



2023 Farm Bill Promotional Toolkit

#StillFarming
[FB.Org/FarmBill](https://fb.org/farmbill)



Headline Messages

- The farm bill is the most significant piece of legislation that affects farmers and ranchers across the country.
- Trust in farmers remains high with a recent survey showing 9-10 adults have trust in farmers.
- In light of global disruptions to the supply chain and high inflation, the majority of Americans believe it is a national security priority to ensure we have a safe and abundant food supply, according to a recent Farm Bureau survey.
- Managing risk on the farm is critical to keeping food on our tables. We all depend on the success of American agriculture, so it's important for America's farmers and ranchers to be supported by strong farm programs as they face weather disasters, high supply costs and inflationary pressures.
- America's public investment in agriculture through farm bill programs helps secure our food supply and keep our country strong with sustainable food, fiber and renewable fuel.
- The farm bill impact extends beyond the farm by protecting our nation's food supply, providing access to nutrition for families facing hunger, advancing conservation efforts and spurring innovation through agricultural research.
- Farmers and ranchers are proud to grow and raise the safe, sustainable food, fiber and fuel we all rely on, and the farm bill gives them the tools they need to keep our farms and food supply secure in all seasons.
- America's farmers and ranchers are proud to grow the food that helps supply more than 4 billion meals annually through the farm bill's nutrition programs, which ensure the most vulnerable among us have access to healthy, affordable food.
- Through the farm bill, farmers and ranchers have voluntarily enrolled 140 million acres in conservation programs—that's equal to the size of California and New York combined.



- The vibrancy of our rural communities relies on farm bill programs that support rural infrastructure and other investments, including broadband, a “must have” to ensure career opportunities as well as access to quality education and health care.

Sample Social Media Messages

Below are sample social media messages. Please feel free to use them as is, adapt them to your liking, or create your own entirely.

- The Farm Bill is the most significant piece of legislation that affects farmers and ranchers across the country. Here’s why it matters.

#StillFarming [FB.Org/FarmBill](https://www.fb.org/farmbill)

- Farmers and ranchers are proud to grow the food that helps supply more than 4 billion meals annually through nutrition programs offered through the farm bill. #StillFarming [FB.Org/FarmBill](https://www.fb.org/farmbill)

- Farmers and ranchers are #StillFarming—proudly growing and raising the safe, sustainable food, fiber and fuel we all rely on, and the farm bill gives them the tools they need to keep our farms and food supply secure in all seasons. [FB.Org/FarmBill](https://www.fb.org/farmbill)

- America’s farmers and ranchers are #StillFarming thanks in large part to farm bill programs. Here’s why it matters.

- ✓ Risk Management
- ✓ Nutrition
- ✓ Conservation
- ✓ Economic & Rural Development

Find out more at [FB.Org/FarmBill](https://www.fb.org/farmbill)

- Through the farm bill, farmers and ranchers have voluntarily enrolled 140 million acres in conservation programs—that’s equal to the size of California and New York combined. [FB.Org/FarmBill](https://www.fb.org/farmbill)
- The farm bill gives farmers and ranchers the tools they need to grow and raise the safe, sustainable food, fiber and fuel we all rely on.
#StillFarming



- Farmers and ranchers are #StillFarming—producing more with fewer resources. The farm bill ensures they are able to provide the necessary amount of food, fiber and fuel. [FB.Org/FarmBill](https://www.fb.org/farmbill)
- The farm bill’s investment in ag research and conservation programs is critical to ensuring the productivity and sustainability of our farms and domestic food supply. [FB.Org/FarmBill](https://www.fb.org/farmbill)

Promotional Materials

- Hashtag: #StillFarming
- Promotional Video:
 - Access this 60-second video meant for “Reels” to post on your state Farm Bureau’s social media accounts:
https://www.dropbox.com/s/mif5nhqdptddhos/FarmBill_PZD_323_9X16_Share.mp4?dl=0



- News Release: [AFBF Establishes 2023 Farm Bill Priorities](#)
- Market Intel: [The ‘Others’ of the Farm Bill – Titles Outside of the Big ‘4’](#)
- Market Intel: [Farm Bill Math Updated in New CBO Baseline](#)
- Market Intel: [Overview of Title II Conservation Programs in the Farm Bill](#)
- Market Intel: [Farm Bill Title I Commodity Programs – ARC, PLC and Marketing Assistance Loans](#)



- Market Intel: [Specialty Crop Considerations for the Farm Bill](#)
- Market Intel: [Livestock and the Farm Bill](#)
- Market Intel: [Revisiting Agricultural Trade and Food Assistance Programs in the Farm Bill \(fb.org\)](#)
- Market Intel: [Revisiting Disaster Programs in the Farm Bill \(fb.org\)](#)
- Market Intel: [Overview of Dairy Programs in the Farm Bill \(fb.org\)](#)
- Market Intel: [What is the \(Food and\) Farm Bill and Why Does It Matter? \(fb.org\)](#)
- Zipline: [Preparing for a New Farm Bill \(fb.org\)](#)
- Farm Bureau social media handles:
 - Twitter - [@FarmBureau](#)
 - Facebook: [@FarmBureau](#)
 - Instagram: [@FarmBureau](#)
 - TikTok: [@FarmBureau](#)
- Below you will find a variety of digital assets to use when discussing the farm bill. The below images can be used as social media graphics on Twitter, LinkedIn, Facebook and Instagram.

Social Media Graphics

Access updated state-specific graphics here:

<https://www.dropbox.com/sh/4hczgyh8mkqk6ly/AACeWcBaJGq4Fq49ThsJXbVma?dl=0>

U.S. AGRICULTURE



1m Farms



475.3m Acres



46.2m Jobs
Supported by Ag

Source: NASS (2021), Feeding Economy (2023) | U.S.

