

THE FARM

Fremantle

ORIGINAL
PRODUCTIONS

AN INTERNATIONAL PHENOMENON

The Farm is the most successful format in the Fremantle catalog, having been produced in 40 territories. In Norway, it's the #1 television program, nearly doubling the broadcaster's primetime average. This proven international track record signals massive potential for success with American audiences.



WHY NOW?

The cultural moment for The Farm couldn't be more perfect. A powerful "back-to-the-land" movement is sweeping across America, with millennials and Gen Z leading the charge. As urban dwellers face skyrocketing costs of living and growing workplace burnout, they're craving authentic connections and sustainable alternatives to city life. This isn't just a trend—it's a cultural shift. Homesteading and farming content has exploded across social media platforms, with hashtags like #homestead and #farmlife gaining massive followings. The Farm taps directly into this zeitgeist, offering not just entertainment, but a window into the life many are dreaming about.



THE SHOW

In this high-stakes competition, **12 teams of two** (married couples, siblings, parent/child duos, lifelong best friends) must live and work together on a remote farm with no modern conveniences.

No running water, no electricity, no shortcuts. They'll face physical and emotional challenges, build alliances, and battle rivalries, all for the ultimate reward: **a life-changing cash prize to buy their dream farm.**



GAMEPLAY

Pairs battle each episode to win essential tools and resources to transform a rustic, off-the-grid farm into the ultimate prize. They'll face off in challenges to earn equipment and machinery that will make their daily farm life easier. Each victory unlocks new resources, bringing them closer to modernizing the property. These challenges drive the show as contestants know winning these tools is their only path to improving their harsh living conditions and bringing the farm back to life.





FARM WORK

Teams are up at dawn for backbreaking farm work – hauling hay, tending livestock, building structures, tilling land, and harvesting crops. When not battling the harsh elements for daily survival, they face intense elimination challenges that test their physical and mental limits. It's a relentless cycle of grueling farm labor and high-stakes competitions that pushes them to break point, with the weakest teams facing elimination each week.

EPIISODIC TENTPOLES

FARMERS OF THE WEEK

One team selects a duo to be the Farmers of the Week. They lead the group through the week's grueling challenges.

THE MAIN CHALLENGE

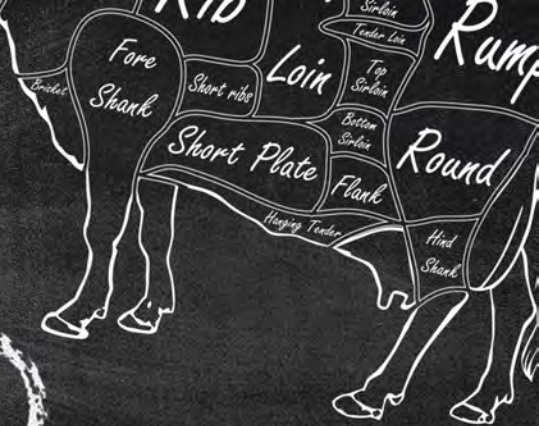
Teams take on a demanding farming task led by the Farmers of the Week. Completing these challenges earns rewards to help modernize the farm.

DUEL DECISIONS

The Farmers of the Week must select one rival team to enter the Elimination Duel. Once chosen, that duo selects their opponents.

ELIMINATION DUEL

The second team then gets to choose the type of Duel—skill, strength, or knowledge. The opposing duos then compete in a high-stakes challenge, with one team going home and the other staying in the game. The eliminated duo chooses who will be Farmers of the Week in the next episode.



FARMERS OF THE WEEK

At the start of each week, the **Farmers of the Week** are crowned – a critical role that determines the group's focus and direction. This duo is chosen by the most recently eliminated pair, making their choice both powerful and perilous.

