



Consumer Attitudes About Farmers And Sustainability



AMERICAN FARM BUREAU FEDERATION®

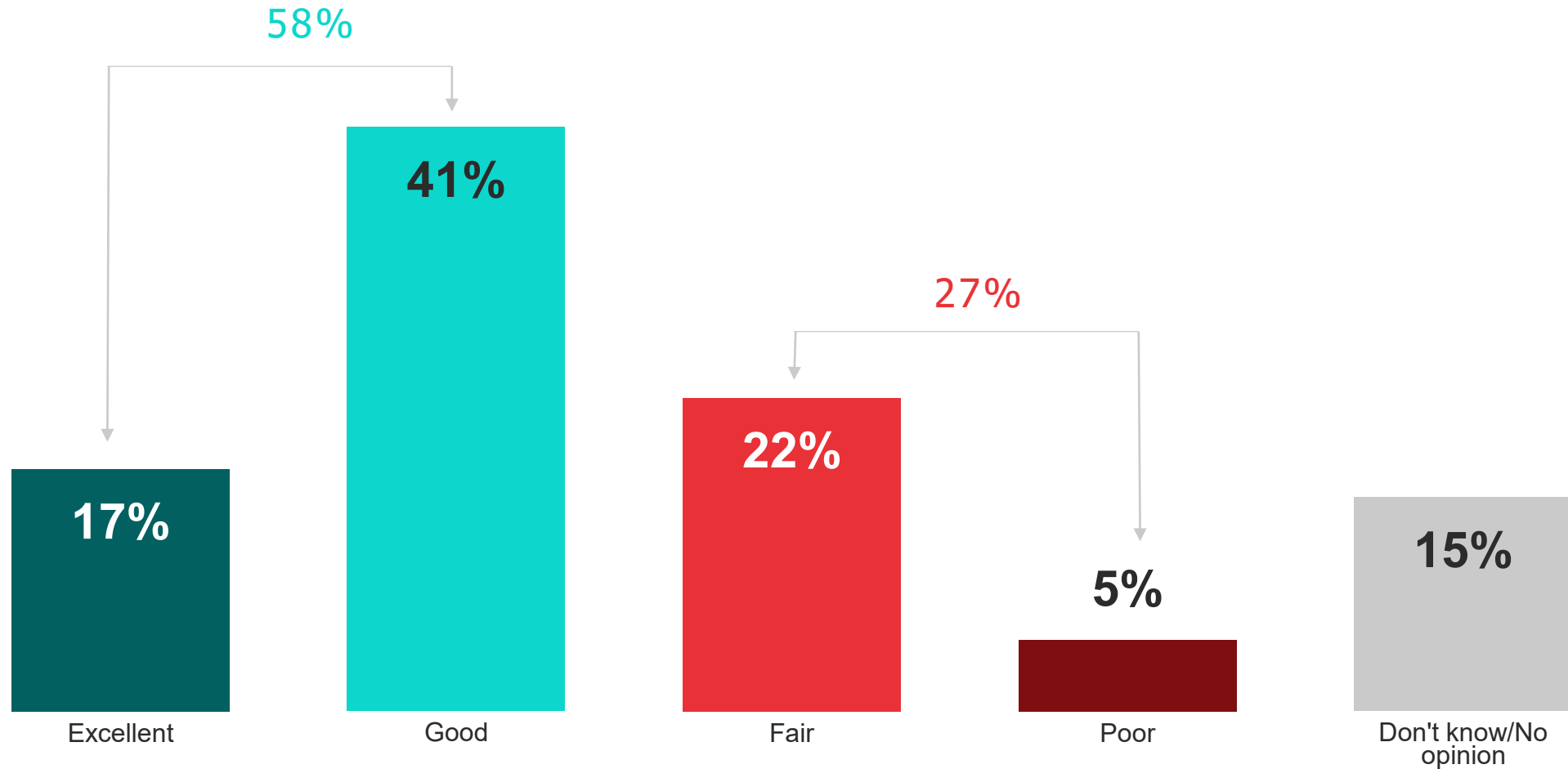
October 2020

 MORNING CONSULT

SUSTAINABILITY IN AGRICULTURE

More than half of adults (58%) rate the sustainability practices of farmers as either excellent (17%) or good (41%).