AGRICULTURE'S IMPACT



\$8.6t Food & Ag
Economic Output



\$491.8b Gross
Receipts from Sales of
Crops & Livestock

FARMLAND MAKEUP



177.5m Cropland Acres



260.2m Pastureland
Acres



35.1m Forestland Acres



RISK MANAGEMENT

454.3m Crop
Insurance Acres

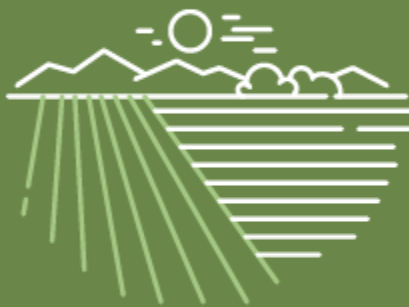
106m Agriculture
Risk Coverage
(ARC) Acres

138.6m Price Loss
Coverage (PLC)
Acres



CONSERVATION EFFORTS

10.8m Conservation Reserve Program (CRP) Acres



2.2m Conservation Stewardship Program (CSP) Acres



1.8m Environmental Quality Incentives Program (EQIP) Acres



NUTRITION BY THE NUMBERS



113.7b SNAP Benefits



41.1m Individual
Participants



21.6m Families

SNAP: FEEDING THE U.S.



9.4b

Meals Provided



4.9b

Lunches Served



2.5m

Breakfasts Served



ANALYSIS

- Whip List
- Committee staff outreach
- Research & messaging
- Stakeholder meetings



SHARED VALUES

- Hearings & listening sessions
- Lawmaker meetings
- Outreach to Members of Congress new to Farm Bill



PERSUASION

- Targeted messaging
- Fly-Ins and in-district meetings
- Key advocate involvement
- Digital & media advocacy



ENGAGEMENT

- Ensure passage in House and Senate
 - Utilize advanced advocacy tactics
 - Involvement with partners & stakeholders
-



Farm Bill Survey Results

Please do not share the full survey results externally, message testing is only meant for internal use. *The below survey results were conducted prior to the updated Feeding the Economy report.*



FARM BILL SURVEY



AMERICAN FARM BUREAU FEDERATION®

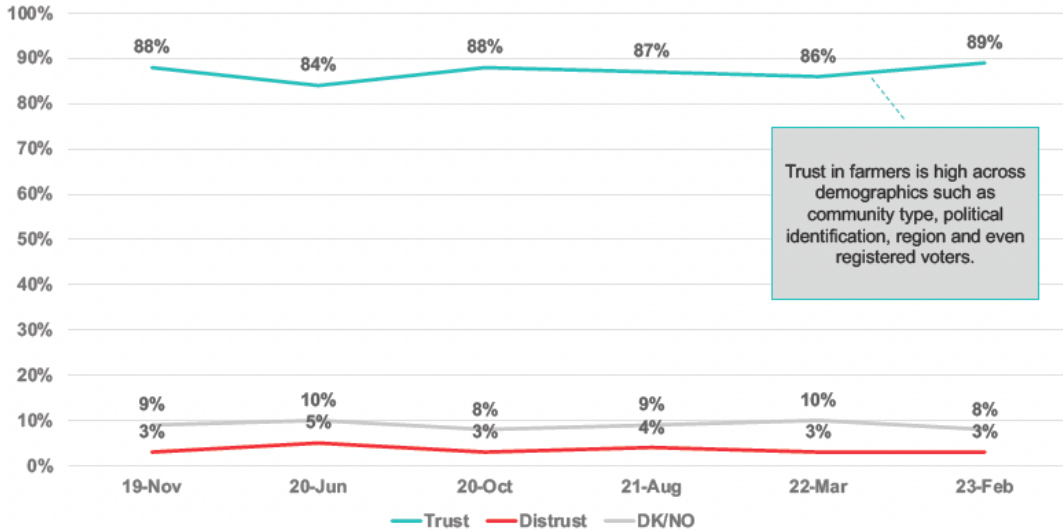
February 2023

 MORNING CONSULT

AGRICULTURAL PERCEPTIONS

Trust in farmers (89%) has remained steadily high since November 2019.

How much, if at all, do you trust farmers?

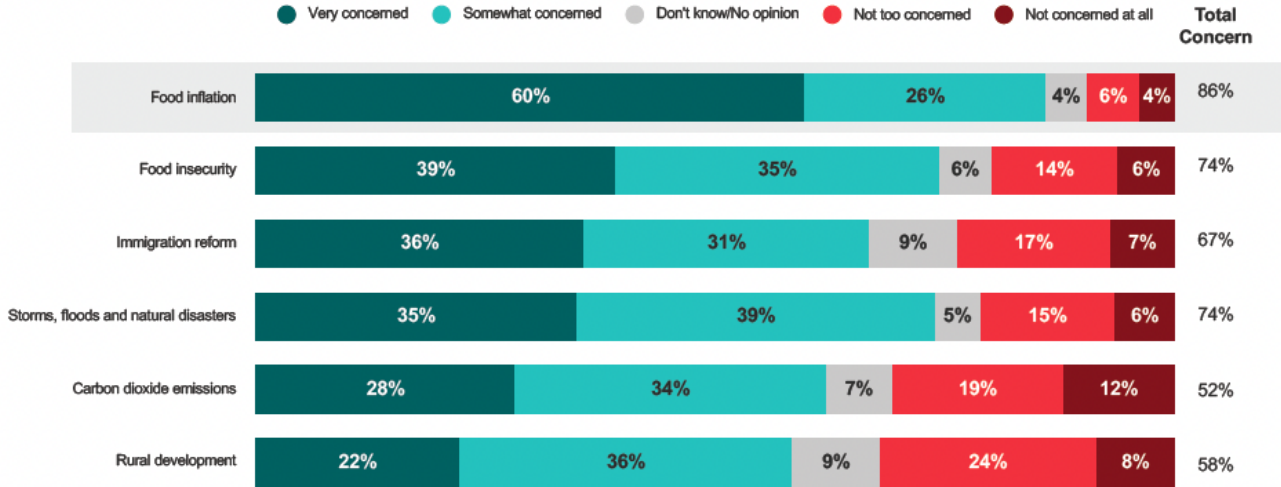


Trust in farmers is high across demographics such as community type, political identification, region and even registered voters.