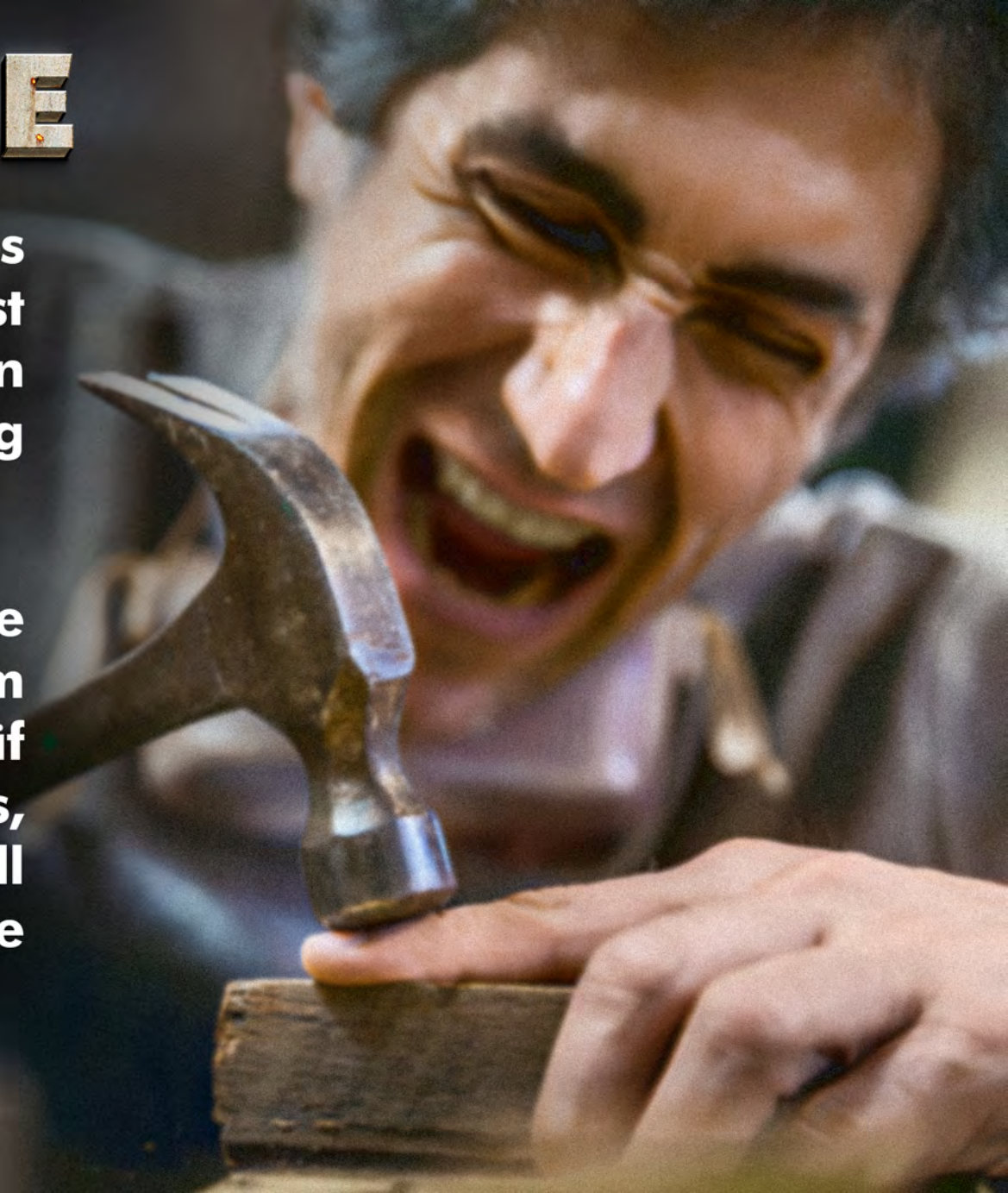
Week 1 exception: All teams compete in a first week challenge to determine the first Farmers of the Week.

