

BE HERE

FARM + NATURE

BE SLOW

SEVEN DAYS OF SPRING

MAY 18TH THROUGH MAY 25TH

IN THE HILLS BETWEEN GUBBIO AND PERUGIA
UMBRIA, ITALIA

BE HERE

FARM + NATURE

Nestled above a verdant valley, in the hills between Gubbio and Perugia, lies a lovingly restored 12th century stone chateaux which will become our home for seven days of Spring, May 18th through May 25th, 2024.

Our days will be filled with movement, self-care, inner work, Nature connection, live music, singing, chanting, yoga, and more, along with fresh Organic Italian cuisine prepared morning, noon and night by the onsite master chef. Italy is a cornucopia of artisan agricultural producers and we have already begun the work of sourcing the most exceptional culinary experiences and rare local ingredients for our group's enjoyment.

Alongside Be Here founder Jared Pickard will be musician/sound healer Doe Paoro as well as Author/yogi Eben Britton, two world class facilitators with impactful and transformative programs to share daily in group and private sessions.

At various times we will leave the 70 acre paradise to explore the region, connecting with artisan winemakers, farmers, and chefs to get a deep taste of the local culture and history.

Sometimes you need to slow down in order to be here.
There is no better place to do so than Italy.





A HISTORY LESSON, BY JARED

Enjoying Italy to its fullest often requires a history lesson, and I think the origins of this trip are interesting to elaborate on.

Slow Food is a term coined by Carlo Petrini, a man who protested the opening of Italy's first McDonald's location in 1986 by throwing a huge pasta feed for the public at the base of Rome's famous Spanish Steps. This protest gave rise to Slow Food, the antidote to Fast Food.

Slow Food ideology bubbled and churned as a grassroots movement throughout Italy, and slowly (no pun intended) sent its tentacles out around the world. Today there are Slow Food chapters in many countries, cities, and towns, including entire cities dedicated to the philosophy who have earned the accreditation of "Cita Slow", the Slow City. The organization preserves and protects traditional food cultures, including the plants, people, farmers, and artisans that keep these healing human traditions alive. I consider myself a lifelong member.

In 2011, while acting as a farmer's apprentice outside Athens GA, I was selected alongside a small team I was working with to be a delegate to Terra Madre, Slow Foods biannual global conference. It was wonderful, in every way imaginable, including headline speeches from Carlo Petrini and Vandhana Shiva that I recall to this day.

Whilst there, burning a hole in my pocket, was an engagement ring for my now-wife Velisa.

After the conference I flew to Rome to meet her and propose. She said yes, of course, and we spent the next seven days touring Italian agriturismos, experiencing a way of life we barely dreamed existed, and seeking early inspiration for what would become Be Here.

One of the properties we stayed at on this trip was a 12th century stone chateaux, located in the hills between Gubbio and Perugia, with a master chef, underground Moorish spa, chlorine-free pool, and Olive trees in every direction.

It is my sincere joy and pleasure to be returning with you to experience the magic of Umbria together.

Jared Pickard





Jared Pickard

Jared Pickard is the founder of Be Here Farm + Nature, a biodynamic farm and experiential wellness brand located between Saint Helena, CA and Austin, TX. Be Here produces artisanal self care offerings and LIVE wellness experiences around the world, inspired by the seasons.



Doe Paoro

Sonia, aka Doe Paoro, is a powerhouse musician, yogi, activist, and teacher who ranks amongst my absolute top musical artists of all time. She is a treasure to sit with, and the trip is full of opportunities to showcase her many talents.



Eben Britton

Eben is one of the most compelling voices speaking on health and wellness today. Formerly an NFL starting lineman, Eben is now a yogi, teacher, and author who is most well known for his spiritually uplifting and critically acclaimed podcast, The Eben Flow, as well as his potent and precise book by the same name.

Unlimited concierge service prior to your trip. Work with us to customize or enhance your experience in any way imaginable.

Contact via email, text, or phone. jared@beherefarm.com or (646)-468-1066 . The same number will work on WhatsApp once we are in Italy.

Transportation from Rome International Airport to our agriturismo in Umbria and back.

Pending final confirmation, transportation will leave Rome between 1-2pm local time and will leave Umbria at 10:30am on the 25th. If your itinerary requires you to travel outside of these times we are happy to help you coordinate private transportation at the best possible rate.

Opening Ceremony May 18th, 2024

Why are we here? Name it and claim it.

Breakfast, Lunch, Dinner, Snacks, Desserts, oh my.

Organic produce, herbs and olive oil produced onsite. Regionally sourced artisan produce, regenerative meats, and natural wines available nightly.



Slow Food Ark of Taste

Endangered heirloom varieties and local delicacies with cultural significance will be featured throughout the week, along with compelling stories of their past.

Working out and Working in

Primal, functional movements and work-outs as well various “working-in” exercises from around the World (activities which generate more energy than they expend). All of which you can continue unguided at home.

Solo and group time

The program allows for a gentle flow between meals and group activities allowing plenty of windows for you to explore the grounds, relax in a variety of locations, book private spa treatments, and more.

The Eben Flow

Eben Britton’s signature flow of yoga, breathwork, and meditation offered throughout the week.

Awakening the Voice

Doe Paoro’s signature voice activation program, including chanting, singing, call-and-response as well as live musical performances from Doe offered throughout the week.



