



**Johns Hopkins Center for a Livable Future:
A National Farm Bill Poll
January 2023**

Methodology

On behalf of the Johns Hopkins Center for a Livable Future (CLF) as part of its Food Citizen Project, GQR conducted a nationwide online survey of 1,000 registered voters. The survey was conducted January 12-23, 2023.

The data has been weighted to reflect the demographic composition of the registered voter population for the nation. Because the sample is based on those who initially self-selected for participation in the panel rather than a probability sample, no estimates of sampling error can be calculated.

Previous data shown from:

- Web poll conducted November 30 – December 4, 2015 among 800 national Gen Pop respondents. The sample is based on those who initially self-selected for participation in the panel rather than a probability sample, no estimates of sampling error can be calculated.
- Live interview phone survey among 1005 National Registered Voters from June 5 – 12, 2018. Margin of error for this sample is +/- 3.1 percentage points at the 95 percent confidence level. Margin of error is higher among subgroups.
- Nationwide survey among 1,000 registered voters. The survey was conducted by live telephone interviewers among both landline and cell phone respondents between October 6 and 13, 2019. The data are subject to a margin of error of +/- 3.1 percentage points at the 95 percent confidence interval; margin of error is higher among subgroups.
- Nationwide survey among 800 registered voters with oversamples in Iowa and North Carolina of 500 registered voters each. The survey was conducted by live telephone interviewers among both landline and cell phone respondents between September 17 and 27, 2020. The data are subject to a margin of error of +/- 3.46 percentage points at the 95 percent confidence interval; margin of error is higher among subgroups.



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Role of Government in Agricultural Policy



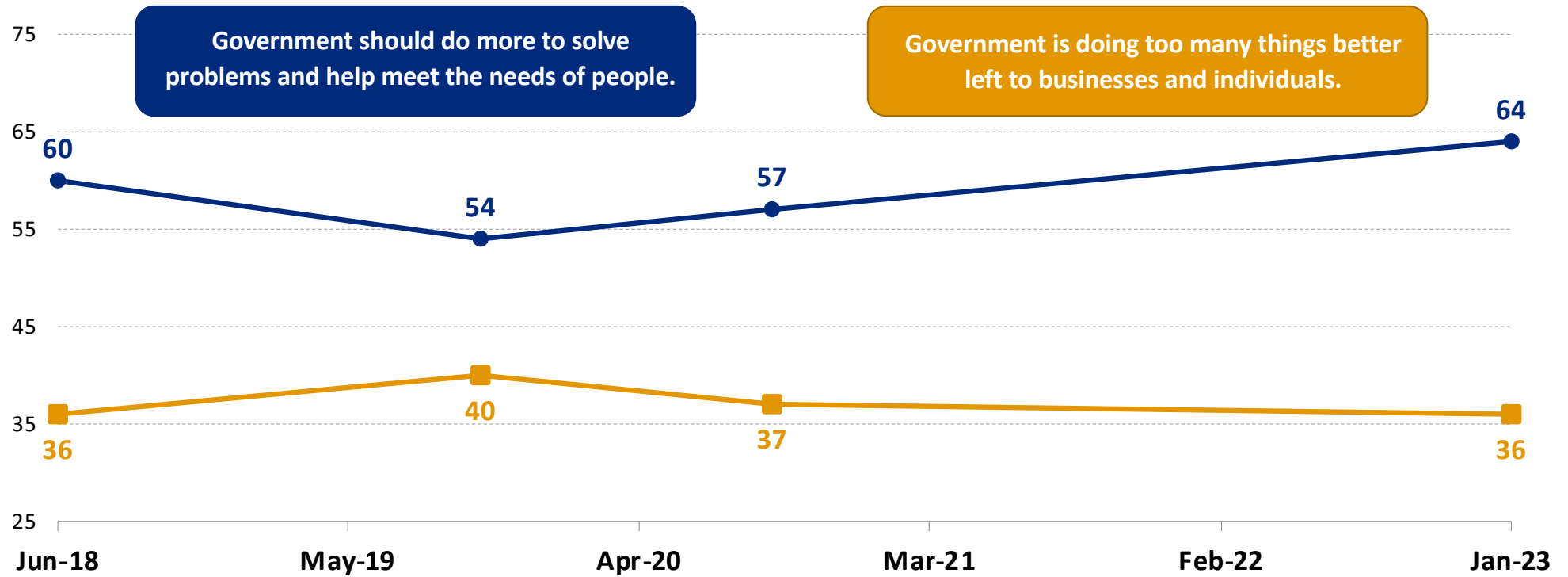
Spending and COVID, not farmers, responsible for rising food costs

