



*Building Power to Win—
Support Missouri Farms, Food, Communities & Democracy*

In 2022, MRCC has been successfully organizing to make the truth known about the challenges that keep people separated and the solutions that bring people together, in both rural and urban communities, showing that we have more in common than we're told, and creating the space to organize together for our shared future. We have been encouraged by your role in MRCC's work throughout the year and the way you stand up for Missouri's independent farm families, rural communities and economies, and viable and sustainable food systems. From helping us to change the narrative around the food on our tables, to meeting with elected representatives, to supporting, selling and eating food raised by Missouri family farmers, *MRCC members repeatedly answered the call to action and truly made a difference...THANK YOU!*

Here are some highlights from our work together this year:



Growing Justice from Farm to Table event in Kansas City



MRCC Youth Cooking Demonstration Team



One of thirteen panels held as part of our Justice Crossroad project

What a great year for our Growing our Local Food Chain program!

We have been busy working to educate urban and rural communities with 2 Farm Camps, 3 Cooking Demonstrations and 15 Local Food educational events. **From our youth farm camps and cooking demonstrations, to our local food educational fairs our "Growing the Local Food Chain in Missouri" project is building a new generation of farmers who care about the land and a new generation of consumers who care about how their food is raised.**

Urban/Rural Farm Camps—Our Farm Camps expose youth to rural ways of life, help them learn about sustainable family farm livestock production and how to grow and cook locally-raised food. In this environment, rural and urban youth and their families can interact and build life-long relationships around food and farming within our local food chain.

- ✓ We learn how to feed and care for animals—and about sustainable livestock farming.
- ✓ We talk about the benefits of family farms for our health, our food system and our environment, and we learn about healthy cooking, eating and living.

Local Food in the Classroom—We engage youth from different backgrounds through experiential and educational activities focused around local food, such as guest speakers and local food workshops.

See "Growing the Food Chain" continued on Page 2



Eager student learning to cook local food in our office kitchen



Youth are able to get hands on when they learn about animal husbandry during our Farm Camps.

Do you know someone who cares about farm and food issues?

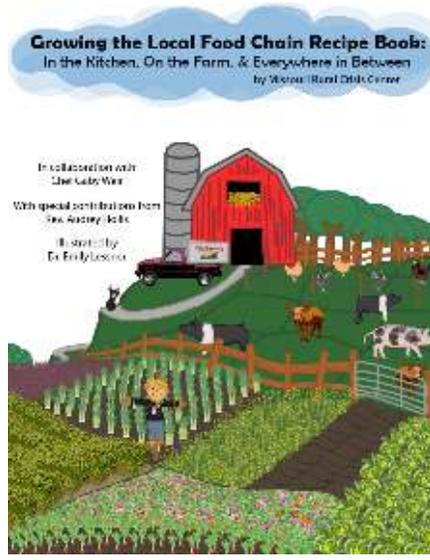
If you do, please ask them to sign up for our action alert list on our website

at www.morural.org.

“Growing the Food Chain” continued

Youth Cooking Demonstrations: Making local food dinner in our NEW kitchen!—

After spending a total 10 hours together in MRCC's Kitchen--we're confident that our Local Food Youth Leaders grew their cooking skills above and beyond what we were expecting! Everyone learned to cook local food recipes using Patchwork Family Farms pork and beef raised by Missouri family farmers.



MRCC's Local Food Recipe Book for Kids—

Get your own incredible and colorful *Growing the Local Food Chain Recipe Book: In the Kitchen, On the Farm & Everywhere in Between*. Stop by our office to pick one up, or give us a call and we will mail one to you!



What is Patchwork Family Farms?

A cooperative of independent Missouri family hog farmers providing high quality pork to our community. *Special Thank you to all of our Patchwork customers this year!*

Where is Patchwork Family Farms pork sold?

- ✓ 49 Columbia and Saint Louis Restaurants and Grocery Stores.
- ✓ Our Office in Columbia at 1906 Monroe Street.
- ✓ Online on our NEW website.

Visit our new website, patchworkfamilyfarms.org and you can shop ONLINE



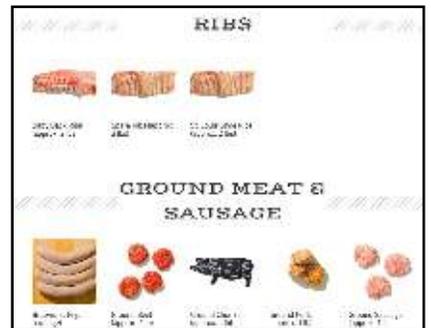
After many years of service, our Patchwork Family Farms website got a much needed overhaul. In addition to being glitzy and gorgeous, it's also more functional. You can now order any of our Patchwork products through our website.