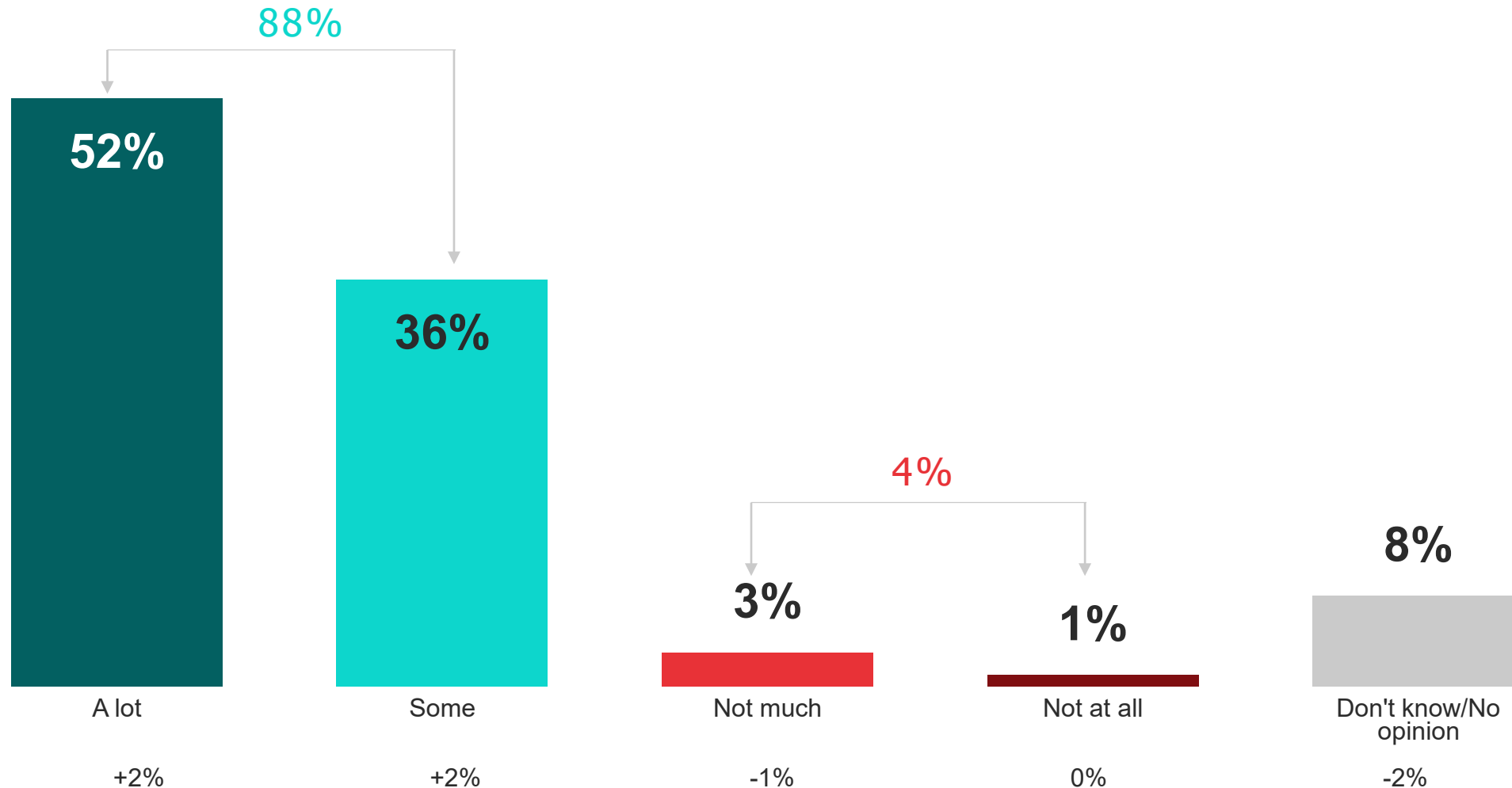
Based on what you know, how would you rate the sustainability practices of farmers in the U.S.?



