

Farm Aid 2022: Media Backgrounder

Farm Aid 2022 will take place Saturday, Sept. 24, at Coastal Credit Union Music Park at Walnut Creek in Raleigh, North Carolina, marking the second time that Farm Aid has brought its music and food festival to the state. Farm Aid 2014 was also in Raleigh at Walnut Creek Amphitheatre.

The festival includes performances by:

- Willie Nelson & Family, Farm Aid President and Founder
- John Mellencamp, Board Member and Co-Founder
- Dave Matthews, Board Member, and Tim Reynolds
- Margo Price, Board Member
- Chris Stapleton
- Sheryl Crow
- Lukas Nelson & Promise of the Real
- Allison Russell
- Charley Crockett
- Brittney Spencer
- Particle Kid



Neil Young, Board Member and Co-Founder, will not play at Farm Aid 2022. Unfortunately, Nathaniel Rateliff and The Night Sweats will not perform at Farm Aid 2022 due to a positive COVID case in the band.

Farm Aid 2022 is sold out! Fans have several options to enjoy Farm Aid performances from home, including Circle Network, SiriusXM and FarmAid.org.

- [FarmAid.org](https://www.farmaid.org), Farm Aid's [YouTube channel](#) and [DISH's Facebook page](#) will livestream Farm Aid 2022 beginning at 11 a.m. ET with the Farm Aid press event. The press event, featuring Farm Aid artists, farmers and food producers from across the Southeast, will livestream for the first time, offering fans at home a special opportunity to experience a dynamic conversation between farmers and artists.
- [Circle](#) will broadcast the festival on television, beginning at 7 p.m. ET, with live and prerecorded segments from Coastal Credit Union Music Park at Walnut Creek in Raleigh, North Carolina. Circle also will stream Farm Aid 2022 on its [Facebook](#), [Twitter](#) and [TikTok](#) pages (@CircleAllAccess) throughout the day, beginning with the 11 a.m. press event. Fans can find Circle on its linear feed and across most streaming platforms, including Roku, DISH, Samsung TV Plus, Peacock, VIZIO SmartCast, Tubi, Redbox and more.
- Beginning at 12 p.m. ET, SiriusXM subscribers will be able to listen to Farm Aid 2022 on SiriusXM's Willie's Roadhouse (channel 59) and Dave Matthews Band Radio (channel 30) via SiriusXM radios and on the SXM App. The live coverage also will include backstage interviews with artists and stories from family farmers, hosted by SiriusXM's Dallas Wayne.

Farm Aid 2022 includes:

- **Generous artists:** A unique blend of artists from many genres donate their performances and come at their own expense to stand with family farmers and celebrate them and the food they bring to our tables.
- **HOMEGROWN Concessions®:** Farm Aid's HOMEGROWN Concessions® features a diverse, fresh menu with ingredients that are sustainably produced by family farmers using ecological practices with a fair price paid to the farmers. HOMEGROWN Concessions® has fed more than 300,000 festivalgoers since being introduced at Farm Aid 2007. Backstage, artists and crew enjoy HOMEGROWN Catering with the same criteria. Farm Aid uses all compostable service ware and promotes and supports composting in the venue with a goal of zero waste.

- **HOMEGROWN Village:** Farm Aid’s HOMEGROWN Village features hands-on activities about soil, water, energy, food and farming. Festivalgoers can hear farmers and artists discuss pressing issues and share inspiring stories on the FarmYard Stage and attend demonstrations to learn agrarian skills and celebrate the culture of agriculture in the HOMEGROWN Skills tent.

Festivalgoers can access the entire Farm Aid experience through the **official Farm Aid 2022 mobile app**, which will be available in September for iPhone and Android devices. Fans will be able to use the app to engage in several ways: they can get details about the HOMEGROWN Concessions® menu; learn the stories of local farmers; and make a personalized schedule of music, workshops and artist briefings for the day.

COVID-19 Considerations

- Based on the latest local guidelines, attendees are not required to provide proof of a negative COVID-19 test and/or vaccination for entry into this event. In the best interest of fans and staff, Farm Aid encourages festivalgoers to wear a mask throughout the duration of the event.
- Venue and Farm Aid staff are staying up to date on the latest CDC guidance and industry best practices to limit the transmission of COVID-19. We will monitor the situation closely and will update protocols as warranted leading up to the festival.
- Be sure to check [FarmAid.org](https://www.farmaid.org) for the latest updates and guidelines as entry requirements are subject to change. No refunds will be offered due to changed requirements.

