

Farm Aid 2020: Media Backgrounder

Farm Aid will mark its 35th anniversary with a virtual at-home festival experience. **Farm Aid 2020 On the Road** will be held **on Saturday, September 26**, from 8 to 11 p.m. EDT. Farm Aid 2020 marks the first year that Farm Aid has delivered an entirely virtual at-home festival experience.

Farm Aid 2020 will showcase the true diversity and strength of family farmers in this country. A thriving movement — especially of young farmers; Black, brown and Indigenous farmers; and women farmers — is leading the way for conversations, strategies and change to create a more democratic farm and food system that can sustain us through the challenges of COVID-19, climate change and the pursuit of racial justice.

Farm Aid 2020 features performances by:

Willie Nelson and The Boys, Farm Aid President and Founder
Neil Young, Board Member and Co-Founder
John Mellencamp, Board Member and Co-Founder
Dave Matthews, Board Member
Black Pumas
Bonnie Raitt and Boz Scaggs
Brandi Carlile
Chris Stapleton
Edie Brickell with Charlie Sexton
Jack Johnson
Jamey Johnson
Jon Batiste
Kelsey Waldon
Lukas Nelson & Promise of the Real
Margo Price
Nathaniel Rateliff
Norah Jones
Particle Kid
The Record Company
Valerie June
The War And Treaty

The virtual festival also will showcase stories from **family farmers across the country** who were invited to share their own words about why they farm, how they manage to stay resilient, and their vision of the future of agriculture. These farmer leaders and their stories bring us hope at this challenging time.

Farm Aid 2020 On the Road will air commercial-free on Saturday, September 26, on [FarmAid.org](https://www.farmaid.org) from 8 to 11 p.m. EDT. This year, more viewers will have unprecedented access to Farm Aid's annual festival than ever before as Farm Aid.org, Farm Aid's YouTube channel, AXS TV and Fans.com will offer a multiplatform experience. To find AXS TV in your area, visit www.axs.tv/subscribe/.

Beginning at 8 p.m. EDT on September 26, SiriusXM subscribers will be able to listen to Farm Aid 2020 on SiriusXM's Willie's Roadhouse (channel 59) and Dave Matthews Band Radio (channel 30) via SiriusXM. Those with streaming access can listen online and with the SiriusXM mobile app.



Farm Aid's Ongoing Commitment

- Farm Aid's 35th anniversary comes at a time of unprecedented uncertainty, suffering and upheaval in our country. The COVID-19 pandemic and the racial justice movement dominate the headlines and the concerns we all share. These issues are integral to Farm Aid's mission to build a vibrant, family farm-centered system of agriculture in America.
- Now more than ever, people are aware of the fragility of and injustices embedded in our farm and food system, and the urgency to build a democratic, diverse and resilient family farm-centered agriculture system.
- Family farmers play an essential role as an economic driver and cultural foundation for America's rural communities. They provide practical solutions to some of our most pressing challenges, with the potential to improve and sustain rural economies, mitigate climate change and steward our soil and water, and provide good food for our health. Farm Aid galvanizes family farmers, artists, activists, advocates and eaters in support of a farm and food system that is good for the soil, water, people and communities — not one focused on the corporate profits of a few.
- Since 1985, Farm Aid has stood with family farmers, providing resources in times of need and growing a network of advocates committed to keeping family farmers on the land. Farm Aid helps farmers in the following ways:
 - Navigate challenges by connecting them with the people and resources that support farmers in crisis;
 - Help beginning farmers get started on the land;
 - Support farmers employing sustainable and regenerative practices that care for the soil and water;
 - Defend the rights of Black and Indigenous farmers and other farmers of color in the face of discrimination.
- Farm Aid stands in solidarity with Black, Indigenous and People of Color (BIPOC) communities, working for justice in the face of systemic racism and violence. Farm Aid's vision — of a transformed America in which family farmers and eaters are partners in a thriving farm and food system that benefits all — is not possible without actively being part of the struggle for racial equity and justice. Learn more about Farm Aid's racial equity and justice commitments here: www.farmaid.org/blog/farm-aid-response-on-racial-justice.
- Farmers and ranchers are enduring supply chain disruptions; price declines for their goods; the loss of direct markets; and mounting costs for infrastructure, labor and COVID-19 safety practices to protect themselves, their workers and their customers. Together with a number of national partners, Farm Aid established the [Farmer Resilience Initiative](#) to help farm families recover from the impacts of COVID-19. The Initiative helps farmers by:
 - Investing in farmer-led solutions to respond to the COVID-19 pandemic;
 - Deploying emergency grants to family farmers and ranchers in need, particularly those producers that are less likely to receive federal and state disaster aid;
 - Coordinating a national network of experts to create comprehensive resources for farmers;
 - Offering support to farmers under stress through the 1-800-FARM-AID hotline and connecting farmers to the legal, financial and mental health support resources they need to recover;
 - Supporting local, state and national farm organizations working on the ground to help farmers navigate this crisis; and
 - Advocating for needed COVID-19 recovery funds and resources from the federal government for short-term relief and long-term resilience.
- For 35 years, Farm Aid has kept its finger on the pulse in farm country and deployed funds and resources to help farm families confront the challenges they face. Farm Aid has raised nearly \$60 million to help farmers thrive through direct services like our farmer hotline; to expand the reach of the Good Food Movement by making connections between farmers and eaters; to change the dominant system of industrial agriculture through policy advocacy and organizing; and to promote food from family farms through the annual Farm Aid festival, publications, our website, videos and more.