TRUST AND FAVORABILITY OF FARMERS

Nearly nine in ten adults (88%) report they trust farmers, a 4% increase from June 2020.

How much do you trust farmers?



Change from June 2020:

SUSTAINABILITY IN AGRICULTURE

Each of the tested areas emerged as an important action for farmers to be engaged in, particularly environmental (84%) and economic sustainability (84%).

In your opinion, how important or unimportant should each of the following be for farmers?



Environmental sustainability- farming practices that protect natural resources, such as promoting soil health, conserving water, enhancing wildlife and efficiently using nutrients



Economic sustainability- the ability of farmers to remain economically viable



Feeding the world



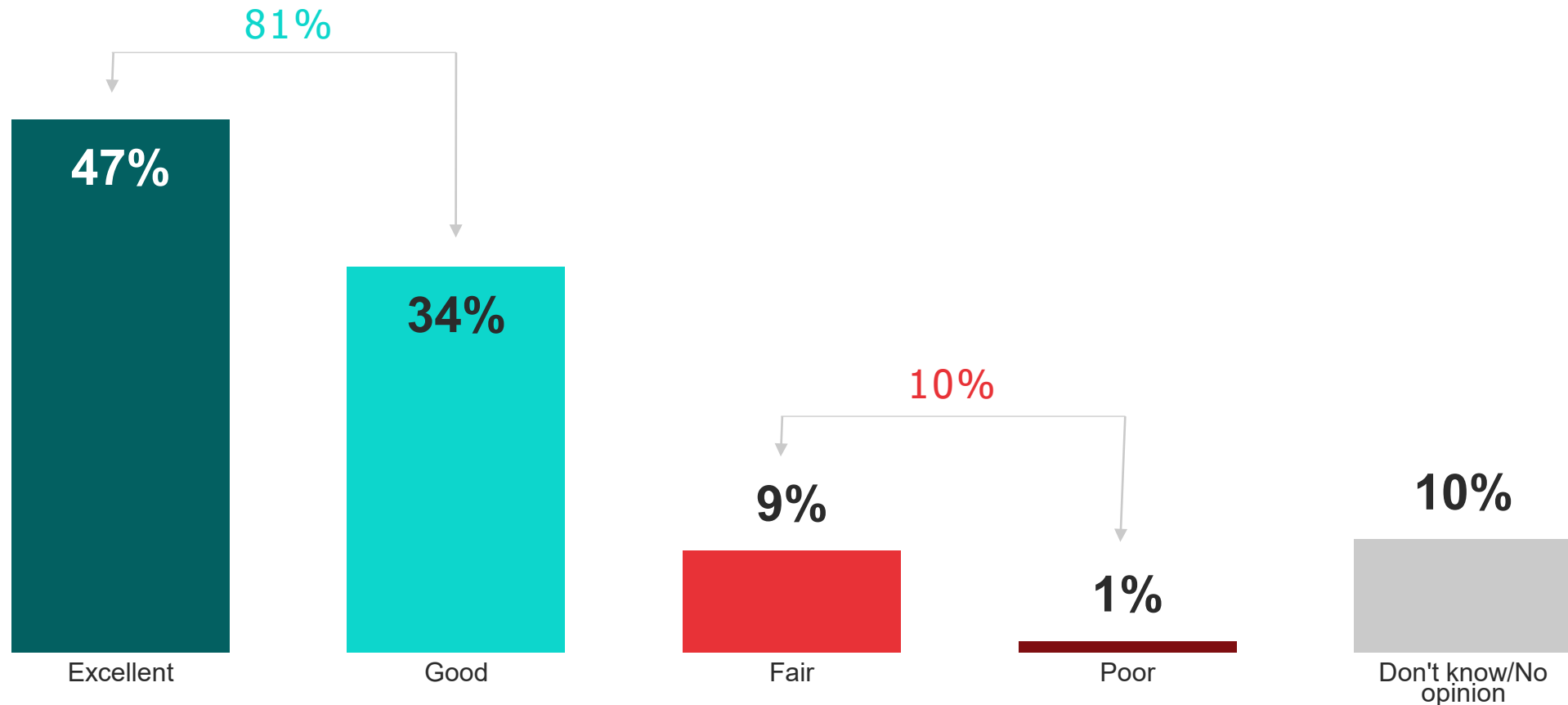
Passing their farms on to future generations