Farm Aid’s Ongoing Commitment

- Farm Aid 2022 will showcase the true diversity and strength of family farmers in this country. A thriving movement — especially of young farmers; Black, Indigenous and people of color (BIPOC) 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.
- 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:
 - Navigate challenges by connecting them with the people and resources that support farmers in crisis;
 - Who are just beginning get started on the land;
 - Employ sustainable and regenerative practices that care for the soil and water; and
 - By standing with BIPOC farmers against discrimination.
- Farm Aid has raised more than \$64 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.

Farm Aid and Current Issues

Climate Change

- Situated on the frontlines of climate change, family farmers are all too familiar with the consequences of a changing climate that increases the frequency and severity of natural disasters like floods, droughts, wildfires and hurricanes.
- The U.S. must do more to respond to the climate crisis. The good news is changes in farm and food policy can prevent the worst impacts of a changing climate, and well as protect our food and fiber production, build up our climate resilience, safeguard our soil, water and air, and keep farmers on the land.
- Globally, agriculture is responsible for 40% of greenhouse gas (GHG) emissions, which absorb and hold heat in the earth's atmosphere and trigger climate change. But sustainable agriculture releases fewer GHGs than industrial agriculture and actually has the potential to sequester GHGs.
- Farmer voices must be included in solutions to our climate crisis. Farmers and ranchers who employ sustainable and regenerative agricultural practices are an essential part of the climate solution.

Racial Justice

- Our farm and food system is rooted in, and remains deeply entwined with, racism and injustice. Farm Aid stands in solidarity with BIPOC communities working for justice in the face of systemic racism and violence. Our 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.
- The survival of thousands of farms owned by farmers of color is at immediate risk. Since June 2021, multiple U.S. District Courts have issued rulings that immediately halted the USDA's farmer of color debt forgiveness program, authorized by Congress in the American Rescue Plan of 2021. Farm Aid has partnered with the Federation of Southern Cooperatives, Land Loss Prevention Project and Rural Coalition, as well as more than 20 other farmer-focused organizations, to support the resumption of this crucial program. This relief is a long-overdue investment in underserved rural communities that will begin to level the playing field, making agriculture more viable to those who have been shut out from opportunities to grow, while their white counterparts have advanced for generations. This is an investment in communities, local economies and working lands that will pay dividends to all Americans for generations to come.
- Farm Aid celebrates the incredible gifts and rich heritages of this land's many Indigenous farmers and is deepening our relationship with and commitments to Indigenous leaders at the forefront of the revival of Native foodways.

North Carolina Agriculture Fast Facts

- North Carolina is home to 45,100 farms.¹ According to data from 2021, farmland makes up about 8.3 million acres of the land within North Carolina's borders and provides 17.5% of total jobs in the state.² With an average farm size of 184 acres, agriculture across the state is quite diverse, with a large range of farm sizes, values, profitability and marketing strategies.
- Agriculture is the No. 1 industry in North Carolina, contributing around \$95.9 billion to the state's economy.³
- Farms across the state of all but the highest values and acreages engage in direct-to-consumer sales. In the 2018–2019 school year, the value of farm-to-school produce sales from North Carolina farms was more than \$1.1 million. Items included blueberries, strawberries, watermelon, cucumbers, apples, broccoli and more.⁴
- Local fishers and farmers are an important aspect of North Carolina's heritage and culture.

¹ USDA NASS. (2021). 2021 State Agriculture Overview. *2021 Survey of Agriculture*.

² Farm Flavor. (2021). <https://farmflavor.com/north-carolina-agriculture/>

³ NCDA & CS. (2021). <https://www.ncaqr.gov/>

⁴ NCDA & CS. (2019). <https://www.ncaqr.gov/fooddist/documents/2018-2019FarmtoSchoolTotalProduceSales6-3-2019.pdf>

- Farm Aid has a long history of granting to and working with North Carolina farm and food organizations. Since 1985, Farm Aid has granted more than \$1.1 million to 13 organizations in the state.
- North Carolina is an agricultural leader in the U.S., ranking in the top five for many commodities. These include sweet potatoes, turkeys, hogs and pigs, cucumbers and broilers, peanuts, upland cotton, bell peppers and burley tobacco.⁵ Of these, North Carolina is the No. 1 producer of sweet potatoes and tobacco in the nation, growing about 54% of all sweet potatoes grown in the U.S.⁶
- Across the state of North Carolina and the Southeast, climate change has a considerable impact — especially on communities of color, rural communities and those working in agriculture.
- North Carolina farmers are implementing techniques to mitigate climate change, including planting crops to cover soil between growing seasons, rotating crops, reducing soil tillage, integrating livestock and crop production, raising pastured livestock, and improving soil and water management. Many of these methods trace back to Indigenous, African and other traditions from communities of color.

⁵ NCDA & CS. (2021). <https://www.ncagr.gov/>

⁶ Farm Flavor. (2021). <https://farmflavor.com/north-carolina-agriculture/>