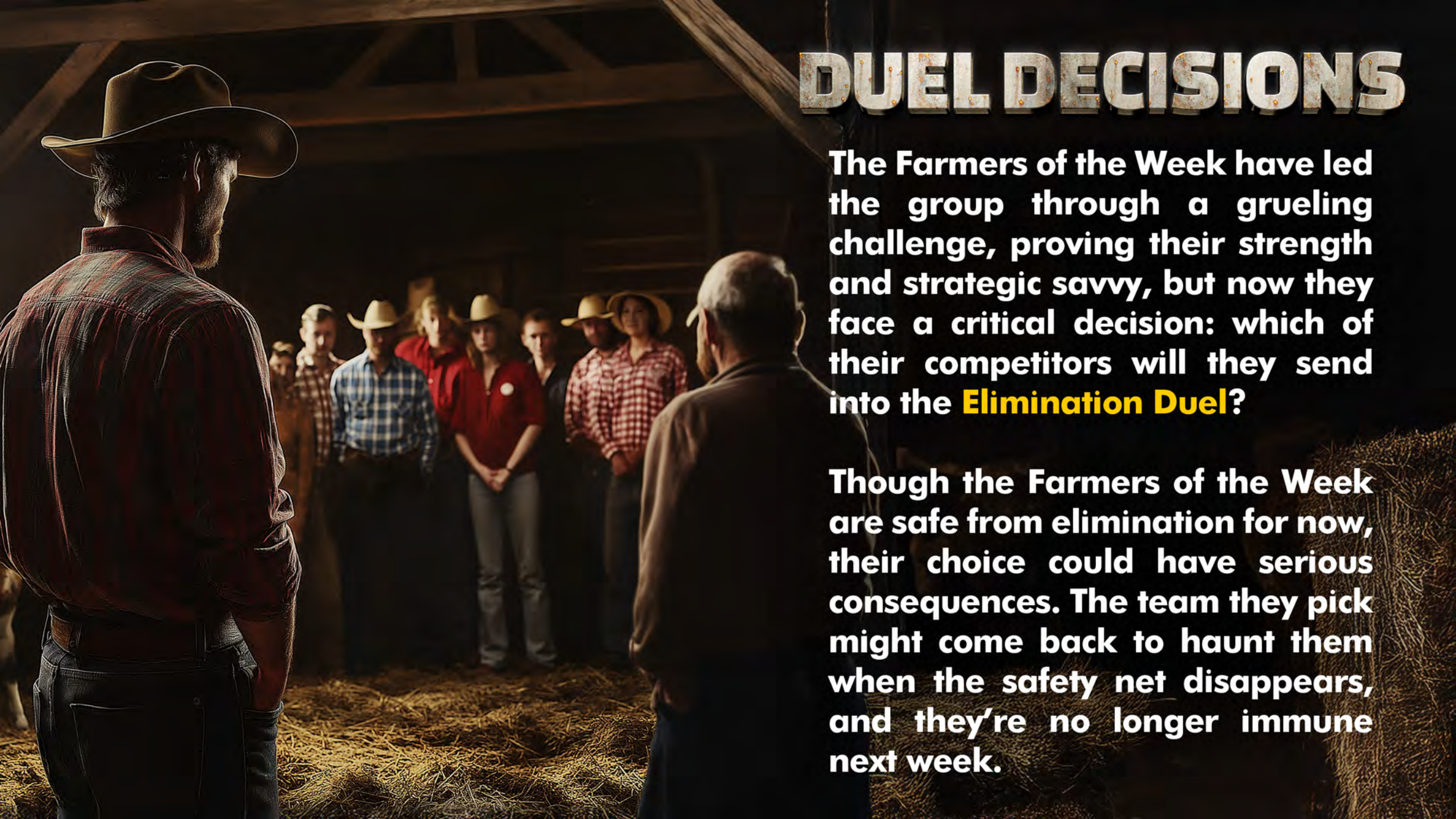


MAIN CHALLENGE

While a farming mentor provides guidance, the Farmers of the Week must make key decisions regarding the Main Challenge, overseeing the team during a mix of building and domestic tasks.

If they succeed, they earn valuable rewards that help modernize the farm and make life easier for the team. But if they fail, they miss out on those prizes, and the team's morale takes a hit—all the blame falls on the Farmers of the Week.



