worked with Canada's largest independent business and economic research organization, The Conference Board of Canada. He specialized in public policy solutions to enhance innovation and technology capabilities, with a particular emphasis on clean technology industries.

Curtis also analyzed investment business cases for Sustainable Development Technology Canada, advising its Investment Board on the competitiveness and capabilities of companies and consortia developing clean technologies, products or services.

Curtis is the author of two books: *Patents, Profits and Power: How Intellectual Property Rules the Global Economy* and *Competitive Intelligence: Create an Intelligent Organization and Compete to Win*.

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# The Value Proposition

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We're just launching the **Food House Project™** but we're already receiving excellent exposure, which in turn means great exposure for your brand, product, or service. Here's what helps us to stand out from the crowd:

- Over 15,000 social media followers.
- Mention and links to the **Food House Project™** in over 180 articles/year on Care2.com, the world's most popular health and green living website (over 50 million readers).
- Our E-mail list of 10,000+ subscribers (highly targeted double opt-in, no e-mails were ever purchased).
- Our extensive North America-wide media and book publishing contact list that we'll be in touch with regularly to ensure the **Food House Project™** gets featured in the media and in upcoming books.

The **Food House Project™** stands apart from other food and self-sufficiency blogs for a number of reasons:

- We are showcasing every activity (and the products and services we use) from start to success so that our followers can “live” the experience and learn from our efforts. Other sites blog or vlog about mature and long-established activities and can only “tell” you what it was like at the beginning. We stand out from the crowd by “showing” as well as “telling.”
- We are backed by a celebrity nutritionist and 20-time book author with a large platform, dedicated fan base and instant credibility as an influencer.
- We are not just a food site, health site, self-sufficiency site, or green living site. We have the knowledge and experience to seamlessly weave these areas of expertise together into a highly compelling and fun experience.
- We are not limited by convention. We will grow food indoors and outdoors. We will showcase tried and true traditional techniques as well as cutting-edge technological innovations that are available yet unknown to the average person.
- We will empower our followers to make positive change in their lives whether they live in an urban high-rise, the suburbs, a farm or a cabin in the woods.
- We will rely on our diverse skill sets in natural health, nutrition, food growing and harvesting, business development and environmental sustainability to ensure the success of the **Food House Project™**

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# The Opportunity

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Our readers look to the **Food House Project™** for credible information and advice on how to transform their food supply, homes and properties in remarkable and life-enhancing ways.

The **Food House Project™** will entertain and inform readers and viewers with a wide-variety of self-sufficiency, healthy horticulture and green living subjects such as: seed selection; healthy food preparation; chemical-free food growing; crop harvesting and preserving; earth-friendly and traditional building techniques; clean energy systems; and everything in between.

Consider one or more of the following ways to gain targeted exposure for your products or services:

## **Sponsor the Food House Project™**

Your ad is prominently featured on the site's home page as well as other key pages on the site with a link to your site. Sponsorships are available for US\$2,800.00 annually.

## **Brand Ambassador**

We'll be your brand ambassador to give your product or services targeted and organic promotion at the **Food House Project™**. You will receive repeated exposure (product mentions and links) in blogs that contain content relevant to your product or service. For example, if you have a reverse osmosis water filtration product, we will give your product the exposure mentioned above when our influencers talk about drinking water, water quality, water in recipes, etc., in our blogs.

The Brand Ambassador program is an effective, low-pressure way to boost your traffic and sales. Bloggers are more trusted than celebrities, journalists, brands/corporations and politicians. Thanks to their fair and balanced content, they are regarded as the third most trusted source of information behind only friends and family (*source: edit.co.uk*). The Brand Ambassador program costs only US\$2000.00 annually.

## **Advertise**

Get your display ad featured prominently on the **Food House Project™** home page for US\$2,500.00 annually.

Get your display ad featured prominently on the **Food House Project™** "Products We Love" page for US\$1,800.00 annually.

Get your display ad featured on another **Food House Project™** page for US\$1,200.00 annually.

## **Donate**

If you love and support our mission, we welcome donations. Contact us to find out how to donate.

[www.foodhouseproject.com](http://www.foodhouseproject.com)

[info@foodhouseproject.com](mailto:info@foodhouseproject.com)

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# As Seen In...

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The **Food House Project**™ and Dr. Michelle Schoffro Cook have been featured in:



**Michelle Schoffro Cook**

Best-Selling and 20-Time Book Author, Celebrity Nutritionist

[www.DrMichelleCook.com](http://www.DrMichelleCook.com)