AGRICULTURAL PERCEPTIONS

While most adults are concerned about all of the tested issues, they are *very concerned* about food inflation.

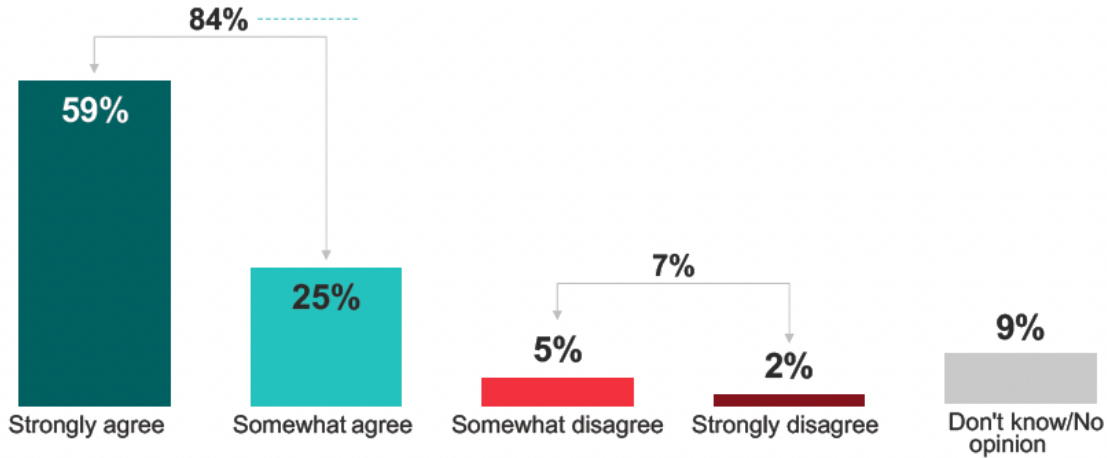
How concerned are you, if at all, about each of the following in the U.S.?



AGRICULTURAL PERCEPTIONS

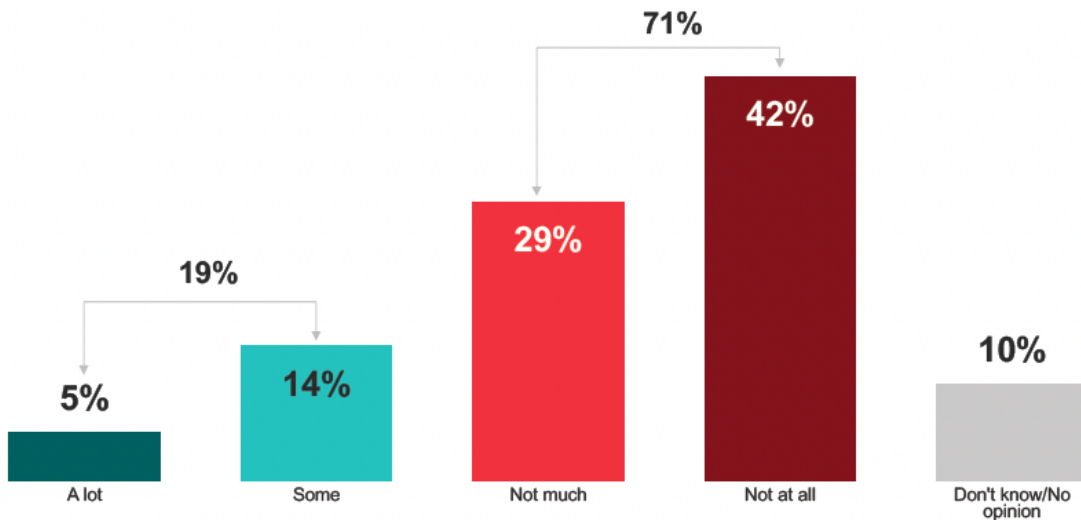
84% of adults agree the U.S. should consider it a matter of national security to ensure we continue to have a safe and abundant food supply.

As you may know, the war between Russia and Ukraine has disrupted the global food supply and caused an increase in food prices around the world. Do you agree or disagree with the following statement? *The U.S. should consider it a matter of national security to ensure we continue to have a safe and abundant food supply.*



PERCEPTIONS OF THE FARM BILL

71% of adults have not seen, read or heard much about the farm bill, and 42% have not seen, read or heard anything at all.

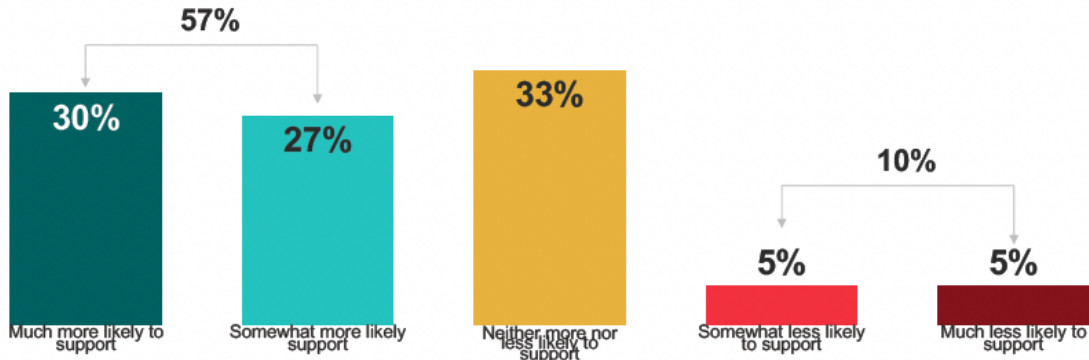




PERCEPTIONS OF THE FARM BILL

Over half (57%) of adults say they would be *more likely* to support their member of Congress if they voted to reauthorize the farm bill, while 33% remain neutral.