So far this year, we have featured 18 restaurants that serve Local Food & Patchwork Family Farms

With over 8,800 social media followers of Patchwork Family Farms and Missouri Rural Crisis Center, sharing our love of local businesses and restaurants that buy from local farmers has been a great community building activity.

Check out #BuyLocalCoMo for local food pictures & places to visit!

Use social media to check out our #BuyLocalCoMo Restaurant Highlights!



- ⇒ Broadway Brewery
- ⇒ Meriwether Café & Bike Shop
- ⇒ Pasta La Fata
- ⇒ Addison's
- ⇒ Fresh Harvest Grill
- ⇒ Clover's Natural Market
- ⇒ Hoss's Market
- ⇒ Le Bao
- ⇒ Pizza Tree
- ⇒ Range Free
- ⇒ Sophia's
- ⇒ Murry's
- ⇒ Uprise Bakery
- ⇒ Tony's Pizza Palace
- ⇒ Ozark Mountain Biscuit



Café Berlin



The Biscuit Center



Sycamore

Exciting Buy Local Campaigns

Billboards—Taking to the sky, we shared our #BuyLocalCoMo messaging by advertising with 4 billboards this spring . Our billboards had **over 8.5 million** impressions getting drivers hungry for local food along I-70 and Highway 63!

Feast Magazine—**80,000** hard copies of our #BuyLocalCoMo messaging about the importance of buying locally sourced foods hit the newsstands in person and we reached **24,467** online in March.



Growing Justice—from Farm to Table

Everyone from city center to rural countryside has a stake in a healthy, affordable, and sustainable food system. Yet today's increasingly concentrated, industrialized food system creates hardship and injustice for the very people who put food on our tables—from the family farmer, to workers, to the people who serve the food we eat.

That is why MRCC kicked off our "Growing Justice from Farm to Table: Working Across the Food System" Program with an event in Kansas City on March 9th.

We also held 6 more panel discussions in 2022 with college students as part of our Common Read Book Program.

Through our Justice Crossroads Program we're organizing to bring voices together to have uncommon conversations about our common ground, and explore how the same corporate forces negatively impact all of us who have a vested interest in food and ways we can—and should—be working together to challenge corporate control of our food system and to create a future that is more fair for all of us.



Keep your eyes peeled for what we'll be cooking up next!

Federal Farm and Food Policy is HEATING UP!

As part of MRCC's Federal Farm and Food Policy Program, we create opportunities to amplify the voices of farmers, rural Missourians, consumers and workers. We will continue to bring our members' voices to the forefront of policy debates around fair markets for farmers, clean water and air for our citizens, good jobs in our communities and healthy accessible food for everyone.

MRCC Farmer Member Doug Doughty testifies before Congress

On Tuesday, July 19th, Doug Doughty, MRCC member and Livingston County livestock and grain farmer, testified in front of Congress at a House Committee on Oversight & Reform on how the Environmental Protection Agency is not protecting rural Missourians, family farmers and our water and air from Concentrated Animal Feeding Operations.



COOL Telephone Town Hall

Over 800 people participated in MRCC's Telephone Townhall demanding Country of Origin Labeling (COOL) on March 3rd. We all learned more about COOL, including ways we can all take action to move the American Beef Labeling Act forward in Congress. Over 1,300 people have already signed our petition— you can sign the petition on our website.



2023 Farm Bill

For too long, rural economies have struggled due to monopolized and globalized markets, low prices from overproduction and lack of supply management, and corporate factory farms putting family farmers out of business. Corporate lobbyists write the rules to support this system, while farm families and our communities suffer. To restore and protect an independent family farm system of agriculture, Congress must pass a Farm Bill that addresses overproduction and the resulting low prices. Look for opportunities to take action on Farm Bill policies that support family farms, rural communities and a fair food system.

MRCC Visits D.C. Virtually

In April, MRCC held a virtual fly-in meeting with Congresspeople and the Biden Administration to demand policies that address agriculture, trade, competition and concentration, and anti-trust; and, the current challenges and opportunities facing our communities, economies, food system and national security. We will offer more of these opportunities throughout 2022.

