

# TOOLKIT



#GrowingStrongAmerica



Every five years, the Federal Farm Bill makes its way through Congress for renewal. Now is our chance to speak up and make change!

The Northeast Carbon Alliance (NECA) and Scenic Hudson are working together to advocate for more resources for small and mid-sized farms.

We invite you to join in and help us get the word out about this important issue.

## 3 MAJOR FARM BILL GOALS

- 1 Represent the unique concerns of Northeastern farmers
- 2 Advocate for strengthening opportunity, equity, and diversity in agriculture
- 3 Encourage climate-friendly farming and forest management

# What Does the FARM BILL Cover?

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## FOOD SECURITY

Programs to ensure high-quality, affordable food from the 2 million farms in the US.

## JOBS

There are more than 2.4 million hired farm workers in the US, including nearly 200,000 in the Northeast

## RESEARCH & CONSERVATION

Programs to develop sustainable practices (including renewable energy sources) and conserving more than 140 million acres nationwide.

## RISK MANAGEMENT

Protects farmers from weather disasters and volatile economic swings.

## HUNGER & NUTRITION

Supports more than 41 million food insecure families and children through supplemental nutrition programs.

Sources: 2017 U.S. Census of Agriculture and Farm Bill for America's Families.

[Download Farm Bill 101](#)

[bit.ly/101FarmBill](https://bit.ly/101FarmBill)



Scenic Hudson and the Northeast Carbon Alliance are focusing their efforts on the Farm Bill in these three areas. We invite you to ask your representatives to focus on these issues too:

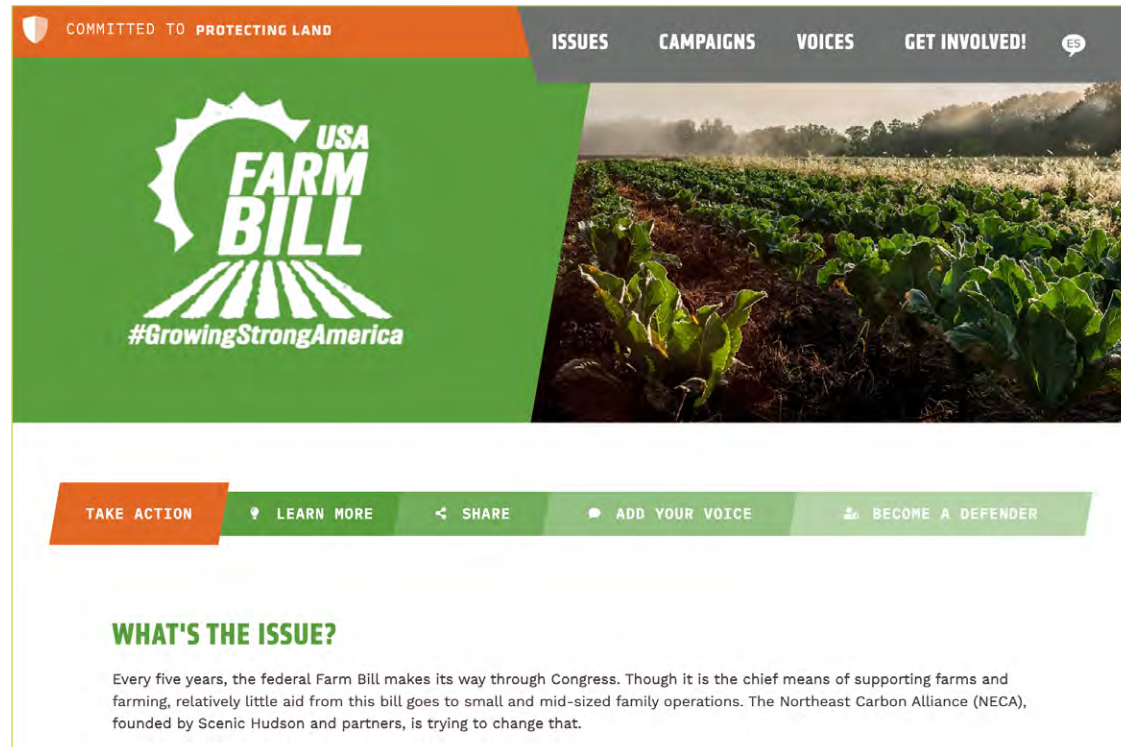
- 1 Expand Conservation Programs to Include Small Farms & Underrepresented Farmers**  
While the Farm Bill contains the biggest investment in land conservation in the U.S., we want new and underrepresented farmers to get better access to these programs.
- 2 Keep Urban Farms & Community Gardens Growing**  
Urban agriculture grows healthy food and community. These initiatives need additional support, especially in underserved communities.
- 3 Promote Soil Health & Regenerative Practices**  
Farming in a way that replenishes the land can help fight climate change. Let's expand and increase technical support for soil health initiatives.

