



MISSOURI RURAL CRISIS CENTER

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2013 End-of-Year Update

In 2013, thousands of MRCC members took action on issues that really matter to farmers, rural communities, consumers and the environment. MRCC members bring a farm and rural voice and farm and rural values to the debate on issues impacting our families and communities. Our members continually motivate us with impressive victories throughout the year and repeatedly answer the calls to action that truly make a difference!

Below are a few highlights of MRCC member activities in our effort to affect change in rural Missouri and provide leadership in state, regional and national policies arenas.

MRCC Exposes & Opposes Chinese Buyout of Smithfield

26% of U.S. Pork Owned by China's Largest Meatpacker

MRCC exposed MO State Rep. Casey Guernsey's legislative maneuvering to change Missouri law to allow up to 1% of Missouri's total farmland to be owned by foreign businesses. This opens up approximately 289,000 acres of Missouri farmland to foreign corporate ownership. And two weeks after the legislative session...

Shuanghui International, China's largest meatpacker announced plans to buy Smithfield Foods, the largest pork corporation in the U.S. and in the world. Smithfield Foods, Inc. controls 26% of the U.S. hog slaughter and owns Premium Standard Farms Inc., the largest hog producer in Missouri. In spite of our opposition, the deal went through.

This is a prime example of how expanded corporate consolidation in agriculture has gone too far. Vertical integration and consolidation results in lack of markets for independent producers, damaging effects on rural economies, limited consumer choice & higher prices at the grocery store. This acquisition means that two of the top four meatpackers (which control 2/3 of the hog market) would be owned by foreign corporations, JBS/Swift & Shuanghui. We will need to be prepared to stop any future erosion of our foreign ownership of land laws in Missouri. So, please stay tuned.

Family Farms Win Victories Against Factory Farm Lobby

Thousands of MRCC members and supporters took action on pro-CAFO, anti-local control & anti-family farm bills which were defeated or severely weakened during the 2013 legislative session.

Every Lobby Day visit, every phone call & email made a difference, & there were thousands of them! These are big victories for family farms, rural communities, local control & the food supply. **Here are some of the bills we impacted:**

Senate Bill 342 & Senate Bill 9 would have severely weakened or completely nullified local control of CAFOs by local elected officials. Your calls & emails resulted in the removal of this anti-local control language from these bills.

House Joint Resolution 7&11 (The So-Called "Right to Farm")—this proposed constitutional amendment will be on the Nov. 2014 ballot, but thanks to all the hard work of

MRCC members the most egregious of the anti-local control, anti-family farmer language was taken out. And specific language to protect local control was added. This bill still adds unnecessary language to our constitution and could have unintended consequences.

Senate Bill 41 (The Pollution Protection Act) would have taken away constitutional rights of farmers and landowners to protect their property & property rights through the court system. This bill was defeated on the last day of the session.

**Protect Local
Control!**



MRCC serves up family farm pork chops at Farm Aid with a message: **Stop Factory Farms!**

MRCC Members Work to Protect Country of Origin Labeling!

The multi-national meatpackers and the National Cattlemen's Beef Association (NCBA) are conducting an all-out affront on Country of Origin Labeling (COOL). Right now, the Senate/House Conference Committee is debating the Farm Bill and COOL could be cut. MRCC members have made it clear that COOL is important to Missouri farmers and consumers, and we must continue to keep the pressure on policymakers to ensure the right of consumers to know where their meat comes from. (See Action Alert on Page 6.)

MRCC Creating Opportunities

Learning & Doing Sustainable Farming

MRCC provided opportunities for over 125 MRCC farmer members to learn about new opportunities for sustainable food production practices including, pasture sow farrowing, grass-fed beef production and local vegetable production and marketing.



MRCC Members with our allies in the National Family Farm Coalition and Federation of Southern Coops participate in a farm tour in upstate New York to learn new techniques on how to expand local food production, processing and marketing including season extension, cover crops and the availability of NRCS conservation programs.



Patchwork Family Farms producer Matt Beach demonstrates his pasture farrowing operation, which includes over 100 sows, which he farrows outside in huts from March-September.



MRCC and Land Stewardship Project (LSP) tour the TomKat Ranch in California to learn about a grassfed beef operation that includes on-going research on the impacts of pasture-based livestock production on birds and wildlife habitat.

Our outstanding consultants show-off their Stop Factory Farms t-shirt and Patchwork Family Farms hat.



MRCC Builds Our Power & Communication Skills

Thank you to everyone who took our communications survey to help us better communicate with YOU—our members, friends and supporters. Your input is crucial!

In 2013, MRCC initiated a two-year capacity building project to help us expand our communication and build our base of people who will take action and win on MRCC's priorities.

