



Save the Date

**2025 Farm Credit Fly-In
November 4-5, 2025
Washington, DC**



FARM CREDIT FLY-IN

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FARM CREDIT FLY-IN PURPOSE

The Farm Credit Fly-In offers Farm Credit an opportunity to build reputational equity on Capitol Hill and underscore the importance of Farm Credit's mission. Directors, customers and colleagues all sharing their stories about Farm Credit leaves a strong, positive impression with policymakers and other important stakeholders. Coming together with a unified front demonstrates how the System fulfills our mission every day and why that mission remains so critical to rural communities and agriculture.

2025 TIMELINE

July 29 – Registration Open

September 23 – Deadline to Communicate Marketplace Products/Customers

September 23 – Marketplace Materials May Begin Arriving

October 11 – Registration Closes

October 11 – Deadline for Arrival of Marketplace Products

TBC – Virtual session on messaging & Capitol Hill meetings

November 4 – Fly-In Begins

November 5 – Marketplace Reception

FARM CREDIT MARKETPLACE RECEPTION

The highlight of the Fly-In is the Farm Credit Marketplace Reception, attended by thousands of congressional members and staff, administration officials and influential stakeholders. The Marketplace will showcase Farm Credit's customers from across the country, their products and, most importantly, their Farm Credit story. This event offers an opportunity to showcase how we are fulfilling our mission through the unique perspective of our customers.

MARKETPLACE PRODUCT REQUIREMENTS

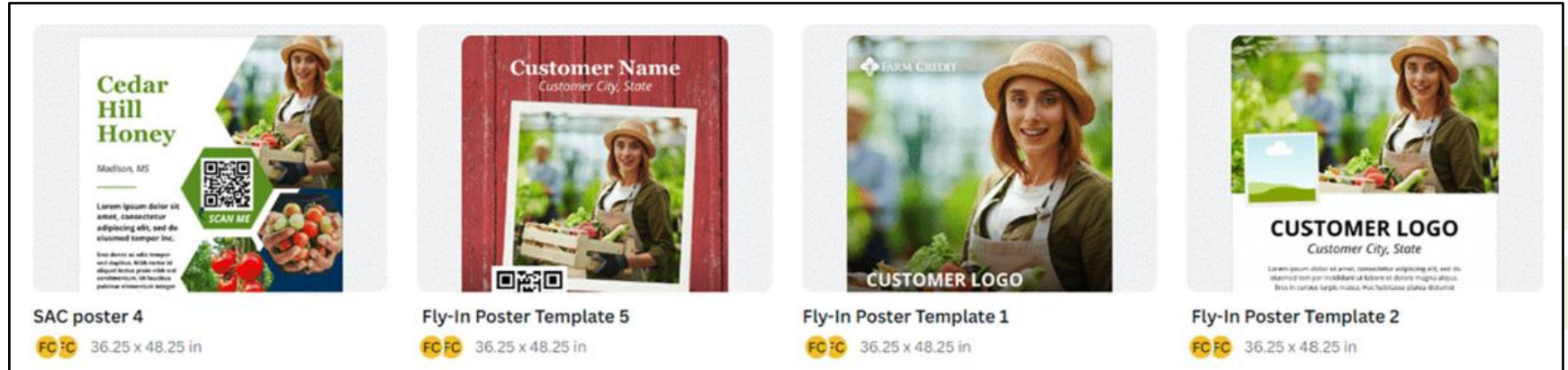
- ❖ 250 individual pieces, individually packaged
- ❖ Valued at no more than \$5.00 per item
- ❖ Packaged in non-glass, non-breakable containers
- ❖ Non-perishable*

*Certain special accommodations may be made. Please email mary.streiffert@fccouncil.com for inquiries.

CUSTOMER INFORMATION REQUIREMENTS

- ❖ Photo(s)
- ❖ A 200-500 word description of their operation (video if available)
- ❖ Their website and social media handles
- ❖ Poster featuring photo and description along with institution logo (in pdf format at 300 dpi). Templates and printing provided by FCC.

EXAMPLES OF PREVIOUS TEMPLATES



LOCATION

- ❖ The meeting hotel will once again be the JW Marriott located at 1331 Pennsylvania Ave, NW.
- ❖ The Marketplace Reception will once again take place at the Wharf located at 101 District Square, SW.
- ❖ Ancillary customer event options will be announced in the coming months.

2023 FLY-IN RECAP

- ❖ Wondering what to expect? Check out the 2023 Fly-In video [here](#) and photos from the 2023 Fly-In [here](#).



NEXT STEPS

- ❖ While it enhances the experience, institutions are not required to bring a customer and participate in the Marketplace Reception.
- ❖ A form will be circulated in the next few months serving as confirmation of which customers we will showcase. Please go ahead and give some thought to what customer(s) might be a good fit.
- ❖ Additional details on ancillary events and scheduling Hill meetings to follow.
- ❖ Please reach out to anne.thompson@fccouncil.com with questions.