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FOR IMMEDIATE RELEASE**USDA Partners with U.S. Farmers and Ranchers Alliance to Promote U.S. Agriculture**

LINCOLN, Neb. – On June 18, 2019, The U.S. Department of Agriculture's (USDA) Under Secretary for Marketing and Regulatory Programs, Greg Ibach, announced the new partnership with the U.S. Farmers and Ranchers Alliance (USFRA) to promote U.S. agriculture and agricultural products in domestic and international markets.

USFRA Chairman Chip Bowling and Under Secretary Ibach formalized the partnership by signing a Memorandum of Understanding (MOU) to promote goals in the new partnership. Supporting agriculture across the U.S. remains at the core.

"American agriculture has had some serious negative press over the last decade from outside groups," said Anne Meis, USFRA Secretary and District 1 Board Member of the Nebraska Soybean Board. "Now is the time for agriculture to work together through organizations like U.S. Farmers and Ranchers Alliance to lead the conversations about where our food comes from."

The Nebraska Soybean Board supports USFRA and its ability to convene food and agriculture stakeholders/consumers in a dialogue on the sustainable food systems of the 21st century.

"This partnership with USFRA and USDA Department of Marketing and Regulatory will provide a national voice to truly rebrand agriculture as providing safe, healthy, affordable food in a sustainable way," said Meis. "Let's change the conversation and share that farmers are true stewards of the land, water, and natural resources and we can lead solutions for true sustainable practices."

Ibach, former Nebraska Director of Agriculture, also speaks of benefits of the upcoming partnership.

"This MOU lays the groundwork for a fruitful partnership that will enhance consumer confidence and drive demand for U.S. agricultural products, particularly among the 95 percent of consumers who live outside the United States," said USDA Marketing and Regulatory Programs Under Secretary Greg Ibach. *(via USDA)*

The MOU outlines these goals:

- Promote U.S. agriculture and U.S. agriculture products.
- Build awareness of the importance of U.S. agriculture to the U.S. rural economy.
- Reinforce the relationship between what U.S. farmers produce and what U.S. consumers eat.
- Support awareness of U.S. agriculture's key role in an environmentally-sustainable food value chain.
- Drive demand for U.S. agricultural products in both domestic and overseas markets.



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About the Nebraska Soybean Board: The nine-member Nebraska Soybean Board collects and disburses the Nebraska share of funds generated by the one-half of one percent times the net sales price per bushel of soybeans sold. Nebraska soybean checkoff funds are invested in research, education, domestic and foreign markets, including new uses for soybeans and soybean products.

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