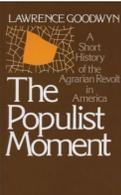
The analysis of our survey responses is being used to help us design a new website, help us expand our social media presence and make it easier to connect with MRCC.

MRCC has been working with our consultants from the RoadMap Project who have been great in helping us plan for our future.

MRCC Membership Drive

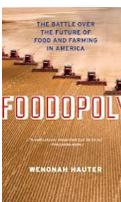
We are in the midst of our 2013 end-of-the-year membership drive. A committed group of MRCC leaders have agreed to match memberships & contributions made in December. This is a great opportunity to double your contribution to MRCC's work. Please make your donation before December 31st to qualify of this match. Your donation is tax deductible.

MRCC's "Favorite Things"



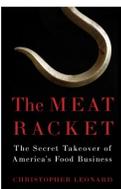
The Populist Moment by Lawrence Goodwyn

"This book is about the flowering of the largest democratic mass movement in American history...A large number of people in the United States discovered that the economic premises of their society were working against them. These premises were reputed to be democratic -- America after all was a democratic society in the eyes of most of its own citizens & in the eyes of the world -- but farmers by the millions found that this claim was not supported by the events governing their lives." —excerpt from *The Populist Moment*



Foodopoly by Wenonah Hauter

"Economically viable farms are the lifeblood of rural areas. Their earnings generate an economic multiplier effect when supplies are bought locally, and the money stays within the community. The loss of nearly 1.4 million cattle, hog and dairy farms over the past 30 years has drained not only the economic base from America's rural communities, but their vitality." —excerpt from *Foodopoly*



The Meat Racket by Christopher Leonard

"Tyson first pioneered [vertical integration] in the poultry business. Then the company expanded into raising hogs. Within two short decades America's independent hog industry was wiped out and replaced with a vertically integrated, corporate-controlled model...the amount of money spent at the grocery stores went up, but the amount of money farmers received went down. Companies like Tyson keep the difference. The cattle industry is the last holdout against vertical integration." —excerpt from *The Meat Racket*

MRCC Members Changing the Dominant Narrative

MRCC Members Tell the TRUTH About Food & Agriculture

MRCC has been a lead organization in developing a new Farm & Food Justice Collaborative with nine Midwestern and Western farm and rural, state-based, membership organizations. The components of this project will include: changing the dominant narrative, assessing the current landscape, building our organizational bases and power, and creating collaborative campaigns to engage our members on farm and food issues. We have two members and three staff serving on the planning committee and facilitation team, and 30 MRCC members who are leading our work in this campaign.



MRCC Leaders Hold Our 2nd "Changing the Dominant Narrative" Meeting in Mid-MO.

For too long, corporations have dominated and controlled food policy and production at the expense of our communities, family farms, our health and the land itself.

Big Ag doesn't just outspend us in politics and lobbying. We get beat by something even more powerful – the dominant narrative about agriculture that

150 GRASSROOTS LEADERS
9 STATES
3 DECADES OF EXPERIENCE
1 POWERFUL NEW NARRATIVE

reinforces the idea that industrial food production is the *only* way we can feed a hungry world.

One hundred and fifty leaders from grassroots organizations in 9 states are exposing the dominant narrative and creating our own narrative in agriculture based on *OUR* values, not the propaganda of corporate ag.

The next step will be to develop joint campaigns that significantly build our base and engage thousands more people in our fight for family farms, good food and a fair economy.



MRCC Leaders talk strategy at an MRCC meeting in October.

Patchwork Family Farms

From Farm to Consumers in St. Louis

John Storm has been a *Patchwork Family Farms* producer since 1996 and "as long as he can remember his family has raised hogs", raising Spotted and Yorkshire heritage breeds outside with no feeding of sub-therapeutic antibiotics. The Storm family has been farming in Northwest MO (near Boswell) since the 1950's and currently farms over 1250 acres of corns, beans, and wheat with help from Garrett Cauble, an up and coming young farmer.

There are few producers in John's area now because of a lack of market access. For John, the advantages of selling to Patchwork is a "guaranteed price and the satisfaction of knowing where [his] end product is going". This includes local restaurants and grocery stores in Mid-MO (John really likes to eat at Murry's when he is in Columbia).

Through Patchwork's distribution network, pork from producers like John Storm also ends up in St. Louis at places like the Local Harvest's Café and Grocery Store, and Mid-Town City Greens, a community market sponsored by Catholic Charities. Mid-Town City Greens provides access to affordable, fresh produce and quality, locally produced meats to families in underserved communities in St. Louis. Both City Greens and Local Harvest understand the importance of people knowing where their food comes from and creating ways to support Missouri farmers. Patchwork is committed to growing our work with our St. Louis partners and continuing to expand access to good food for St. Louis families.