MESSAGE TESTING

After reading the statement about conservation programs, four in five adults (81%) described the accomplishments of farmers positively.

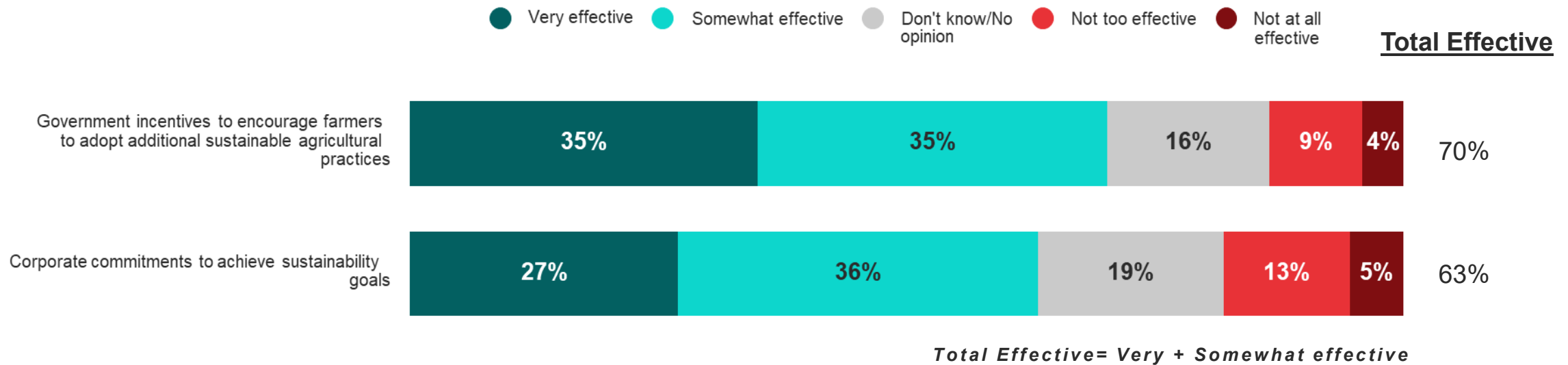
According to the EPA and USDA, farmers have put 140 million acres in conservation programs, more than doubled the amount of renewable energy sources they use in the last five years, and nearly tripled the amount of food grown in the last 70 years with the same or fewer resources. Knowing this, how would you describe the accomplishments of farmers?



SUSTAINABILITY IN AGRICULTURE

A majority of adults believe each of the tested measures would be effective in improving environmental sustainability in agriculture. However, more than a third (35%) report government incentives to encourage farmers to adopt additional sustainable agriculture practices would be *very effective*.

