

FARM AID 2024: MEDIA BACKGROUNDER

Farm Aid 2024 will take place Sept. 21, 2024, at Broadview Stage at Saratoga Performing Arts Center (SPAC) in Saratoga Springs, New York, marking the third time that Farm Aid has brought its music and food festival to the state. Farm Aid 2007 was held on Randall's Island in New York City and Farm Aid 2013 took place at SPAC.

The festival includes performances by:

- Willie Nelson & Family, Farm Aid President and Founder
- Neil Young, Board Member and Co-Founder
- John Mellencamp, Board Member and Co-Founder
- Dave Matthews, Board Member, and Tim Reynolds
- Margo Price
- Mavis Staples
- Nathaniel Rateliff & The Night Sweats
- Lukas Nelson with The Travelin' McCourys
- Charley Crockett
- Joy Oladokun
- Southern Avenue
- Cassandra Lewis
- Jesse Welles
- Wisdom Indian Dancers
- Kontiwennenhá:Wi



A very limited number of VIP Experience tickets remain available and may be purchased online at farmaid.org/vip.

Farm Aid's annual online memorabilia auction launches the day of the festival. Collectors and fans will have a chance to bid on rare and unique items, including guitars from Gibson and Epiphone, posters, books, albums, art and other memorabilia signed by artists at Farm Aid 2024. The auction will go live at farmaid.org/auction on Saturday, Sept. 21, and close on Friday, Oct. 4. All proceeds from the sale of items support Farm Aid's mission.

Farm Aid 2024 includes:

- **Generous Artists:** A unique blend of artists from many genres donate their performances and come at their own expense to shine a spotlight on family farmers and celebrate the many benefits they bring to all of us. More than 500 artists have performed on the Farm Aid stage since 1985.
- **HOMEGROWN Concessions®:** Farm Aid's HOMEGROWN Concessions® features a diverse, fresh menu with ingredients that are grown or raised by family farmers using ecological practices with a fair price paid to the farmers. Backstage, artists and crew enjoy HOMEGROWN Catering with the same criteria. To meet the goal of a zero waste event, all serviceware is compostable and an active "green team" promotes composting and recycling throughout the venue.
- **HOMEGROWN Village:** Farm Aid's HOMEGROWN Village features hands-on activities about the climate, soil, water, energy, food and farming. Festivalgoers can hear farmers and artists discuss pressing issues and share inspiring stories on the FarmYard Stage, as well as attend demonstrations to learn agrarian skills and celebrate the culture of agriculture in the HOMEGROWN Skills tent.
- **Beginning at 12 p.m. ET, SiriusXM subscribers** will be able to listen to the full Farm Aid 2024 festival on SiriusXM's [Willie's Roadhouse](#) (channel 61) and [Dave Matthews Band Radio](#) (channel 30) via SiriusXM radio and on the SXM app. The live coverage also will include backstage interviews with artists and family farmers, hosted by SiriusXM's

Dallas Wayne, Ari Fink and Joey Black. Coverage will feature a behind-the-scenes look at Farm Aid 2024 and the organization's year-round work to strengthen family farm agriculture. This marks the 15th year that SiriusXM has carried the show on satellite radio.

- **Farm Aid will livestream the full festival** from the stage beginning at 11:30 a.m. ET with the Farm Aid press event at [FarmAid.org](https://www.farmaid.org) and on Farm Aid's [YouTube channel](https://www.youtube.com/channel/UC...). The press event, featuring Farm Aid artists and farmers from across New York, offers fans at home a special opportunity to experience a dynamic conversation between farmers and artists.

Festivalgoers can access the entire Farm Aid experience through the **official Farm Aid 2024 mobile app**, available now for iPhone and Android devices. Fans can use the app to engage in several ways: they can preview the HOMEGROWN Concessions® menu; learn the stories of New York farmers; and make a personalized festival-day schedule of music, workshops and conversations between artists and farmers.

Farm Aid's Ongoing Commitment

- 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.
- Farm Aid 2024 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, steward our soil and water, and provide good food for our health.
- Since 1985, Farm Aid has stood with and for 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 to 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 nearly \$80 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

Corporate Power

- A handful of corporations control our food from farm to fork, allowing them to manipulate the marketplace, pushing down the prices paid to family farmers and driving them out of business. The unbridled power of food companies also grants them increasing political influence over the rules that govern our food system, affecting both farmers and all of us who eat.
- For eaters, extreme consolidation leaves fewer choices in the grocery aisle and higher prices, while corporate-written policies create growing food safety concerns, food worker exploitation and less transparency in the

marketplace. The COVID-19 pandemic provided us a clear view of the failure of corporate consolidation as supply chains crumbled. Across the country, local farmers and local food systems demonstrated they are the best solution to a safe and steady food supply.