MRCC Member & Patchwork Family Farms producer, John Storm, holds a baby pig on his farm.



The Supa' Fresh Mobile is one way City Greens provides access to families in St. Louis.

Rural Healthcare Matters!

2013 was another busy year for MRCC's rural healthcare work with Medicaid Expansion in the forefront.

Although the Missouri state legislature did not pass Medicaid Expansion this year, it is critical that we make sure that they understand the importance of Medicaid Expansion for rural Missouri in 2014.

Over the summer, MRCC members testified at House and Senate Medicaid Expansion interim committee hearings. Our farm & rural members delivered fact-based testimony that spoke to the positive impacts of Medicaid Expansion on farm and rural families and rural communities.

- ✓ Rural Missourians face unique healthcare challenges—we have older populations, lower incomes and less access to employer sponsored health insurance.
- ✓ Farmers are more reliant on the individual, private marketplace than the population at large (30% vs. 8%) and farmers rely on the costliest types of policies.
- ✓ Without Medicaid Expansion, rural hospitals are facing deep cuts, layoffs and potential closures. Missouri hospitals will lose nearly \$400 million in 2014.
- ✓ When farm and rural families do have access to health insurance, they pay more.
- ✓ Medicaid Expansion will create over 20,000 jobs—many of them in rural Missouri.

Currently *individuals* without children cannot qualify for Medicaid at all, & a *family of 3* cannot qualify if they make more than \$3,711/year.

As we approach 2014, we need your help to get Medicaid Expansion done & protect the health and well-being of farm and rural families & rural economies: *a Missouri solution to a Missouri problem.*

308 People Attended MRCC Healthcare Meetings
89 MRCC Members Met with Elected Reps
592 Letters & Phone Calls to Policy Makers
52 Healthcare Stories in the Media



MRCC Members Participate in a Medicaid Expansion Meeting in Chillicothe, MO



Dr. Hope Tinker talks with Wendell Potter as he signs his book "Deadly Spin: An Insurance Company Insider Speaks Out on How Corporate PR Is Killing Health Care & Deceiving Americans". 130 people attended this MRCC-sponsored event, in which Potter told of his experience as a health insurance company executive turned whistleblower.

Support Medicaid Expansion for Family Farmers & Rural Citizens!

Rural Missourians face a lack of affordable, accessible healthcare because of our lower incomes, older populations, higher costs of health insurance policies and less access to providers. Medicaid expansion will make quality healthcare available to many farmers, rural families & communities & will save the state money—approximately \$348 million in the first three years.

Please Call YOUR State Senator & Rep TODAY!

Tell them to Medicaid Expansion—Support farm families and rural Missourians and their communities.

Please Call the Capitol Switchboard with your address @ (573) 751-2000



Farm & Food

Actions By-the-Numbers

- ◆ Over 4,475 members and supporters "took action" on our farm & food policy campaigns, including making phone calls, sending emails, attending lobby days and meetings, making official comments and much, much more!
- ◆ MRCC members successfully challenged corporate subsidies—as a result: In the last reporting year, 54 CAFOs were denied EQIP funding to build and/or expand. We have decreased the amount of EQIP funding going to existing CAFOs, from 32% to 15.7%.
- ◆ MRCC Food Coops distributed nearly 3,000 food orders totaling 206,500+ pounds of food to 1,010 rural families with limited resources.
- ◆ During the legislative session, we held 5 lobby days, 2 advocacy trainings, 4 strategy calls/meetings, & developed and distributed 23 action alerts reaching over 4,300 households.
- ◆ Patchwork marketed 178,762 pounds of sustainably raised, family farm pork to individuals, restaurants & grocery stores.
- ◆ 320 people attended MRCC's public education and informational meetings.
- ◆ 125 MRCC farmer members learned about new opportunities for sustainable food production practices.
- ◆ 32 new MRCC leaders played leadership roles in the organization & their communities.
- ◆ MRCC members/policy positions were featured in over 88 news stories, LTEs, Op-Eds, blogs & radio.
- ◆ Patchwork expanded our Farm to Institution efforts to include 6 MU dining halls.

Harlan & Janie Ellerbeck Celebrate 25 Years of Leadership in MRCC's Macon Food Cooperative

This month, 50 rural families will gather at MRCC's Food Coop distribution at the Macon Skate Center. Every month, the Macon Coop meets to share lunch, a sense of community, and to distribute thousands of pounds of affordable, healthy food to families in Macon County. This community gathering has been happening for 25 years now—thanks in large part to the commitment of Harlan and Janie Ellerbeck.

Harlan & Janie have not only been leaders in Macon County's Food Coop, but have also played major roles in many MRCC policy campaigns, including local control and rural healthcare. Harlan also served on MRCC's statewide Board of Directors.