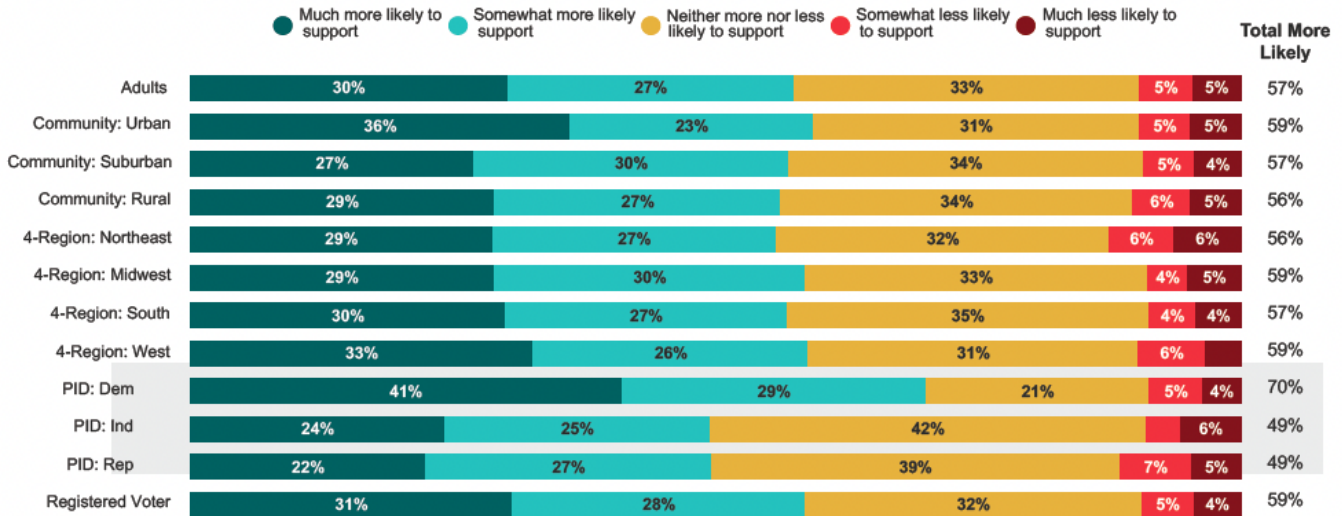
As you may know, the farm bill is the primary federal law for the American food and agriculture system. Nutrition programs like SNAP, also called 'food stamps', make up most of the funding, but programs that support the U.S. agriculture industry, such as risk management, agricultural research and conservation cost-share programs also are included. **Based on what you know, are you more or less likely to support your member of Congress if they voted to reauthorize the farm bill?**



PERCEPTIONS OF THE FARM BILL

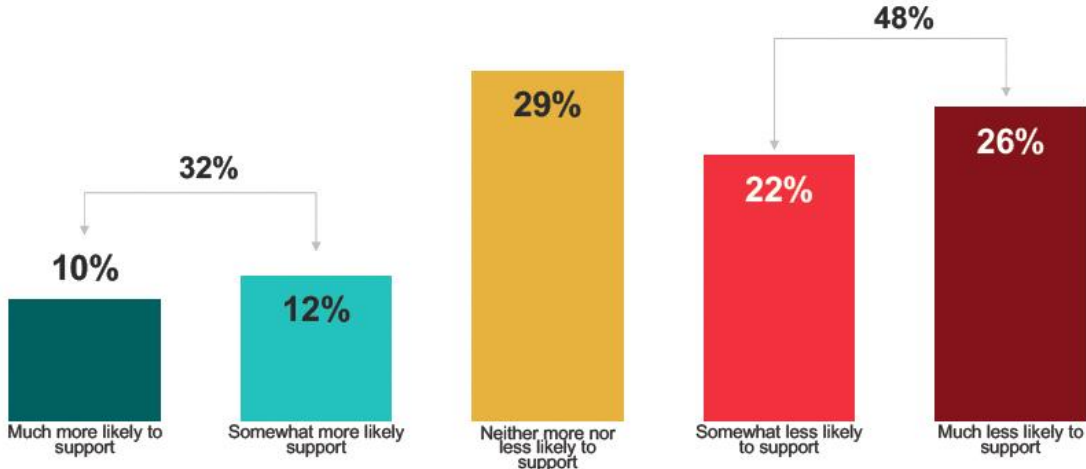
Democrats (70%) are more likely than independents (49%) and Republicans (49%) to support the farm bill.

Based on what you know, are you more or less likely to support your member of Congress if they voted to reauthorize the farm bill?



PERCEPTIONS OF THE FARM BILL

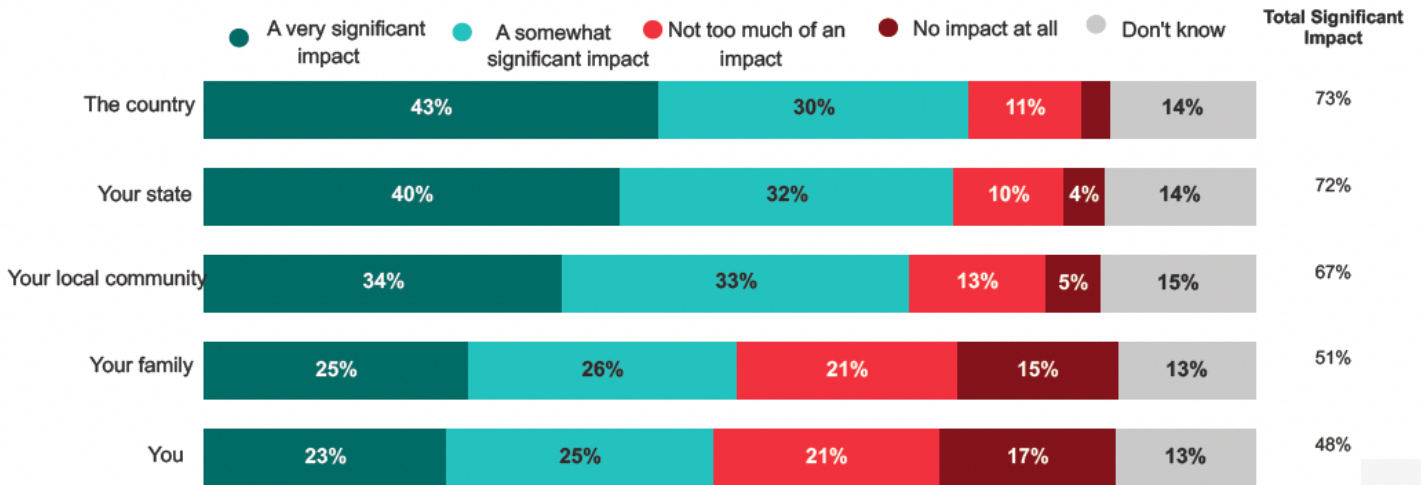
Half of adults say they would be *less likely* to support their member of Congress if they voted to reauthorize a farm bill that discontinued funding to address food insecurity.



