



2023 Farm Bill Priority: Protecting Conservation Funding

Unified Campaign: Double Up Conservation

- **Over the last few years, an unprecedented coalition came together in support of doubling Farm Bill conservation funding through a reconciliation package**
- **Over 200 conservation groups, sportsmen, sustainable agriculture, farmers, food companies, outdoor recreation, and more**
- **Together the coalition sent letters, placed op-eds, created social media campaigns, and did paid media in support of conservation funding**



Letters to Congress

Coalition Urges Lawmakers to Double Investment in Farm Bill Conservation Programs in Budget Reconciliation

Mike Saccone // Aug 04, 2021 //

WASHINGTON, D.C. — Congress should strengthen its commitment to Farm Bill conservation programs by doubling their funding in its budget reconciliation package, a broad coalition of 216 conservation, farmer and rancher, sportsmen, and wildlife groups **urged in a new letter.**



Coalition Urges Lawmakers to Protect Essential Investment in Climate-Smart Agriculture in Budget Reconciliation

Mike Saccone // Oct 07, 2021 //

WASHINGTON, D.C. — A broad coalition of 165 conservation, farmer and rancher, and hunting and angling groups and food and agriculture companies **urged Congress to ensure** that the \$28 billion proposed for climate-smart agriculture and Farm Bill conservation programs remains in the final budget reconciliation package.

“Increasing funding for the Farm Bill conservation programs and climate-smart agriculture and ramping up conservation technical assistance on the ground will enable landowners to mitigate the impacts of drought and flood, restore wildlife habitat,



Expansive Coalition Highlights Inflation Reduction Act’s ‘Transformative’ \$21 Billion for Climate-Smart Agriculture


Mike Saccone // Aug 04, 2022 //

WASHINGTON — A broad coalition of 132 conservation, farmer and rancher, and hunting and angling groups, and food and agriculture companies highlighted the “transformative” investments the Inflation Reduction Act will make in Farm Bill conservation programs and the bill’s support for climate-smart agricultural practices.


“Farmers, ranchers, and foresters are ready to adopt practices that sequester carbon and reduce emissions if they are provided the tools and resources to make that goal a reality,” the coalition wrote in the letter to congressional leadership. “Increasing



Social media from coalition

 National Wildlife Federation Outdoors
@NWFoutdoors

#BuildBackBetter provides about \$27 billion for federal, state & tribal forests. \$ will be spent on programs that improve wildfire response, preventing wildfires, protect crucial old-growth stands & restore forests by planting trees across the country.



blog.nwf.org
Climate, Wildlife, and Justice in the Build Back Better Act • The National Wildlif...
Congress needs to hear from you to show that the Build Back Better Act has strong support from wildlife advocates across the country.

10:35 AM · Nov 30, 2021 · Twitter Web App

 Young Farmers
@YoungFarmers

By committing to #DoubleUpConservation, Congress is investing in programs that increase carbon sequestration, reduce greenhouse gas emissions, and help communities adapt to an ever-changing climate. Let's #BuildBackBetter.



THE #BUILDBACKBETTER PLAN EMPOWERS FARMERS, RANCHERS, AND RURAL COMMUNITIES TO LEAD THE FIGHT AGAINST THE CLIMATE CRISIS.

LET'S #BUILDBACKBETTER.

10:00 AM · Nov 3, 2021 · Twitter Web App

 1 Mississippi
@1_Mississippi

Farmers, ranchers, and foresters are ready to ramp up conservation efforts and take on the climate crisis. We must give them the tools to do so in the #BuildBackBetter plan.

Take action for #DoubleUpConservation now w/ @sustainableag: sustainableagriculture.net/take-action/

@USDA #FarmBill



THE #BUILDBACKBETTER PLAN EMPOWERS FARMERS, RANCHERS, AND RURAL COMMUNITIES TO LEAD THE FIGHT AGAINST THE CLIMATE CRISIS.

LET'S #BUILDBACKBETTER.

10:20 AM · Nov 17, 2021 · Hootsuite Inc.

