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## **Digital Ads Urge Congressional Leaders to Support Conservation Funding, Ag Data Act in the Farm Bill**

*Washington, DC, November 13, 2018* - The Meridian Implementation Fund (MIF), Environmental Defense Action Fund, and National Wildlife Federation Action Fund released a series of ads urging Senate and House Agriculture Committee leaders to support full conservation funding and the Agriculture Data Act of 2018 in the farm bill to better protect soil, water, and wildlife.

The digital ads were published in Politico's Morning Agriculture newsletter and in newspapers across Texas, Kansas, and Michigan last week. The ads will reach constituents of Chairman Pat Roberts (R-KS), Ranking Member Debbie Stabenow (D-MI), and Chairman Michael Conaway (R-TX) during the critical farm bill deliberation process.

The ads urge Congressional leaders to pass a farm bill that removes roadblocks for farmers who want to improve soil health, save money, and reduce risk on their land by:

- Maintaining full funding for conservation programs in the farm bill
- Retaining Senate-passed farm bill provisions that strengthen United States Department of Agriculture (USDA) data management systems to help farmers make important land management decisions

The Agriculture Data Act of 2018 (S. 2487) introduced by Senators Klobuchar (D-MN) and Thune (R-SD) aims to strengthen agriculture data management at USDA to provide farmers and policymakers with insights about how conservation practices impact farm and ranch profitability, yield variability, and risk while also protecting data privacy. Maintaining full funding for conservation programs will also ensure that farmers can count on reliable and sustained funding to build an economically and environmentally resilient food supply.

The Agriculture Data Act of 2018 builds upon recommendations developed by AGree's [Conservation and Crop Insurance Task Force](#) (Task Force), a group of leading researchers, academics, former USDA leaders, producers, and representatives from farm-based and environmental NGOs. The Task Force has worked since 2013 to develop innovative strategies to remove roadblocks and increase adoption of conservation practices through federal crop insurance and conservation programs.

Click [here](#) to see the ads.

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