PERCEPTIONS OF THE FARM BILL

Most adults recognize that if the farm bill were not reauthorized in 2023, it would have a significant impact on the country, their states and local communities.

In your opinion, if the farm bill was not reauthorized in 2023, how significant of an impact will that have on each of the following, if at all?



MESSAGE TESTING

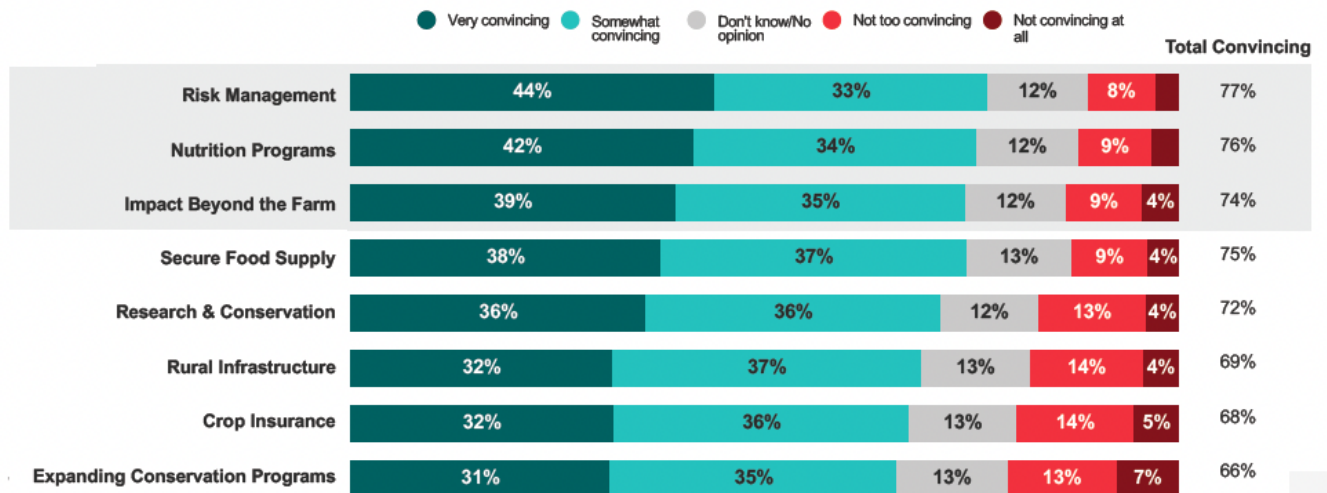
TESTED MESSAGES

1. **SECURE FOOD SUPPLY** America's public investment in agriculture through farm bill programs helps secure our food supply and keep our country strong with sustainable food, fiber and renewable fuel.
2. **IMPACT BEYOND THE FARM** The farm bill impact extends beyond the farm by protecting our nation's food supply, providing access to nutrition for low-income families, advancing conservation efforts and spurring innovation through agricultural research.
3. **RESEARCH AND CONSERVATION** The farm bill's investment in agricultural research and conservation programs are critical to ensuring productivity and sustainability on our farms as we work to feed a growing population using fewer resources.
4. **EXPANDING CONSERVATION PROGRAMS** Through the farm bill, farmers have voluntarily enrolled more than 140 million acres in conservation programs, and these programs should be expanded to help achieve our shared climate goals.
5. **RISK MANAGEMENT** Managing risk on the farm is critical to keeping food on our tables. We all depend on the success of American agriculture, so it's important for America's farmers and ranchers to be supported by strong farm programs as they face weather disasters, high supply costs and inflationary pressures.
6. **CROP INSURANCE** No one buys insurance for the good times, and similarly, crop insurance through the farm bill provides an important tool to help farmers and ranchers weather storms beyond their control.
7. **RURAL INFRASTRUCTURE** The vibrancy of our rural communities relies on farm bill programs that support rural infrastructure and other investments, including broadband, a "must have" to ensure career opportunities as well as access to quality education and health care.
8. **NUTRITION PROGRAMS** America's farmers and ranchers supply more than 4 billion meals annually thanks to the farm bill's nutrition programs which ensure the most vulnerable among us have access to healthy, affordable food.

MESSAGE TESTING

The most convincing messages were related to risk management, nutrition programs, and securing the nation's food supply.

Below are some statements related to the farm bill. How convincing do you find each of the following statements, if at all?

