



Farm Bill Messaging Toolkit

We invite crop insurance coalition partners to use these templates as a starting point for your organization (and members) to share positive crop insurance messages on your social media platforms.

Content:

- Updates
- Key Message for the Week
- Social Media Content
- Sample Text

Updates

As lawmakers returned from August recess, discussions around a possible Continuing Resolution (CR) have continued. The funding package in its current form does not include a farm bill extension, despite its expiration on the fiscal year deadline. With uncertainty around the farm bill, a number of agricultural groups and farm lenders flew into town last week to urge lawmakers to complete a new farm bill this year. This follows [a recent letter](#) signed by more than 300 state and national agriculture groups, making the case for a new bill due to rising economic uncertainty for producers. The groups highlighted the importance of building a more robust farm safety net, including investing in crop insurance, in a new farm bill.

Key Message for the Week

Throughout this Congress, members of the coalition, farmers and ranchers, the crop insurance industry, and members of Congress have worked to share the messages of crop insurance on the Hill. This week's toolkit serves as a reminder for some of the [key features of crop insurance](#), such as:

- Crop insurance protects when disaster strikes and is the first line of defense against extreme weather events.
- Crop insurance is the most successful public-private partnership, and unlike ad hoc disaster assistance that is 100% paid for by the taxpayer, crop insurance losses are shared by farmers, private sector companies, and the government.

[Click here](#) for additional crop insurance messaging.

Social Media Content

These graphics can be used with the sample text in the following section or used with customized text. If you would like help designing a graphic with a quote from a farmer in your sector of the industry, contact Ashley Smith (asmith@torreydc.com) for assistance. Please note, the graphics provided are sized for X (Twitter), but custom sizes can be provided. In addition, please feel free to use your logo on the graphics.

Graphics can be downloaded by clicking the images or linked text below.



“The more we have farmers using crop insurance and using that risk management tool, the more certainty we have from a government standpoint in regards to the budgeting and the way we spend taxpayers’ dollars.”

- Rep. Brad Finstad (R-MN-01)

On crop insurance in an interview with Brownfield Ag News, <https://www.brownfieldagnews.com/news/farmer-act-would-strengthen-crop-insurance/>



1. [Click here](#) to download this graphic.



“[Farmers] need sound risk management options to help mitigate the losses that are out of their control, so credit and crop insurance programs are essential all across the country.”

-Sen. Tina Smith (D-MN)

In comments at Senate Agriculture Subcommittee Hearing on Commodity Programs, Credit, and Crop Insurance



#ProtectCropInsurance

2. [Click here](#) to download this graphic.

“ The reason I buy crop insurance is because of the weather, we never know what’s going to happen... it has really worked on my operation and **that’s the reason I’m still farming today.**

- Brannon Day, Tennessee Farmer,
NCIS Testimonial



3. [Click here](#) to download this graphic.

Sample Text

Feel free to use this text for social media posts. We also encourage you to add testimonies or personal examples from your membership. Please note, some of the posts may exceed X (Twitter) length limits, but a tweet thread can be utilized to fit all the text and any additional text you may choose to add.

****(for all tweets) We urge Congress to #ProtectCropInsurance in the upcoming #FarmBill.*

- Graphic 1: Crop insurance is a successful public-private partnership where gains and losses are shared. Making this a win – win – win for the government, private sector, and farmers.
- Graphic 2: #CropInsurance helps farmers gain access to credit, while working to mitigate the losses that are out of their control. Thanks @SenTinaSmith for being a crop insurance champion!
- Graphic 3: #CropInsurance protects farmers when disaster strikes. Listen to more about Tennessee farmer, Brandon Day's, story here: <https://youtu.be/Bw6Fvp3fHSs>

Suggested Hashtags:

- #ProtectCropInsurance
- #CropInsurance
- #FarmBill
- #Agriculture

Don't forget to amplify messages from your fellow coalition partners! [Click here](#) for a list of coalition partners' X (Twitter) accounts.