Op-eds in strategic markets



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State farmers, ranchers merit Congress' investment

By David Miller 8 hrs ago 0

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It's no secret that Colorado's natural beauty is a major attraction, for residents and visitors, life-long or new arrival. Our natural and public lands are a significant reason why Colorado's population has grown by nearly 15% over the last decade. According to a 2019 Statewide Comprehensive Outdoor Recreation Plan, 92% of Coloradans participate in outdoor recreation at least once every few weeks, and our hunting opportunities, public lands to explore, and ski resorts are appreciated worldwide. The land also serves another purpose at least as important to

Op Ed
State farmers, ranchers merit



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From staff reports Dec 7, 2021 0



Op Ed
Investing in conservation is crucial to conserving wildlife habitat in Georgia



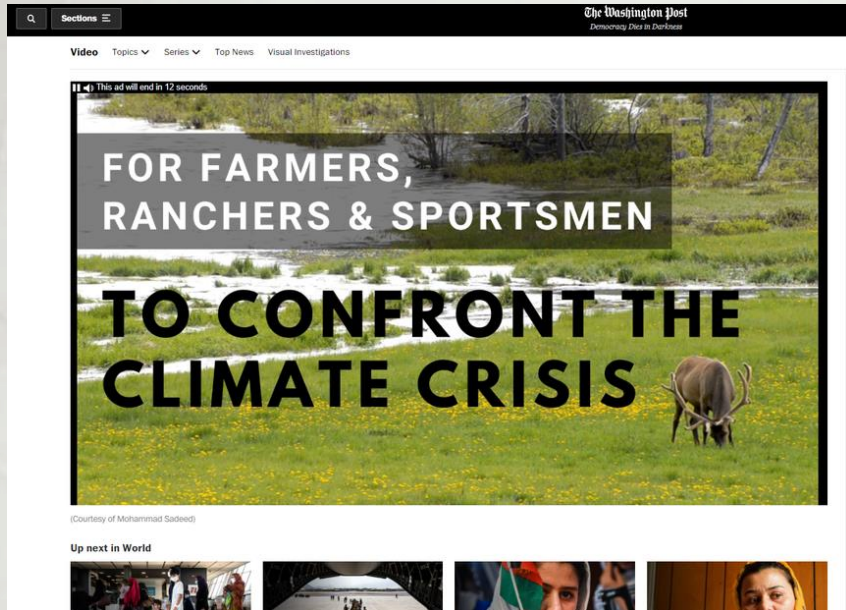
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GUEST OPINION

Guest opinion: Doubling conservation spending is crucial to fish and wildlife habitat

LISA BALLARD Aug 13, 2021

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**FOR FARMERS,
RANCHERS & SPORTSMEN**

**TO CONFRONT THE
CLIMATE CRISIS**

(Courtesy of Mohammad Sabeeh)

Up next in World



ACTION FUND Thank You Congress

FROM AMERICAN FARMERS,
RANCHERS AND SPORTSMEN



POLITICO MAGAZINE THE AGENDA

**DOUBLE FARM CONSERVATION FUNDING
IN THE
BUILD BACK BETTER PLAN** DoubleUP CONSERVATION **LEARN MORE**

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IRA investments in climate-smart agriculture and conservation

- **Environmental Quality Incentives Program: \$8.45 billion**
- **Conservation Stewardship Program: \$3.25 billion**
- **Regional Conservation Partnership Program: \$4.95 billion**
- **Agricultural Conservation Easement Program: \$1.4 billion**
- **Conservation Technical Assistance: \$1 billion**
- **Carbon Sequestration and GHG emissions quantification program: \$300 million**

Protecting and Building on the Funding

- **As we move towards the 2023 Farm Bill, the IRA climate-smart agriculture funding will increasingly be targeted for cuts**
- **No new funding, many expensive ag priorities**
- **Long history of conservation being used as a “pay for” for other priorities**

It took a large, unified coalition to get this funding in the first place- it will take an even larger, organized, and unified coalition to protect it.



Questions?

GLASERA@NWF.ORG