**Learn more about these key asks here**

[bit.ly/FarmBillWishList](https://bit.ly/FarmBillWishList)



Visit the campaign webpage for more information on the U.S. Farm Bill campaign.



[DefendTheValley.org/farmbill](https://DefendTheValley.org/farmbill)



## Contact your representatives

Ask them to fight for Northeast farms and farmers, and use the information in this document if you need talking points. Now is the time to add your voice!

### Find your Senators here

[senate.gov/senators/senators-contact.htm](https://senate.gov/senators/senators-contact.htm)

### Find your Representative here

[house.gov/representatives/find-your-representative](https://house.gov/representatives/find-your-representative)

## Get the word out

Post about the Farm Bill on social media, share this document with friends, or have a good old-fashioned conversation, maybe over a good meal.





When creating any visual materials, please use the branded logo, fonts, and colors of the campaign.

**Download here**

[bit.ly/FarmBillStyleGuide](http://bit.ly/FarmBillStyleGuide)

## USA FARM BILL

### ONE PAGE STYLE-GUIDE

#### LOGO OPTIONS



Reverse



#### COLORS

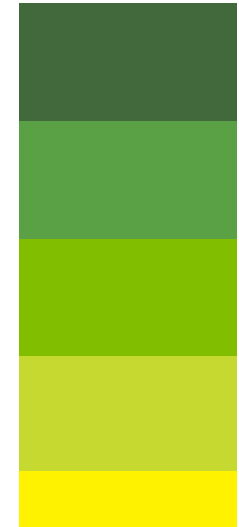
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GREEN 3  
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HEX #80B800

GREEN 4  
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HEX #C4D659

HIGHLIGHT  
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HEX #FFEE52



#### SLOGAN

**Growing Strong America**

#### HASHTAG

**#GrowingStrongAmerica**

#### FONTS

Headlines:

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Bold Condensed**

Subheads

**IBM Plex Mono  
Bold**

Body Text:

Museo Sans  
300

Captions:

*IBM Plex Mono  
Italic*

PROVIDED WITH SUPPORT FROM N.E.C.A.



# Sample Email Outreach

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If you send emails to your supporters, we encourage you to include a message about the U.S. Farm Bill. Use the downloadable templates below and tailor to your audiences.

**Download here**  
[bit.ly/FarmBillEmails](https://bit.ly/FarmBillEmails)

# RAISE YOUR VOICE FOR LOCAL FARMS





# Sample Social Media Posts

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Use content and graphics from this toolkit to create your own posts. Make sure to use the hashtags:

**#GrowingStrongAmerica #DefendTheValley**

**Download here**

[bit.ly/FarmBillSocial](https://bit.ly/FarmBillSocial)



SPEAK UP: Growing a \*strong\* America means healthy, sustainable farms, large and small. Join us in asking Congress for key changes in the Farm Bill that will help support our rural economy: <https://defendthevalley.org/campaign/farm-bill> #DefendtheValley #GrowingStrongAmerica

**SMALL FARMS, BIG IMPACT**







STRENGTHEN LOCAL FARMS: Families in the Hudson Valley are counting on you to ensure small farms and farm workers can continue to grow the food we all rely on. Join us in asking Congress for key changes in the Farm Bill to help our local farms <https://defendthevalley.org/campaign/farm-bill> #DefendtheValley #GrowingStrongAmerica

**GROWING STRONG AMERICA**







GROW RESILIENT COMMUNITIES: DYK Hudson Valley farms create more than 7,800 jobs in our communities? Join us in asking Congress for key changes in the Farm Bill to keep our local farming economy strong <https://defendthevalley.org/campaign/farm-bill> #DefendtheValley #GrowingStrongAmerica

**RAISE YOUR VOICE FOR LOCAL FARMS**





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Thank You for Your Support