



## News Release

### **Farm, Food, Facts Interactive Podcast Announced at Groceryshop**

*U.S. Farmers & Ranchers Alliance® attends Groceryshop to kick off Farm, Food, Facts interactive podcast that provides retailers and media sustainability insights and access to the farmer perspective.*

**ST LOUIS, Mo., (October 11, 2018)** – In a consumer era of transparency, especially when it comes to how food is grown and raised, U.S. Farmers & Ranchers Alliance (USFRA) wants to connect retailers directly with the source – today’s farmers and ranchers. At the start of the food value chain, farmers are interested in connecting with consumers and serving as a resource for retailers to discuss sustainable food production.

This year, USFRA, along with farmers and ranchers from across the country, will be attending Groceryshop, October 28-31 in Las Vegas. USFRA will engage in one-on-one conversations with retailers and media to answer questions around topics including sustainability metrics, water conservation, soil health and animal care. In addition, USFRA will be announcing its new weekly *Farm, Food, Facts* interactive podcast in partnership with *SupermarketGuru* Phil Lempert.

“Representing many farmers who value sustainability, we want to be included in dialogue with retailers about continuous improvements in agriculture, and the ways we’re measuring and improving our farming practices,” says Jim Adams, board member of the U.S. Farmers & Ranchers Alliance representing U.S. Poultry & Egg Association. “Farm, Food, Facts will be a great platform to bridge the gap between the food value chain and connect farmers, retailers and everyone in between.”

The *Farm, Food, Facts* news briefings will kick off Wednesday, Nov. 14 from 11:30 a.m. to 12:00 p.m. CST and will continue every Wednesday at the same time. This free resource offers CPGs, retailers, sustainability supply chain leaders and food trade media a central location to access weekly food and agriculture news and the opportunity to engage directly with a farmer or rancher in real-time about top questions surrounding sustainability and food production systems of the 21st century. Agricultural thought leaders will also offer insights into today’s food trends and perceptions of farming practices. Learn more and register at [www.fooddialogues.com/farmfoodfacts](http://www.fooddialogues.com/farmfoodfacts).

#### Format of *Farm, Food, Facts* will be:

- **Trend update** from U.S. Farmers & Ranchers Alliance CEO and other sustainability thought leaders
- **News briefing** of up to five topics in food, agriculture and sustainability
- **Q&A with a farmer or rancher** about crop production and/or animal agriculture

“U.S. Farmers & Ranchers Alliance strives to be a resource in providing information about today’s food and agriculture to your buyers, merchandisers and shoppers,” says Erin Fitzgerald, U.S. Farmers & Ranchers Alliance CEO. “In convening stakeholders and consumers in an inclusive dialogue on the sustainable food systems of the 21st century, *Farm, Food, Facts* and our presence at Groceryshop is an opportunity to provide real time transparency about trends in today’s agriculture.”

One resource that retailers can access is the broad reaching Agriculture in America Sustainability Report that USFRA compiled ([view here](#)), which includes sustainability facts across commodities and highlights examples of exemplary sustainable farming practices on farms across the nation. Today's consumers have legitimate questions about the sustainability of their food, and farmers and ranchers want to engage with them to deepen trust. Every farmer, every acre and every voice matters in continuously improving to create better outcomes for people, animals and the environment.

**About U.S. Farmers and Ranchers Alliance® (USFRA®)**

U.S. Farmers & Ranchers Alliance convenes food and agriculture stakeholders and consumers in an inclusive dialogue on the sustainable food systems of the 21st century. To learn more, visit our website at [www.fooddialogues.com](http://www.fooddialogues.com). You can also find USFRA on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#).

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