Family Farm Defenders

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FFD Mission
Family Farm Defenders is a tax-
deductible non-profit activist organiza-
tion made up of farmers and concerned
consumers. We are seeking ways to
bring fair prices back to farmers and to
consumers. We are seeking ways to
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FFD President’s Message
by Joel Greeno - Kendall, Wisconsin

The year 2019 Can Be Described in One Word: LOW

2019 saw low milk prices, low cattle prices, low hog prices, low soybean and corn prices and the ongoing issues with factory farms.

Then came 2020!

No one knew what was about to happen. 2020 saw the usual problems arise and then with the onset of Covid 19 we had to deal with a whole new set of circumstances. Farmers were receiving phone calls forcing them to dump milk for questionable reasons, milk checks were being docked, produce rotted in the fields due to inadequate workforce due to Covid issues. Egg producers were forced to smash, throw away or let eggs rot that would have otherwise been sold. Yet, at the same time, store shelves were empty and consumers were having a difficult time getting the supplies they needed. The chaos that engulfed every part of the nation was very time consuming process and an experience that had never been dealt with before. Yet through all of the hardship and negativity, a little bit of sunshine revealed a silver lining.

The 2020 Silver Lining for Farmers and Consumers

The silver lining was that consumers were able to invest back into their local communities. Families were unable to go out to eat multiple times a week and that need was filled by restaurants and other local food producers stepping up and creating meals to go. Families were able to enjoy healthy pre-packaged dinners, and local establishments were still able to survive. Local bakeries and meat lockers were able to provide consumers with products that were unobtainable in large grocery stores. In many cases, families who had never previously grown a garden planted and harvested their own food and learned first hand the dedicated hardwork farmers experience daily.

As society seemed to shut down and much produce was wasted, farmers evolved into marketing machines. They learned how to promote their own products through social media and were able to build a local consumer base. Consumers responded by purchasing their products often at a lower price then they would have otherwise been forced to pay. Farmers

Consumers Became More Aware of Farm to Table Products

They learned that by investing in their local farmers they were investing back into their local communities. Families were able to provide consumers with products that were unobtainable in large grocery stores. In many cases, families who had never previously grown a garden planted and harvested their own food and learned first hand the dedicated hardwork farmers experience daily.

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Milk Producers Sell Products

Milk producers who had “on farm pasteurization systems” were able to bottle and sell their products directly to consumer without having to dump large quantities of milk. The Pandemic led consumers and farmers to support each other, working together to keep their own families, farms and local economies afloat.

2020 Is Soon Coming to an End

As 2020 comes to an end, unknown troubles will continue to arise. But, rest assured that Family Farm Defenders, along with committed friends and numerous allies, will continue to work hard and achieve great things. Through Food Sovereignty, we can continue to grow and adapt to overcome the obstacles that come before us. Here’s hoping that when 2021 arrives even more consumers will come to appreciate what farmers do for them every day. Stay safe, mask up and together we will get through this historic challenge.

Consumers Cars Lining up to Purchase their Eggs

Berk’s County Community Rallies to Help Egg Farmers

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Berk’s County Egg Farmers- Market & Creamery -Used Facebook to sell their Eggs

inquirer.com