A man in a cowboy hat and plaid shirt stands in a barn, looking at a group of people. The scene is dimly lit, with warm light coming from the right, creating a dramatic atmosphere. The man in the foreground is seen from the back, looking towards a group of people standing in a line in the background. The people are dressed in casual farm attire, including hats and plaid shirts. The barn's wooden structure is visible in the background.

DUEL DECISIONS

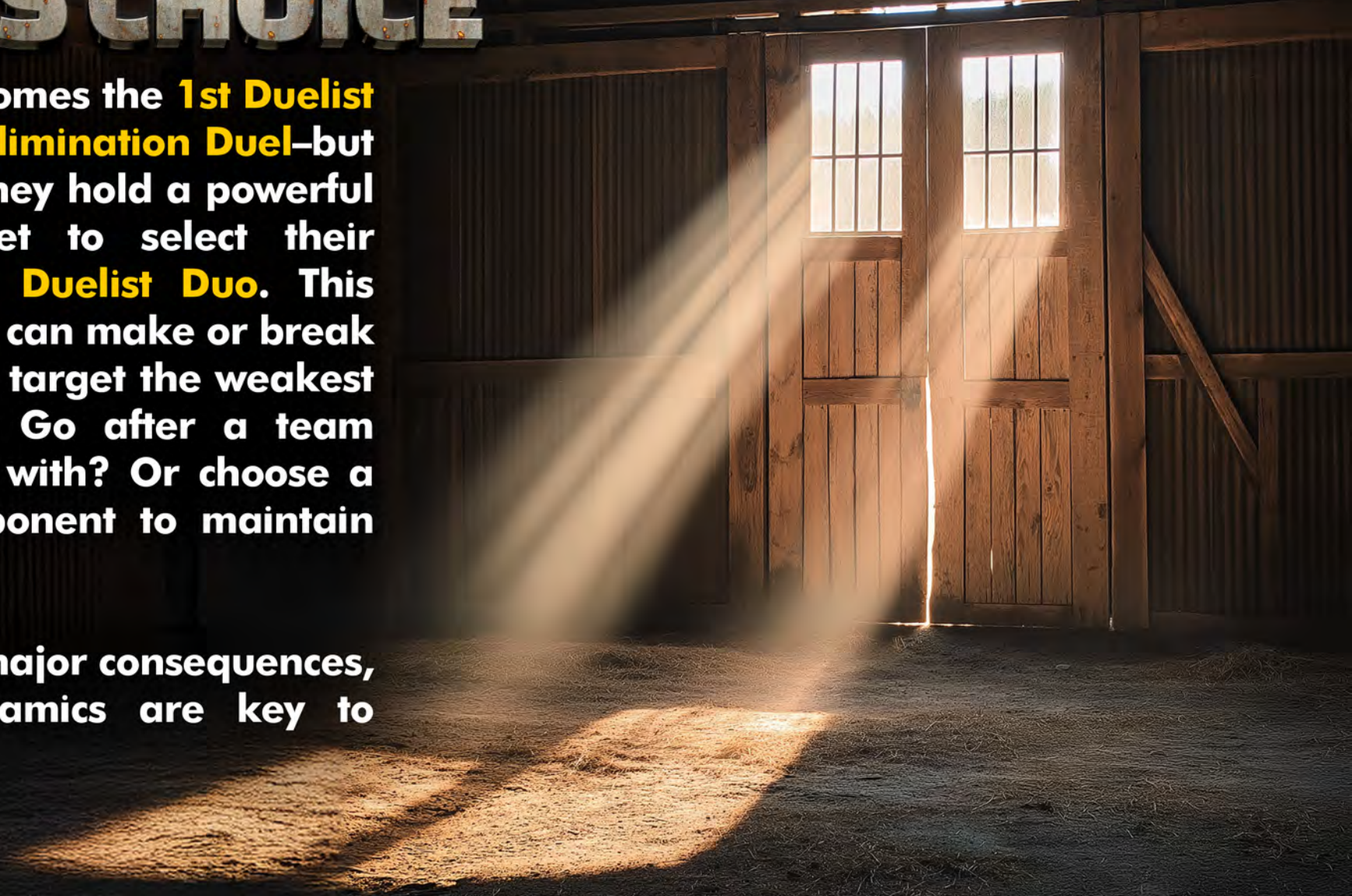
The Farmers of the Week have led the group through a grueling challenge, proving their strength and strategic savvy, but now they face a critical decision: which of their competitors will they send into the **Elimination Duel**?

