



***Celebrating the Best of
American Agriculture***

Today's Agenda

- Welcome from Farm Credit Council President & CEO, Christy Seyfert
- Fly-In Event Overview
- Update on Political Environment
- Preparing for Hill Visits
- Questions





The Farm Credit Fly-In offers an opportunity to underscore the importance of Farm Credit's mission on Capitol Hill. Directors, customers and colleagues all sharing their stories about Farm Credit leaves a strong, positive impression with policymakers and other important stakeholders.



Fly-In Overview: Tuesday



General Session



District Breakouts



Happy Hour Reception

***Optional Activities:**

- *Walking Tour of the Monuments*
- *Private Tour of the Smithsonian American Art Museum*
- *After Hours Spy Museum Tour*
- *U.S. Capitol Historical Society Tour*

**All optional activities require pre-registration*

Fly-In Overview: Wednesday



Women's Breakfast



Coffee for Hill Staff



Capitol Hill Visits



Marketplace Reception



FARM CREDIT'S MARKETPLACE RECEPTION



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Government Shutdown Update



**Farmer aid held up
until shutdown
ends, Rollins says**

Farm Bill 2.0 Efforts

SOUTHEAST
FarmPress.

‘Farm Bill 2.0’ next on House Ag Committee agenda

All that remains now is “Farm Bill 2.0,” which House Agriculture Committee Chairman Glenn “G.T” Thompson calls “not too controversial” and should pass with bipartisan support.

Boozman Talks the Senate Ag Committee’s Approach to Farm Bill 2.0

“The House can do in two hours
what it takes us one week to do.”

BROWNFIELD
POWERED BY  **LEARFIELD**

Telling Your Farm Credit Story

Core Message: Farm Credit supports rural communities and agriculture, in good times and bad.

- Mission
- Customers
- Patronage
- Cooperative Structure
- Territory
- Young, Beginning and Small Producers

Hill Visit Goals

- ✓ Tell *your* Farm Credit story
- ✓ Urge Congress to pass Farm Bill 2.0
- ✓ Ask for support of Farm Credit's legislation
- ✓ Take a photo (and post it to social media)
- ✓ Share the printed Marketplace Reception invitation
- ✓ Submit meeting feedback



Farm Credit Fly-In Playbook

GUIDE TO A SUCCESSFUL CAPITOL HILL MEETING



Goals for the Meeting

- ✓ Introduce the group
- ✓ Share how Farm Credit has made a difference to your operation
- ✓ Discuss specific Farm Bill legislation and how it impacts you
- ✓ Distribute leave-behind items to the Member of Congress or their staff and take a photo
- ✓ Share the photo on social media and with your Farm Credit institution
- ✓ Tag the Member of Congress and @FarmCredit and use #FarmCreditFlyIn

Please scan this QR code to provide
feedback from your visits on Capitol Hill.



Assigning Roles

Assigning roles makes everyone comfortable with participating in the meeting and will help your meeting run more smoothly.

Moderator:

- Kicks-off and keeps the meeting focused

Storyteller(s):

- Uses anecdotes to tell a positive Farm Credit story
- Farm Credit 101

Asker:

- Advocates for passing outstanding bipartisan Farm Bill provisions
- Asks for support of Farm Credit's priorities

Meeting Monitor:

- Ensures that primary objectives are met

Reporter:

- Notes, follow-up

Responder:

- To criticism *ONLY* if asked
- Answers questions

A Few Reminders:

- Stay positive
- Localize, personalize, simplify
- Jargon doesn't work
- Focus on today and tomorrow
- It's not a conversation, it's a transaction
- Assign roles in advance
- Remember to listen
- Smile



Know Before You Go:



- Business attire both days (except for optional activities)
- Minimize metal
- Familiarize yourself with the Playbook
- Do homework on your Representative and Senators
- Farm Credit Foot Forward
- Keep official meetings official

General Session Expectations

- Political landscape
- Latest Farm Bill 2.0 status
- Getting the most out your Hill visits
- Additional materials provided



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