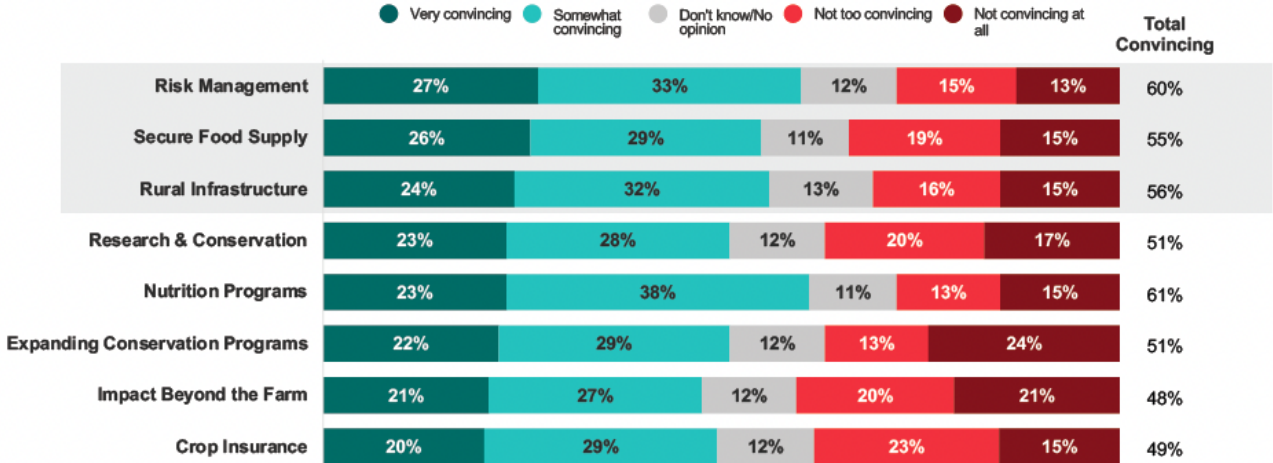


MESSAGE TESTING

Adults who were less favorable of the farm bill say the statements on *risk management* (27%) and *secure food supply* (55%) were the most convincing.

Below are some statements related to the farm bill. How convincing do you find each of the following statements, if at all?

Among adults who are less likely to support their member of Congress if they voted to reauthorize the farm bill, n=213, MOE= +/- 7%



MESSAGE TESTING

A bipartisan majority found all of the statements convincing.

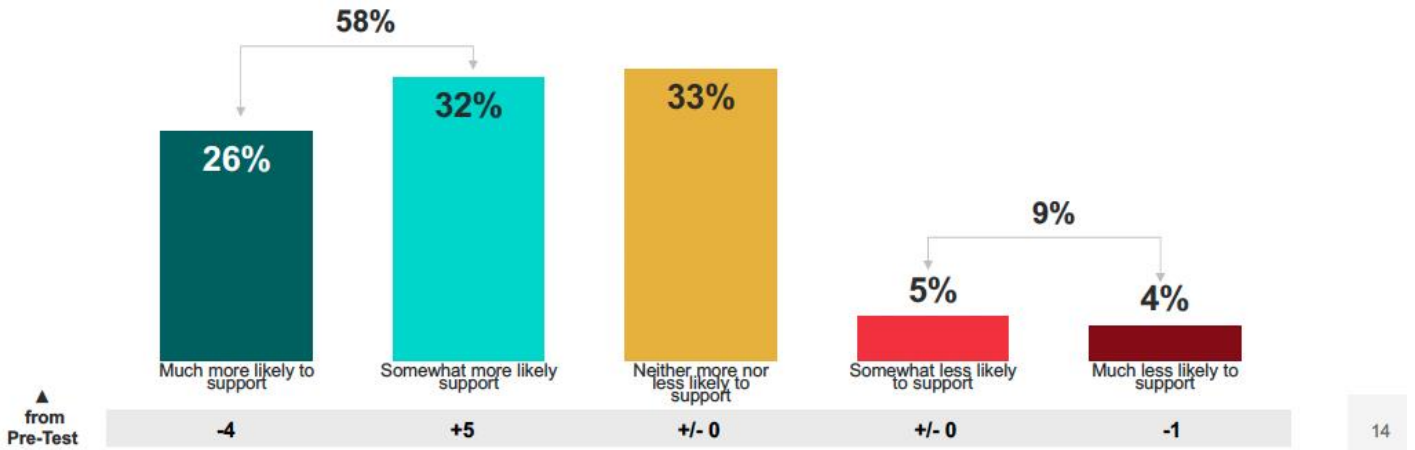
Below are some statements related to the farm bill. How convincing do you find each of the following statements, if at all?

| % Convincing | Adults | Com: Urban | Com: Suburban | Com: Rural | 4-Region: Northeast | 4-Region: Midwest | 4-Region: South | 4-Region: West | PID: Dem | PID: Ind | PID: Rep | Less Likely | Neither More/Less Likely |
|---------------------------------|--------|------------|---------------|------------|---------------------|-------------------|-----------------|----------------|----------|----------|----------|-------------|--------------------------|
| Risk Management | 77% | 76% | 78% | 76% | 75% | 75% | 77% | 80% | 83% | 70% | 76% | 61% | 60% |
| Nutrition Programs | 76% | 76% | 76% | 76% | 74% | 78% | 74% | 76% | 82% | 68% | 75% | 57% | 61% |
| Secure Food Supply | 75% | 74% | 74% | 76% | 77% | 74% | 75% | 73% | 83% | 67% | 72% | 57% | 55% |
| Impacts Beyond the Farm | 74% | 74% | 75% | 74% | 73% | 78% | 73% | 75% | 82% | 68% | 72% | 59% | 48% |
| Research & Conservation | 72% | 70% | 71% | 74% | 72% | 70% | 70% | 73% | 77% | 64% | 71% | 51% | 51% |
| Rural Infrastructure | 69% | 68% | 69% | 69% | 68% | 70% | 69% | 70% | 77% | 62% | 66% | 50% | 56% |
| Crop Insurance | 68% | 70% | 67% | 66% | 68% | 70% | 66% | 67% | 74% | 61% | 66% | 51% | 49% |
| Expanding Conservation Programs | 66% | 60% | 67% | 70% | 67% | 68% | 67% | 63% | 76% | 58% | 62% | 46% | 51% |

MESSAGE TESTING

In the post-test, adult sentiment softens slightly – adults are more likely to say they are *somewhat more likely to support (+5)* their member of Congress if they voted to reauthorize the farm bill compared to *much more likely (-4)*.

