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**G&R Farms launches consumer cookbook, Cornhole partnership**

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[G&R Farms](#), a third-generation Vidalia onion grower in southeast Georgia, partnered with the American Cornhole Organization. The promotion includes the Acing Summer Flavors cookbook and will culminate in an online showcase of athlete profiles at ACO's Go the Distance Festival being held at the Field of Dreams in Dyersville, IA, in August.

When asked about the partnership, Blake Dasher, CEO of G&R Farms, said, "Vidalia onions are an iconic flavor part of many summer and early fall dining occasions like backyard BBQs, picnics, everyday grilling, summer holidays and tailgating. When we thought about our favorite summertime gatherings, cornhole was always a part of the festivities for some extra fun and friendly competition."

According to recent data, cornhole was among the top two most popular sports played by Americans in 2022, reaching across all demographics with casual and competitive leagues. In fact, the ACO reports almost 4,000 ranked players and more than 500 point-earning regional tournaments per month. The sport gets millions of online and social media views as fans tune in to watch athlete, sport and tournament content.

The new cookbook features 12 sweet onion recipes, tips and tricks for outdoor entertaining, and a few notes to improve your cornhole skills. The cookbook is available for [download here](#) just in time for Memorial Day, the unofficial summer kick off.

"We are so excited to partner with G&R Farms and make their Vidalia onions the official sweet onion of the ACO," said Frank Geers, CEO of American Cornhole Organization. "Cornhole is a sport for everyone, steeped in family, fun and friendship, and there is no better way to bring everyone together than with food and an onion that's known throughout the U.S."

In addition to the ACO partnership, G&R remains steadfast in its dedication to the Growing America's Farmers program, providing grants and scholarships to FFA students nationwide. Promotions are under way in 2023 regional and national retailers. The program has raised and disbursed more than \$350,000 in scholarships to the next generation of farmers and G&R is aiming to break records again this year.

"At G&R Farms we're committed to creating tools and opportunities that help our partners drive more onion sales and help consumers enjoy more consumption occasions," said Dasher. "With great product, new packaging, new promotions and a connection to community, we are ready for a great season."

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