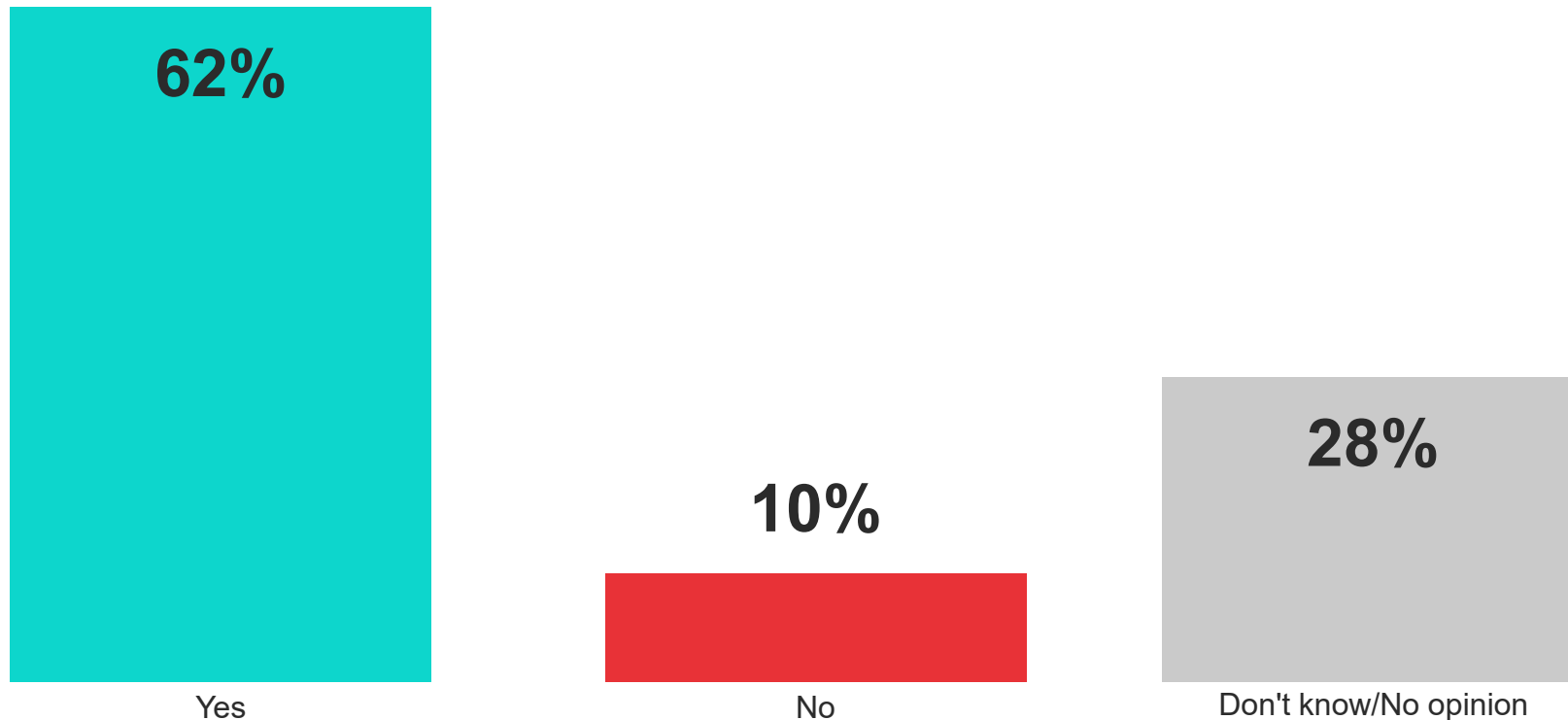
Thinking about improving environmental sustainability in agriculture, how effective, if at all, do you think each of the following would be in improving environmental sustainability in agriculture?



SUSTAINABILITY IN AGRICULTURE

More than three in five adults (62%) believe corporations **should** compensate farmers for the additional cost of implementing environmental practices to help achieve sustainability goals.

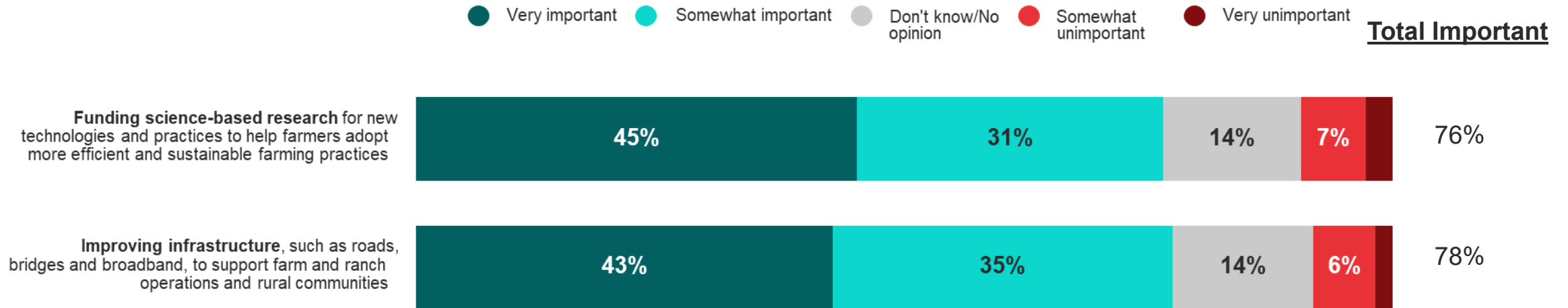
As you may know, some corporations are requiring farmers to implement certain environmental practices in order to reach sustainability goals. Some corporations are compensating farmers for the additional cost of implementing these environmental practices, while others are not. Based on what you know, should corporations compensate farmers for the additional cost of implementing environmental practices to achieve sustainability goals?



