



*The Hand That*  
**Feeds U.S.**



## The Hand That Feeds U.S.

### The Hand That Feeds U.S.

- Project of Farm Policy Facts created 2009
- Mission: Improve relations with urban media
- Participants: Ag Retailers, Agri-Women, Sugar, Bushmills Ethanol, MN Corn, Cotton, SWCA, TX Corn, Crop Insurance Professionals Assn, Growth Energy, Farmers Union, TX Peanut, Western Peanut, Wheat, USA Rice, WIFE
- [www.TheHandThatFeedsUS.org](http://www.TheHandThatFeedsUS.org)



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## Farmer Profile

### Beth Clanton

I met many wonderful people on my journey through the West Texas farmlands, but few as remarkable as Beth Clanton. Eleven years ago, Clanton was a second grade school teacher in Seminole, Texas. Her husband was a peanut and cotton farmer, and together, they had two daughters...



## Farmer Profile

### Pat Benedict

To his friends and family, Pat Benedict is a soft-spoken farmer from a small town in Minnesota. Few are even aware Benedict is an icon of modern agriculture. In 1978, he appeared on the cover of TIME magazine for an article dubbed "The New U.S. Farmer." At the time, American agriculture was undergoing major change, and the article sought to depict the industry's sweeping transformations...



## Farm Policy Fact of the Day

### Fact for 2/26

*The current farm bill isn't just about farmers, food and clothing-it also provides nearly \$40 billion for environmental conservation.*

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## Profiles: Ag Opponents



### If it Walks Like a Duck

One look at the smiles on Hill staffers' faces and you would've thought Christmas came early this year.

But it wasn't Santa delivering the goodies—it was the Cato Institute. And it wasn't presents causing the commotion—it was a royalty-like spread of food, a rarity on Capitol Hill since stringent lobbying standards were passed.

Dozens of chicken sandwiches paired with dozens more tuna sandwiches; bags of chips, pretzels and popcorn; bowls full of fruit; buckets full of soft drinks; and an assortment of holiday candy were used to lure hungry Congressional staffers to a Halloween Cato briefing about why U.S. sugar policy should be dismantled.

One attendee of the briefing was so overcome with excitement he said it felt like he was in the media room at a Washington Redskins' game.

Of course, the irony was, for it to be a "media" room, at least one media member would be present. This day, Cato didn't allow press into its Hill briefing; only "media inquiries."

Perhaps they were keeping reporters out because of an even bigger irony: Cato was essentially lobbying the Hill on farm policy even though Cato is a "think tank" that claims it doesn't lobby.



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## HARVEST SERIES

### Now Featuring: Corn

By Samantha - First time at a corn harvest

#### Welcome to Dumas

I ventured north past Amarillo to Dumas, Texas to meet with Dee Vaughan for my final harvest: corn. And if you think of the harvest as a giant ball, corn is this year's Cinderella.

It's mid-October, and in Texas, that usually means the corn harvest is well underway. However, corn farmers in the Panhandle are delayed getting into the fields this year.

Vaughan chalked it up to a lot of rain, and an early freeze. In Dumas, that freeze came on October 2nd—about two weeks ahead of schedule. The freeze kills the corn plant, making it more likely to fall to the ground. Vaughan explained that, ideally, farmers want to harvest their corn before the freeze to avoid yield losses from corn plants that have fallen over.