MRCC's Fall Federal Farm Policy Meetings

We are hitting the road this fall to talk to people in their communities about these issues. We may be coming to a town near you. Let us know if you would like to host a meeting in your community.

If you would like to get more involved in our federal policy work, please email tingibbons@morural.org or go to our website, www.morural.org, and sign up to get involved.

MRCC's Local Food Fair

In April, 250 people attended MRCC's Local Food Fair at our office to celebrate our community's connection to the food we eat! The goal of this community event was to highlight the importance of sourcing our food from Missouri family farmers and local businesses that support local producers. Our food system is stronger with the whole community eating locally together.

Community members shared a dinner filled with locally sourced ingredients from mid-Missouri family farms, took home over 300 vegetable plants to start their own local food gardens and participated in activities, such as the Local Food Story Corner, soil demonstrations, pot painting, and pig caricatures. We were all inspired by the amazing people and sense of community.



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.

MRCC & Patchwork Family Farms Team

Roger Allison, Director of Operations

Rhonda Perry—Executive Director

rhonda@morural.org

Tim Gibbons—Communications Director

timgibbons@morural.org

Dina van der Zalm—Community Engagement Director

dina@morural.org

Monica Fisher—Office Administrator

monica@morural.org

Jamie Blair—Rural Organizer

jamie@morural.com

Layah Ver Dught—Patchwork Coordinator

patchwork@morural.org

Mike Knoll—Transportation & Delivery

For More information about MRCC activities & events or to get involved in MRCC's policy campaigns go to www.morural.org and "like" us on [Facebook](https://www.facebook.com/morural.org). And call (573) 449-1336

Rural Healthcare Happenings!

In 2022, we are celebrating nearly 200,000 Missourians getting access to healthcare through **Medicaid Expansion** in the last year! This year, we also kicked off our "MRCC Medicaid Minute" series, where we answer FAQs, talk with experts and share news about Medicaid in short video segments. You can find them on our Facebook page, YouTube channel or website.

In April, we held our "**Defending Medicare**" event with Dr. Ed Weisbart to highlight that without the approval of Congress, Medicare is putting investors, private equity, venture capitalists, and health insurance companies as middlemen between patients and their doctors. Medicare intends to automatically move 100% of Traditional Medicare members into a program like this by 2030. We'll keep you updated as this effort develops-- make sure you're on our email list to know about upcoming events and opportunities to take action!



"It keeps us from spending extra money for food. It is a blessing."

"Helps me get through the months as my SS just barely pays my lights and phone."

MRCC's Rural Food Cooperative Celebrates Bees & Pollinators

In March, our Growing the Local Food Chain & Food Coop programs teamed up to address how critical pollinators are to our food system. Food Coop members were given an extra jar of local honey and packets of locally produced flowering herbs and flower seed that bees love. We distributed a survey to our members for feedback on the program and got incredibly inspiring responses.

Since 1992, MRCC's 7 community-based Food Cooperatives have been a model where members pool their resources and time to bring high-quality food to areas where access is limited and resources are scarce.

MRCC Changing the Narrative—Corporate Control vs. Family Farms

We have been working hard to get your message in the media on the local, state, and federal levels. From TV, radio and newspapers to testifying in congress, we are telling the story of what rural America needs.

MRCC members & supporters were quoted **36** times, mentioned in **88** articles, covered by over **50** unique media outlets and **8** major media markets. Our grassroots voices from rural Missouri were shared in **8** LTEs and **20** Op-Eds. We are proud of the work of our members as we build power in the media. Below are a few examples of many—



MISSOURIAN

A 'WICKED PROBLEM'
Policies, technology change the agriculture industry, rural life

Patrick Weidhoff grew up on a dairy farm with his parents and seven brothers and sisters. Together, under the cover of a station barn, they managed 70 cows and produced a million pounds of milk each year. The cows were milked into their stalls, they were milked out by hand. The family would pour up and start again the

“Corporate agriculture likes the narrative that things just happen...They leave out the corporate lobbying power, the corporate campaign power,” MRCC said. “And the more power that they have in the market, the more power they can have over our democratic process. And the more power they have over a democratic process, the more power they can have in the market. So it’s exponential, it grows upon itself.”



Bloomberg Government

Beef Pricing Bill Leaves Meatpackers 'in Charge,' Ranchers Say

For the last three decades, roughly 40 U.S. family cattle operations went out of business every day, and the proposed "compromise" bill, the Cattle Price Discovery and Transparency Act, doesn't go nearly far enough to address corporate control and ensure Missouri and U.S. cattle family farmers can make a living.