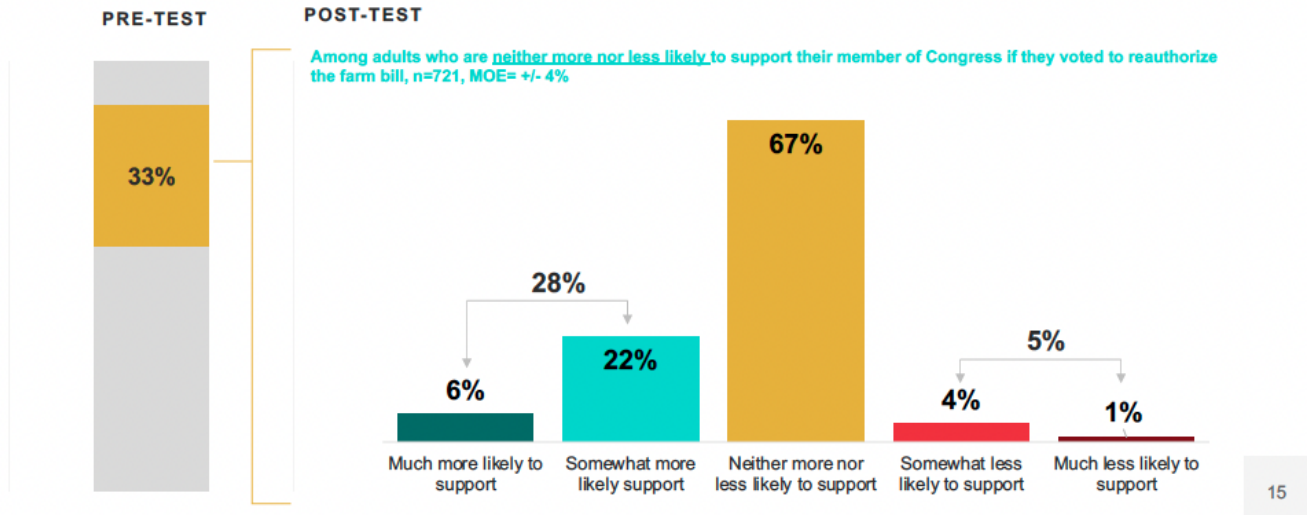
Sometimes, in surveys like these, people change their minds. Based on what you know, are you more or less likely to support your member of Congress if they voted to reauthorize the farm bill?



MESSAGE TESTING

Among adults who initially were neutral on support of the farm bill, after reading the tested statements, 28% say they are *more likely to support* their member of Congress if they did so.

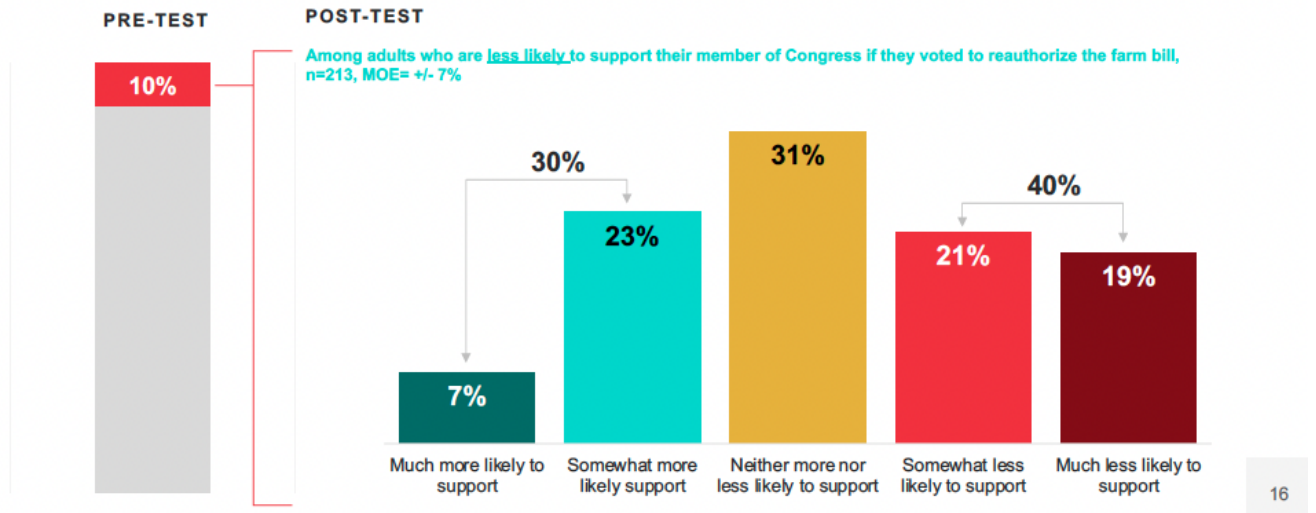
Sometimes, in surveys like these, people change their minds. Based on what you know, are you more or less likely to support your member of Congress if they voted to reauthorize the farm bill?



MESSAGE TESTING

Among adults who were less likely to support farm bill, after reading the tested statements, 30% say they are *more likely* to support and 31% now say they are neutral.

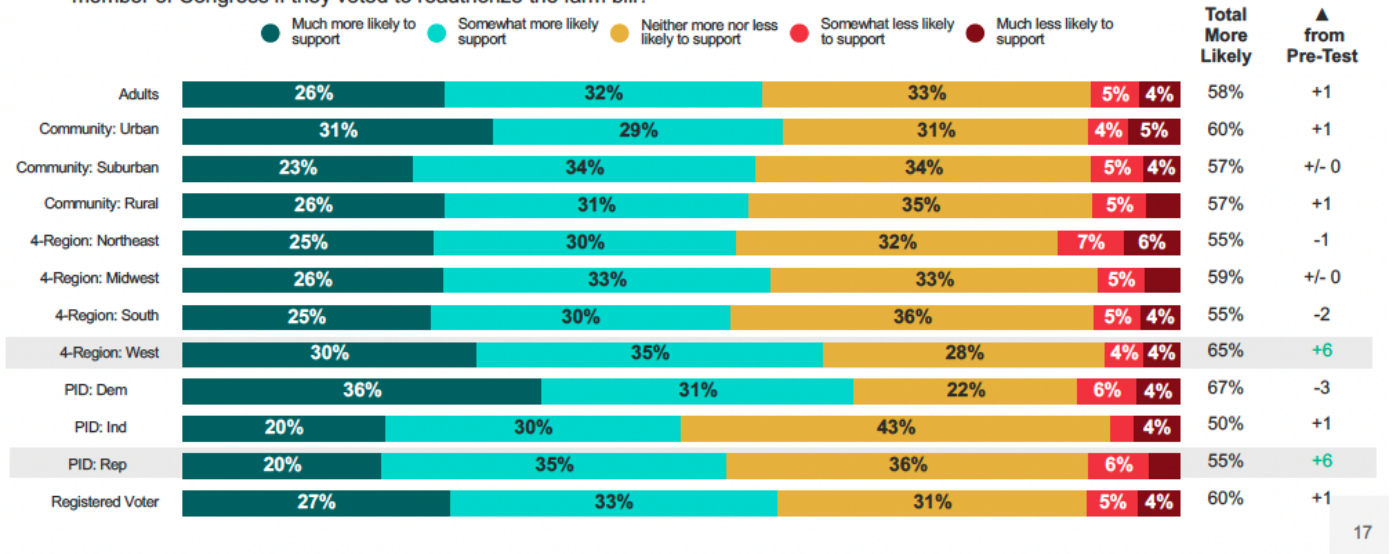
Sometimes, in surveys like these, people change their minds. Based on what you know, are you more or less likely to support your member of Congress if they voted to reauthorize the farm bill?