Though the Farmers of the Week are safe from elimination for now, their choice could have serious consequences. The team they pick might come back to haunt them when the safety net disappears, and they're no longer immune next week.

DUELIST'S CHOICE

The chosen team becomes the **1st Duelist Duo** and enters the **Elimination Duel**—but in a shocking twist, they hold a powerful advantage. They get to select their opponents, the **2nd Duelist Duo**. This high—stakes decision can make or break their game: Will they target the weakest team on the farm? Go after a team they've had conflicts with? Or choose a less threatening opponent to maintain their alliances?

Every choice carries major consequences, and the social dynamics are key to survival.





THE DUELS

The 2nd Duelist Duo also hold power: they get to choose the type of duel – will it test skill, strength, or knowledge? This decision can shift the entire game in an instant.

Elimination duels are high stakes, winner takes all battles of wits and strength! The victors stay on The Farm, while the losers are immediately eliminated. Contestants face everything from mind–bending quizzes to grueling physical challenges, each duel pushing them to their limits.

SKILL: Saw off the beam your opponents are sitting on. The first team to hit the ground is eliminated.



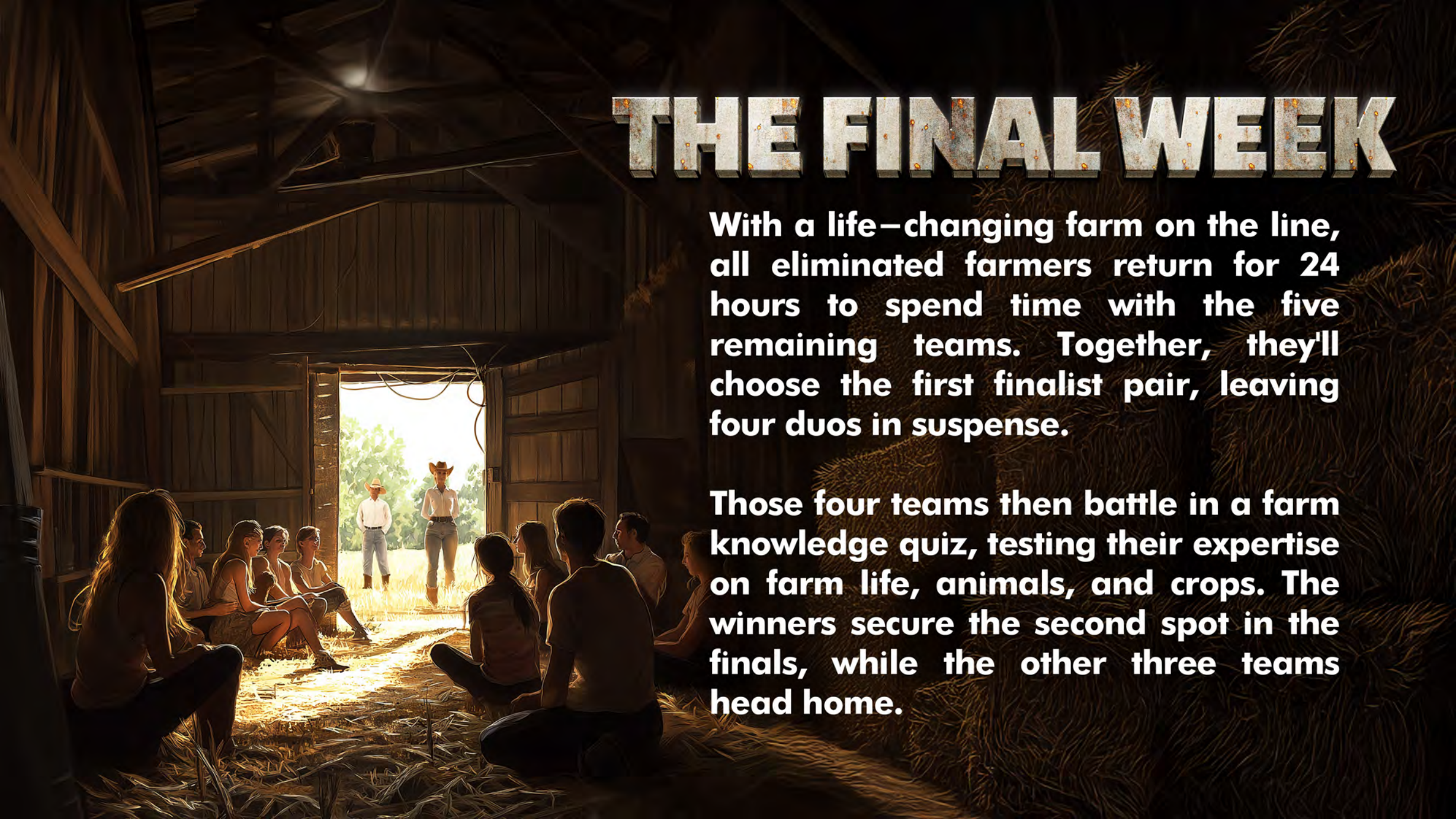
STRENGTH: Hold full milk cans for as long as possible. The first pair to drop their cans is eliminated.