"The bill could be a step back for the cattle market by getting in the way of the Biden administration’s plans to spur competition in the industry through stronger rules, said...the Missouri Rural Crisis Center, an advocacy group for family-owned farms and rural communities."



MISSOURI INDEPENDENT
OHIO CAPITAL JOURNAL
News Tribune
THE JOPLIN GLOBE **THE PULSE**
DAILY AMERICAN REPORTER
Minnesota Reformer
Hickman County Times
MMI THE MISSOURI MONITOR INDEX

The elephant in the room is destroying family farms, rural communities and our democracy |

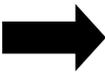
MRCC Member Op-Ed Featured in Media Across the State

"I love farming and have been doing it all my life, but I told my kids not to come back to the farm, because there’s no future in it. That’s the sad truth...”, said Darvin Bentlage, MRCC member, livestock and grain farmer.

MRCC wrote comments into the California Air Resources Board requesting they don’t use factory farm gas as “renewable energy”, generating media.

“This isn’t going to solve our climate problem,” said Tim Gibbons, with the Missouri Rural Crisis Center, a group that argued to the California Air Resources Board that it is hurting family farms in the Midwest by rewarding industrial hog operations there that generate colossal amounts of methane.

“This is going to be another incentive for the industrialization and corporatization of livestock markets.”




Los Angeles Times

California set off a biofuel boom — but can it manage the fallout?

Growing up in MRCC’s Local Food Community

This spring, Lushen Claridge from *Broadway Brewery & Restaurant* volunteered to help us provide 135 meals to our local soup kitchen.

This event was an opportunity to serve low income and in-need community members a high quality *Patchwork Family Farms* pork dinner. This is especially meaningful opportunity because Lushen grew up in MRCC’s local food community by being part of our first ever farm camp.

As he continued to “grow up” in MRCC’s work, he led a cooking program for 200 people at our 2015 MRCC annual meeting and did a cooking workshop for 100 people at our 2018 Rural Tour. He is a great example of what our youth programing around sourcing locally grown food and teaching kids how to cook for themselves can add in value to the future of our local food community.



Lushen at our first ever Farms are for Everyone Farm Camp.



Lushen with MRCC intern, Sierra Walsh, preparing food for a local soup kitchen in April 2022.



MISSOURI RURAL CRISIS CENTER
 1906 MONROE STREET
 COLUMBIA, MO 65201

✓ Check out all the things we have been up to!

What's the Problem with Global Corporations Controlling Our Food System?

Good Question! Historically, diversified independent family farms have consistently provided the economic base for Missouri's rural communities and economies.

Unfortunately, the pork industry is a prime example of what can go wrong when corporations control more and more of our food system.

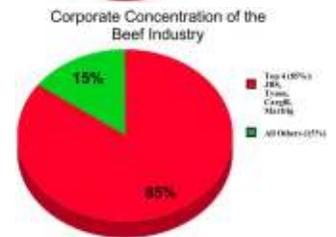
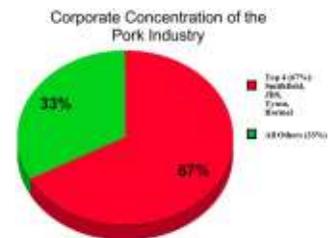
Today most of the hogs in the U.S. are owned or controlled by enormous factory farm corporations (67% of the hog market is controlled by 4 meatpackers—Smithfield Foods, JBS, Tyson & Hormel). Smithfield is owned by China's largest meatpacker, and JBS is a Brazilian company and the world's largest meatpacker.

Why does this matter?

- This means **two foreign corporations control nearly 50% of the U.S. pork industry** and now they own tens-of-thousands of acres of Missouri farmland.
- Since 1985, **Missouri has lost nearly 90% of our hog producers** (from 23,000 to 2,687) and thousands of local jobs that they created on rural Main Street.
- During this same time period, **the retail price of pork has increased 163%, from \$1.71 to \$4.50 per pound**, while the hog producers' share of the retail dollar has decreased 47%, from 49 cents to 26 cents.

The corporatization and control of agriculture and food clearly has not benefited producers, rural economies or consumers. It only benefits the profits of a few multinational corporations and puts the future of our food supply in jeopardy.

That's why we fight everyday for Missouri's family farms, good food and real democracy.



THANK YOU for everything you made possible this year!