SUSTAINABILITY IN AGRICULTURE

More than three-quarters of adults believe it is important for the government to fund science-based research (76%) and improve infrastructure (78%).

Thinking about the government's role in supporting agriculture, in your opinion, how important or unimportant are each of the following?

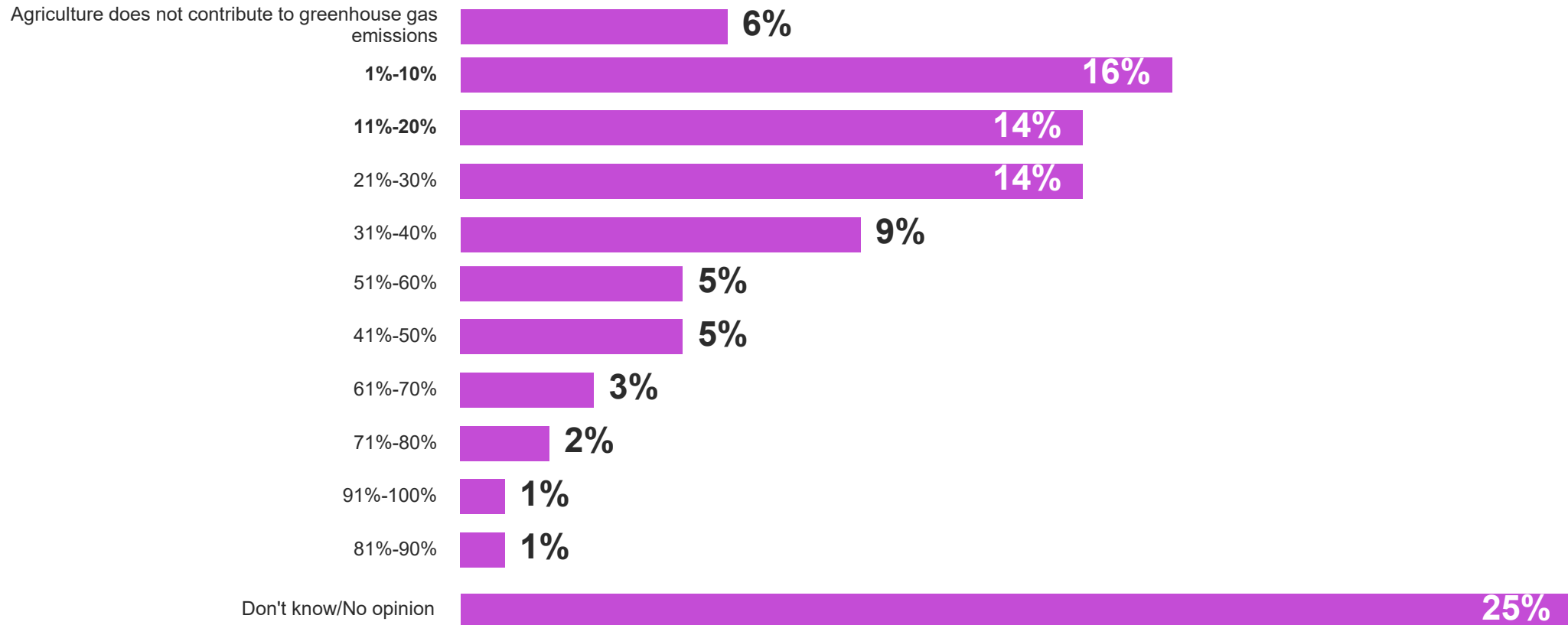


Total Important = Very + Somewhat important

MITIGATING CLIMATE CHANGE

Less than one in five adults think agriculture contributes between 1% to 10% of total greenhouse gas emissions in the U.S.