EXAMPLE DUELS

KNOWLEDGE:

Identify and name farm items, crops, and ingredients to outlast your opponents.



A group of people are sitting on the floor of a dark barn, looking out through a large open doorway. Two people, a man and a woman, are standing in the doorway, looking back at the group. The scene is lit by bright sunlight coming from the doorway, creating a strong contrast with the dark interior of the barn. The people are sitting on a bed of straw or hay. The barn's wooden structure is visible in the background.

THE FINAL WEEK

With a life-changing farm on the line, all eliminated farmers return for 24 hours to spend time with the five remaining teams. Together, they'll choose the first finalist pair, leaving four duos in suspense.

Those four teams then battle in a farm knowledge quiz, testing their expertise on farm life, animals, and crops. The winners secure the second spot in the finals, while the other three teams head home.

FINAL FARM SHOWDOWN

The final 2 pairs compete in an all-out **Farm Showdown**, testing them on all **3 disciplines**: strength, skill, and knowledge. Only one pair will claim the title of Farmers of the Year **and the ultimate prize: ownership of The Farm itself!**





PRODUCTION & AIRING CYCLES

The series offers flexible airing formats: some seasons are filmed and aired in real time, with 24/7 digital streams and at-home audience participation, while others follow a traditional weekly format with up to 51 episodes over 10 weeks. Whether it's daily action or weekly cliffhangers, each format builds suspense and keeps viewers hooked as contestants face escalating farm challenges.

With access to series bibles from every international iteration, we have a treasure trove of proven challenges and games to draw from—ensuring each season is packed with fresh, high energy content.

CASTING

The Farm has thrived in both civilian and celebrity versions around the world, opening up thrilling casting possibilities for the U.S. Whether it's star studded celebrity seasons or authentic Civilian competitions, the show can be tailored to captivate a wide range of audiences.



CANADA

**Canada's
got Talent**

**FAMILY
FEUD**

United Kingdom

Idol



**BRITAIN'S GOT
TALENT**

**TOO HOT
TO HANDLE**

Nordic Territories



**dancing
with the stars**

FREMANTLE PRODUCTION MODELS

With production capability in 27 countries, Fremantle offers global solutions and cost effective models for our US network partners.

In this version of the series, rather than playing to win the farm property, contestants would compete for a cash prize.

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