- Our corporate controlled food system damages rural communities, local economies, public health and the soil and water needed to sustain food production. ®

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. Decreased reserves of fresh, clean water are a consequence of these changing patterns.
- Average temperatures in the Northeast have become about 2°F warmer over the last century and precipitation has increased, a trend that is expected to continue. In the future, scientists project heavier downpours during spring and winter months, accompanied by hotter, drier summers. Rainfall intensity has increased more in the Northeast U.S. than any other part of the country.¹ These intense precipitation events lead to flood damage and strained drainage infrastructure, reducing clean water availability.
- 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 water, soil and air, and keep farmers on the land.
- Globally, agriculture is responsible for 22% of greenhouse gas (GHG) emissions,² 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.
- Farmers' 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.

Equity

- Our farm and food system is rooted in, and remains deeply entwined with, racism and injustice. 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. 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.
- Historically — and today — Black, Indigenous, Hispanic and farmers of color have struggled to keep their farms and ownership of land in rural communities due to discrimination writ large in our society and also specifically by the U.S. Department of Agriculture (USDA) and other government agencies. Black farmers alone have lost more than [12 million acres](#) of farmland in the U.S. over the last century, mostly since the 1950s. Farm Aid advocates for legislation to address and correct historic discrimination within the USDA in federal farm assistance and lending that has caused Black farmers to lose millions of acres of farmland and robbed Black farmers and their families of the hundreds of billions of dollars of inter-generational wealth that land represented.
- Farm Aid celebrates the incredible gifts and rich heritages of this land's many Native farmers and is deepening our relationship with and commitments to leaders at the forefront of the revival of Native foodways. Regenerative agriculture — largely seen as the best agricultural solution to lessen the impacts of climate change — comes from methods cultivated by Indigenous farmers, as well as Black, Latinx and Asian American farmers, who are reviving and sharing their ancestral ways of producing food.

¹ https://www.davey.com/media/t20nwe5f/davey_climate_change_northeast_projections.pdf

² US EPA. (2024). Global Greenhouse Gas Emissions Data. <https://www.epa.gov/ghgemissions/global-greenhouse-gas-emissions-data>

New York Agriculture Facts

- New York is home to 30,700 farms.³ According to data from 2023, farmland makes up about 6.5 million acres of the land within New York's borders.⁴ With an average farm size of 212 acres, more than 81% of land in New York is devoted to farms, forests and woodland.
- With more than 57,000 farmers in the state, 98% of farms in New York are family-owned or operated. The average producer age is around 56 years old, with 6,335 farmers under the age of 35.⁵
- New York State has nearly 3,200 dairy farms that produce 15.7 billion pounds of milk annually, making New York the nation's fifth largest dairy state. The dairy industry is the State's largest agricultural sector, contributing significantly to the State's economy by generating nearly half of the State's total agricultural receipts, and providing some of the highest economic multipliers in the State.⁶
- Just over a quarter of New York state's land mass is dedicated to agriculture – about seven million acres – from the field crops that feed New York's 620,000 dairy cows, to apple orchards, vineyards vegetable farms, and the maple trees harvested for syrup in the spring.⁷
- New York State ranks in the top ten in production of more than 30 commodities. It is first nationally in the production of cottage cheese, sour cream and yogurt; second in maple syrup, apples, cabbage and snap beans; third in grapes; fourth in floriculture; and fifth in milk production, tart cherries, green peas and squash.⁸
- Farm Aid has a long history of granting to and working with farm and food organizations in the Northeast. Since 2014, Farm Aid has granted nearly \$1 million to farmers and farm and rural organizations in New England and the Northeast, \$156,907 of which was granted in New York State.

³ USDA NASS. (2023). 2023 State Agriculture Overview.

https://www.nass.usda.gov/Quick_Stats/Ag_Overview/stateOverview.php?state=NEW%20YORK

⁴ Ibid.

⁵ New York Agriculture: New York Farm Bureau. (n.d.). <https://nyfb.org/about/about-ny-ag>

⁶ Division of Milk Control and Dairy Services, Gravelle, C., & DeCogliano, D. (2023). 2022 New York State Dairy Statistics Report. In New York State Department Of Agriculture And Markets. Division of Milk Control and Dairy Services. Retrieved May 20, 2024, from <https://agriculture.ny.gov/system/files/documents/2023/09/2022dairystatisticsannualsummary.pdf>

⁷ https://agriculture.ny.gov/system/files/documents/2023/06/aqm_2022annualreport.pdf

⁸ Ibid.