MESSAGE TESTING

Additionally, after reading the tested statements, Republican adults are *more likely* to support their member of Congress if they voted to reauthorize the farm bill.

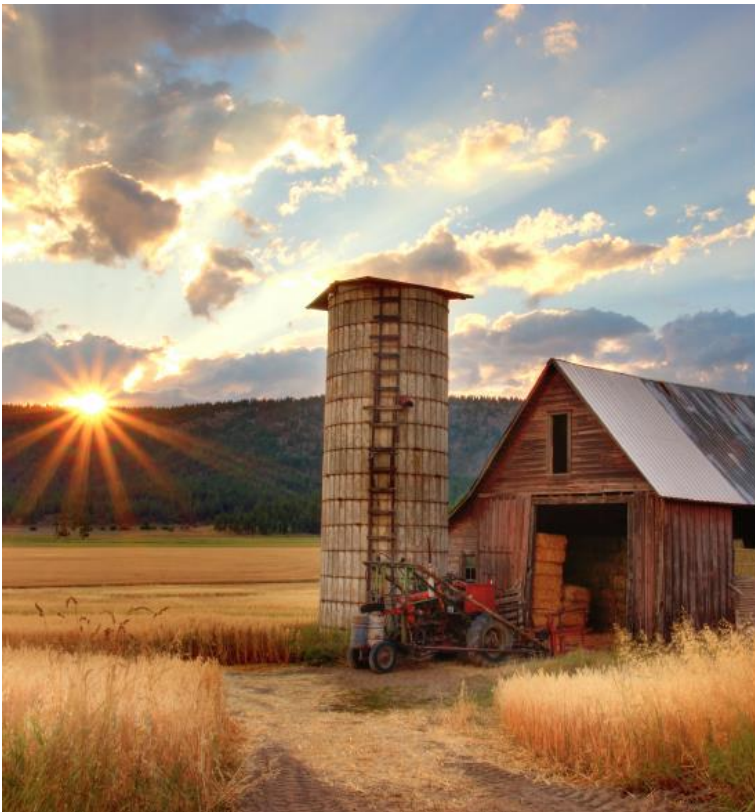
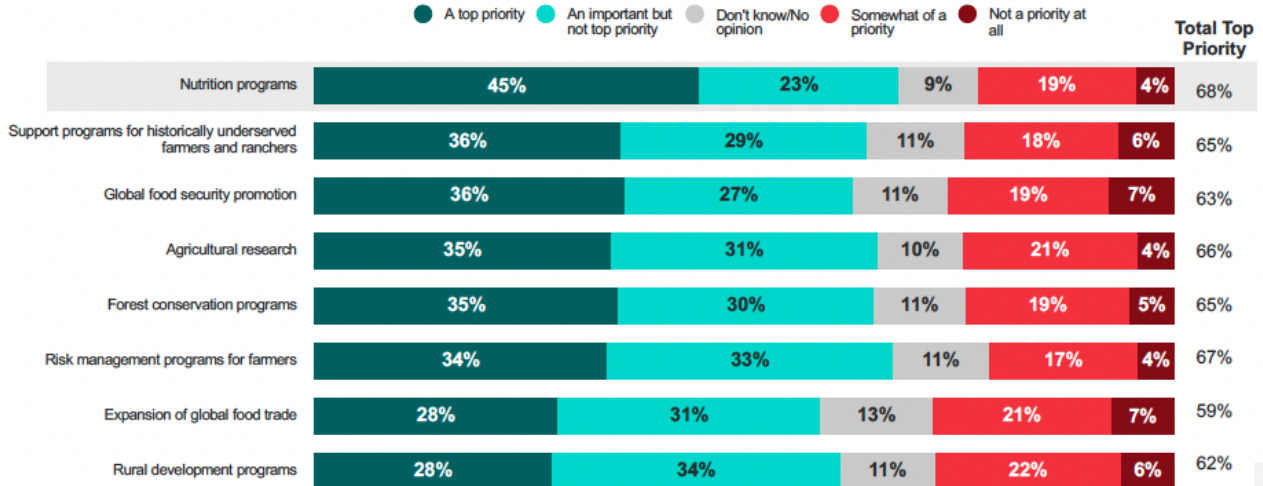
Sometimes, in surveys like these, people change their minds. Based on what you know, are you more or less likely to support your member of Congress if they voted to reauthorize the farm bill?



GOVERNMENT SPENDING

While adults say all farm bill funding areas are important, they are especially likely to say *nutrition programs* and *risk management* should be prioritized.

As you may know, the food and agriculture industry supports 21.1 million U.S. jobs and contributes more than \$1 trillion to U.S. gross domestic product. **In your opinion, how much of priority should it be, if at all, for the government to fund each of the following?**



FARM BILL SURVEY


AMERICAN FARM BUREAU FEDERATION[®]

February 2023


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