One-on-ones

Each guest will have the opportunity to schedule a 45 minute one-on-one session with any or all of the facilitators (Jared on self care practices, Eben on, yoga, breath work, or performance coaching, and Sonia on private yoga or introduction to chanting and vocalizing).

Self-care rituals

Detoxifying, moisturizing body oilings, self-massage, mind-body guided visualizations, face and body masking, all with the Be Here product collection.

Cooking Class

With onsite master chef, featuring ingredients grown on property. Includes the option for a photography lesson from our team photographer Kelly to learn how to capture that picture-perfect food shot on your phone.

Hiking

In addition to optional daily hiking near the property, we will take at least one multi-hour hiking excursion with stunning destinations and lunch coordinated along the way.

Closing Ceremony

May 24th. Live concert from Doe Paoro and group closing ceremony.

And more...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam commodo tellus non sollicitudin blandit. Sed maximus nisi non cursus venenatis.

What does it cost per person?

Event fees are due in two 50% installments, to be paid in full by February 2nd. 50% total fee and signed waivers are due to reserve your spot.

Event Fee

\$6,000 per person

\$500 DISCOUNT EARLY BIRD REGISTRATION, PAID IN FULL BEFORE 11/10/24

Lodging Fee

Solo travelers \$2,100 - \$2,500 per person

Traveling pairs (one room) \$1,800 - \$2,300 per person

Traveling quads (one 2-bedroom suite) \$800 - \$1,300 per person

Total Fee per person varies by room from \$6,800-\$8,500 per person

50% NON REFUNDABLE DEPOSITS ARE REQUIRED TO SECURE YOUR SPOT.



What is included in the fee?

This is an all-inclusive experience from the time you step on the bus in Rome on May 18th until the time you leave on May 25th. Guests are welcome to arrange alternate transportation at their own expense.

Two topics in page 7 are marked with asterisks, and these topics cover anything you need to “do or bring” besides sign up and enjoy the ride.

All accommodations, transportation in Italy, activities, experiences, food and beverages are included, including natural wines each night. You are, however, encouraged to bring cash if you choose to make purchases outside of the program offerings (which will be ample). Some examples of this might be private transportation, private spa treatments, special bottles of wine, personal shopping, or personal gratuities.



How many participants will be on the trip?

Depending on final group makeup we will have between 10 and 16 attendees along with 3 Be Here facilitators (Jared, Sonia, and Eben)

What sort of access will I have to the facilitators?

We will be together all week. There will be dedicated time where any attendee who wishes to can have one-on-one private connections with each facilitator. Signups will be circulated for these sessions.

*** Your itinerary starts and ends in Rome, how do I get there?**

Getting to Rome is the only aspect of our time together that is left up to you. We will coordinate group transportation from the airport in Rome and also provide group transportation back. It will be a hoot.

*** Do I need to bring anything?**

All guests will receive a complete “personal packing list” once they have been accepted to the event. All items on the list will most likely be in your possession or can easily and affordably be acquired.



How do I sign up?

Email love@beherefarm.com to express your interest and schedule an interview. We are only accepting 9-16 total guests depending on final makeup, so part of our responsibility will be curating the group.

Does having an interview mean I am accepted?

The only way to reserve a ticket for this event is to place a 50% non-refundable deposit after your interview is complete and an invoice has been sent to your attention.

The remaining 50% is due by February 2nd, 2024.

In the event of guest cancellation, refunds will not be granted, so please be certain of your commitment.

Do you have flexibility on the fee amount or schedule?

No, but thank you for asking. All of the program items needs to be arranged long in advance.

Are the facilitators guaranteed to be there?

All facilitators are currently confirmed for this event, however, in the unlikely event any of the facilitators must be replaced due to reasons outside of our control, the facilitator will be substituted without diminishing the overall quality of the event.

What is the drive like from Rome to our Italian home for the week?

It is a 2.5 hour drive from the airport in Rome, through the countryside, to our destination in Umbria.

What happens when we arrive on May 18th?

Guests will arrive to Rome according to their own schedule on or before May 18th at 1pm. We will have a chartered bus transport the entire group from Rome to Umbria where we will spend the week together. Upon checking in we will have plenty of time to settle before gathering for our opening ceremony.



What are the weather conditions like?

It is supposed to be an overwhelmingly pleasant time of year. Warm enough but not too hot. Cool in the evenings.

What level of difficulty should I expect from the wellness programming?

The wellness programming is optional and approachable for all to enjoy. It is personalized to your needs and desires.



What will our accommodations be like?

There are 9 private, fresh, (and thanks to the stone walls) silent guest rooms with private baths inside a lovingly restored 12th century stone chateaux. Several of these rooms are actually 2 bedroom suites (two bedrooms with a single shared bath). This means there are a wide range of options (especially for early bird signups) to choose the lodging arrangement that suits you best. We can discuss this during the interview process.



What amenities does the property have?

70 acres of abundant Nature, including onsite garden and Olive orchard. Chlorine-free pool with picture-perfect views, underground Moorish-inspired spa treatment room, onsite yoga studio, Nature trails, beautiful dining room, and many common spaces to relax and enjoy.



What if my question is not on this list?

You are inquisitive.

Please reach out to us directly at love@beherefarm.com. We can speak over email, phone, text, or zoom.