On December 17th in Macon, MRCC will hold a recognition lunch to celebrate Harlan and



Janie's commitment to Missouri's rural families and their communities, and will look ahead to many more good times with them.

The Macon County Food Coop is one of MRCC's 8 coops serving 18 Missouri counties. This program provides rural families with high-quality, affordable food where access is limited and resources are scarce. Members receive vegetables, fruit, bread, dry goods, other staples and family farm meat. Last year, MRCC coops distributed 206,500+ pounds of food.

MRCC has coops in Chillicothe, Gravois Mills, Ivy Bend, Macon, Moberly, Sedalia and Smithton. To participate or volunteer for MRCC's Food Coops, call Monica at the MRCC office (573) 449-1336.



Harlan & Janie receive MRCC's leadership award.

The Missouri Rural Crisis Center

The Missouri Rural Crisis Center is a statewide farm and rural organization founded in 1985 with over 5,600 member families.

Our mission is to preserve family farms, promote stewardship of the land and environmental integrity, and strive for economic and social justice by building unity and mutual understanding among diverse groups, both urban and rural.

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For More information about MRCC activities & events or to get involved in MRCC's policy campaigns please contact us at:

The Missouri Rural Crisis Center

1108 Rangeline Street
Columbia, MO 65201
(573) 449-1336

Patchwork Talks to Thousands

Family Farm Pork Showcased at Farm Aid Concert

In late September, twenty-five MRCC members made our yearly visit to the Farm Aid concert—this year in Saratoga Springs, NY (we drove!). Farm Aid, a nonprofit organization whose mission is to keep family farmers on their land, holds annual fundraising concerts across the country.

Every year since 1998, Patchwork has benefited from this opportunity to sell great pork & connect with people from different parts of the country, highlighting the importance of independent family farms, vibrant rural communities, good food & the harms caused by corporate control of our food system.

This year, we sold over 5,000 sandwiches—pork chops, ham steaks and brats—and talked to thousands of consumers about the difference between corporate, factory farm pork and pork raised sustainably by independent family farmers. "This is the best pork chop I've ever had," said one concert goer, "I'll have another one please".



MRCC Members in the News

This year MRCC's members and policy positions have been featured in many news stories, Letters-to-the-Editor, Op-Eds, blogs and on the radio. Below are a few examples:

"If Big Ag proponents truly support farmers, they should support farmers who raise their animals independently or don't use GMO grains. There is an export market for our non-GMO grains to countries in the European Union and around the world. Yet our ag leaders chastise these countries for not using GMOs and work to change them, instead of setting up markets to supply that demand."

-excerpt from Darvin Bentlage's LTE in the Missouri Ruralist

"As Missouri lawmakers begin a new legislative session, they have the opportunity to advance health insurance access to hundreds of thousands of Missourians by expanding Medicaid. The expansion of Medicaid would have the most dramatic impact in rural areas, reducing the share of people without insurance while bringing money and jobs to depressed local economies."

-excerpt from Margot McMillen's Op-Ed in the Fulton Sun

"The White House should reject the sale of America's food supply. The Smithfield purchase turns over American farms to a consolidated, globalized meatpacking industry that leaves rural communities to clean up the waste while China gets the meat."

-excerpt from St. Louis Post story quoting Tim Gibbons

STOP Secret “Free Trade” Corporate Sell-Outs

Stop Fast-Track & the TPP

Congress is currently considering a new sweeping “Free Trade” agreement—the Trans Pacific Partnership (TPP)—that has been negotiated in secret and is being “fast-tracked” through Congress. If “fast-track” authority is granted, this NAFTA-style corporate power grab would allow for an up-or-down vote only with no public input or hearings & virtually no debate.

So-called “free trade agreements” have dramatically increased the profits of multi-national corporate agribusiness at the expense of U.S. farmers & farmers around the world. These trade deals take power away from our local & state elected representatives & puts decision-making power into the hands of an international unelected, unaccountable body—a virtual corporate, global constitution!

Please Call YOUR Congressperson & Senator’s Blunt & McCaskill

Tell them to STOP Fast-Track and STOP the TPP
Call the Congressional Switchboard at (202) 224-3121

Country of Origin Labeling

COOL Action Needed!

Please Call Senator’s Blunt and McCaskill TODAY!

Ask them to contact members of the Farm Bill Conference Committee, and tell them to protect COOL and oppose any changes to COOL.

Senator Blunt (202) 224-5721
Senator McCaskill (202) 224-6154

American farm families & consumers have a right to know if their meat is raised, slaughtered and processed in the United States or not!

To Take Action on the Issues YOU Care About, Sign Up for MRCC’s Action Alert List!

Email/call Tim in the MRCC office at timgibbons@morural.org/(573) 449-1336.

We need YOU to help impact farm and food policy in Missouri!!!



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