Based on what you know, what percentage does agriculture contribute to total greenhouse gas emissions in the U.S.? Do you think that agriculture contributes:

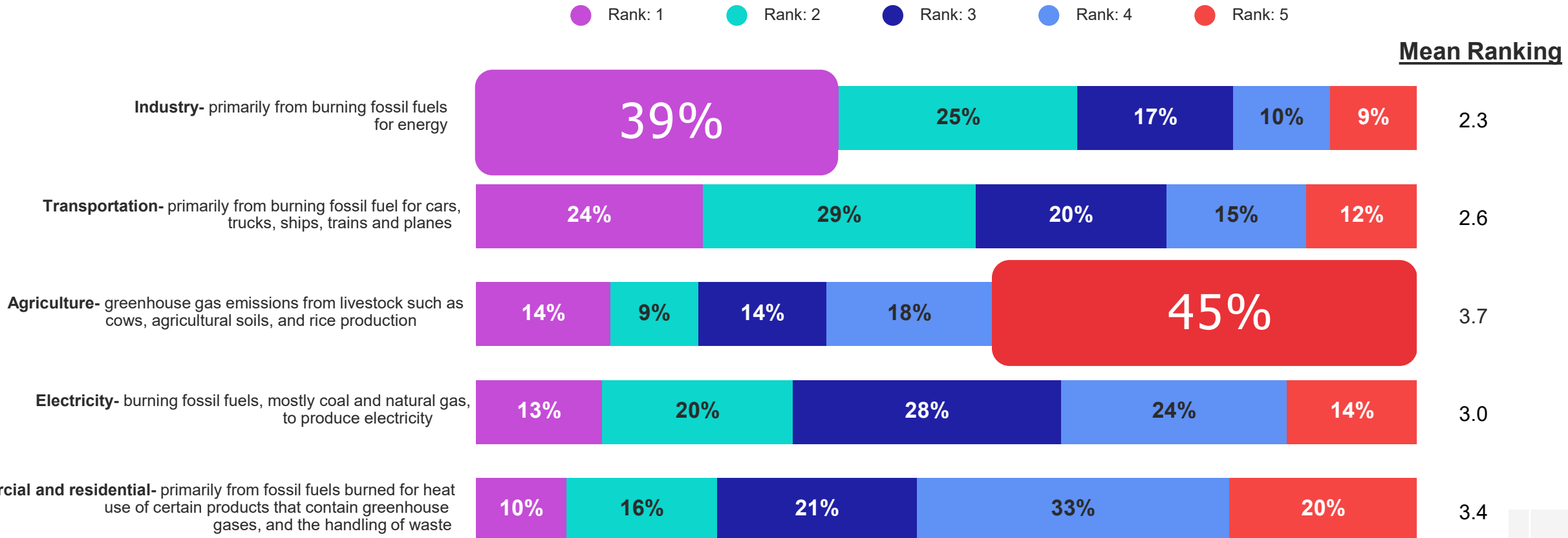


*According to the latest EPA data, agriculture accounts for 10% of total U.S. greenhouse gas emissions, less than the transportation (28%), electricity production (27%), commercial and residential (12%), and industry sectors (22%).

MITIGATING CLIMATE CHANGE

A plurality of adults ranked industry as the largest contributor to greenhouse gas emissions, while 45% of adults correctly ranked agriculture as the lowest contributor.

Based on what you know, please rank the following industries as to how much they contribute to total greenhouse gas emissions in the U.S., with 1 being the largest contributor and 5 being the lowest contributor.





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