## HARVEST MEDIA CENTER



VIDEO



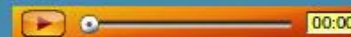
AUDIO



PHOTOS



**AUDIO:** Minnesota corn grower Andy Quinn takes a minute to talk about this year's corn harvest in Litchfield, MN.





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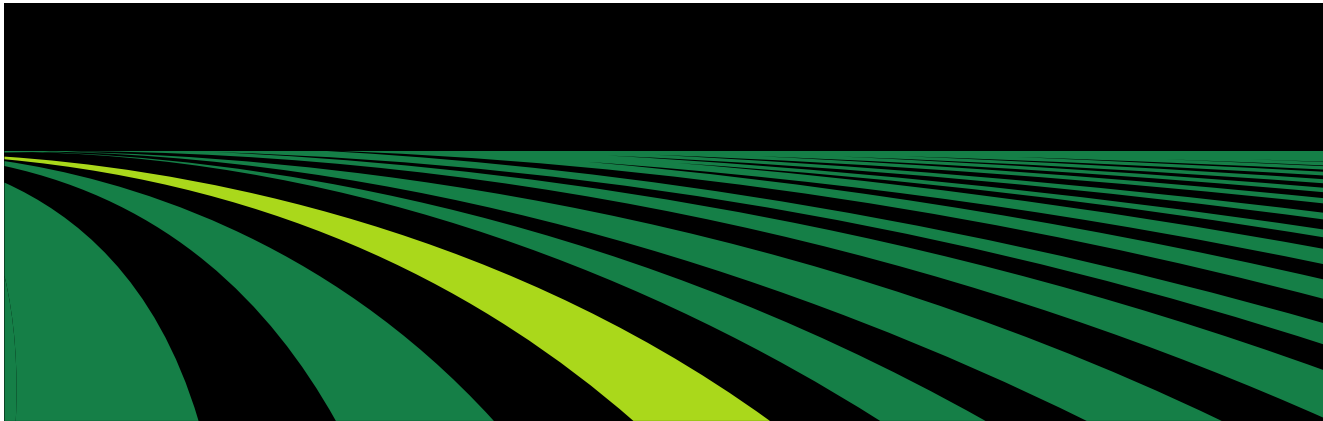
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**Hold the Thin Green Line**

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## The Hand That Feeds U.S.

### Hold The Thin Green Line

“[W]e must hold the thin green line. If we cannot feed, fuel and clothe ourselves, then we cannot defend ourselves. If this one bright spot in our economy is choked off, then recession recovery will certainly stall. And, if rural America falters, we open the floodgate to even more fuel produced by nation states that do not share our values and strategic interests—and our country is less secure.”

-Gen. Wesley Clark



# The Hand That Feeds U.S.

## Hold The Thin Green Line

- U.S. population has tripled in 70 years
- Number of farms has plummeted
- 210,000 full-time farms to feed, fuel and clothe more than 300 million Americans
- Production must increase 70% in next 40 years to avoid starvation



## **The Hand That Feeds U.S.**

### Hold The Thin Green Line

- More people pass through Wal-Mart's doors every 21 minutes to buy groceries and clothes than there are farms to grow the goods stocking Wal-Mart's shelves.



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### Hold The Thin Green Line

- Kansas City Star—Feb. 15
- Tampa Tribune—Feb. 28
- San Antonio Express-News—March 14
- The Oklahoman—March 19
- San Antonio Business Journal—April 1
- Amarillo Globe-News—April 3
- FoxNews.com—April 15
- Fargo Forum—April 24
- Huffington Post—May 13
- The Hill—June 10
- Lansing State Journal—June 16
- Dallas Morning News—August 16



# The Hand That Feeds U.S.

## Hold The Thin Green Line

Our recent partnership with Miss America has allowed us to reach new audiences in new ways.





## The Hand That Feeds U.S.

### Hold The Thin Green Line

“Modern-day agriculture has to do its part in reaching out and teaching us about what they do and how they do it. Educational groups like The Hand That Feeds U.S. ...are a good start, but it’s not enough. The rest of us must reconnect with our rural roots and understand that we all have a stake in the success of farmers and ranchers...I plan to spend my time as Miss America to make that happen.”

-Teresa Scanlan



# The Hand That Feeds U.S.

## Hold The Thin Green Line

Former Chairman of the House Agriculture Committee, the Honorable Larry Combest brings experience as a known farm policy expert.



# Hold The Thin Green Line

“The ability to feed, clothe, and fuel ourselves is a national security priority. That’s why figures like General Wesley Clark and Miss America have taken a stand in urging Americans to “hold the thin green line” of U.S. farmers with sound policies, so that they can continue to provide us with the safest, most affordable and most abundant food supply in the world.”

-Larry Combest



# The Hand That Feeds U.S.

## A Good Start

- Nearly 50 newsletters sent to 1,000+ reporters
- Briefings with NY Times, WSJ, LA Times, Chicago Tribune, CNN, Times-Picayune, Fox News, NPR, Dow Jones, Bloomberg, Reuters, Marketplace Radio, and more
- Media tours to Chicago, NYC, DC, LA
- Regular pitches; materials to 500 reporters
- Strong social media presence
- Rapid response system in place to respond to negative news (recent NY Times placement)



# The Hand That Feeds U.S.

## More to Do

- Opponents have a 10-year head start and resources we cannot match
- Thank you for your leadership in building an idea into a force...now let's go to the next level