Which TWO of the following do you believe are the most responsible for inflation and rising food costs?

	Total	Dem.	Ind.	Rep.
Increased government spending	52	26	57	76
Disruptions from the COVID pandemic	50	59	42	43
Corporations raising prices	47	54	50	38
The war in Ukraine and other international factors	39	44	36	34
Farmers raising prices	10	13	6	8

Voters want more government intervention

Please indicate which statement is closer to your own view, even if neither is exactly right.

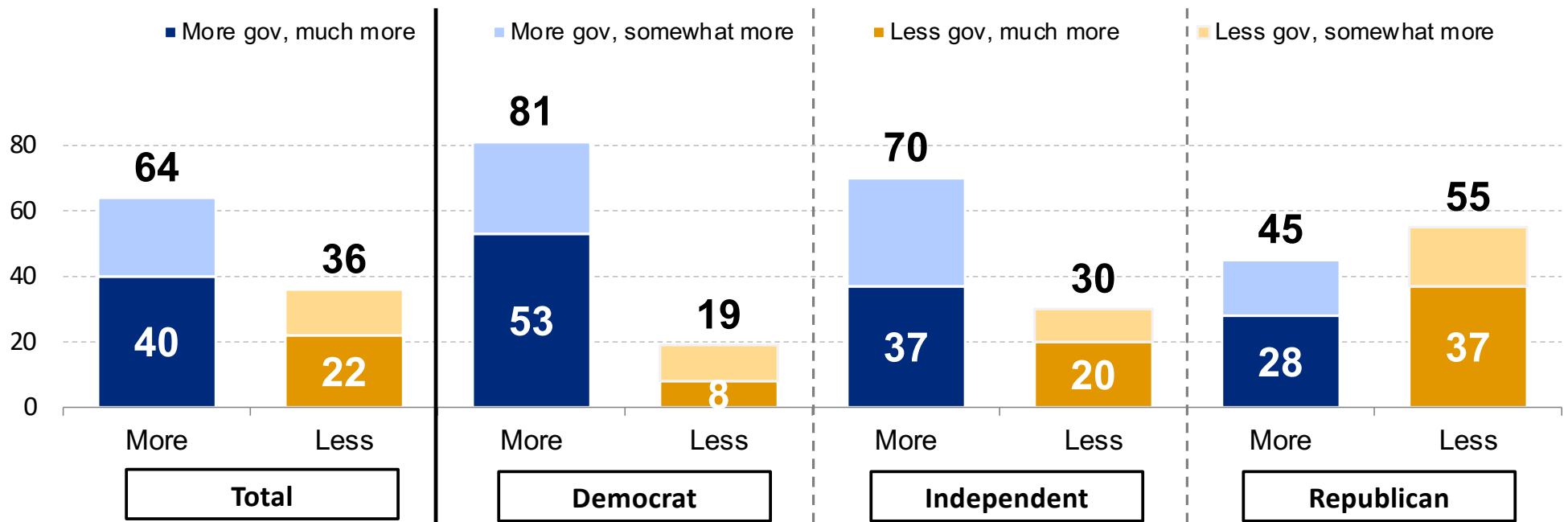


But...partisanship drives sentiments around government intervention

Please indicate which statement is closer to your own view, even if neither is exactly right.

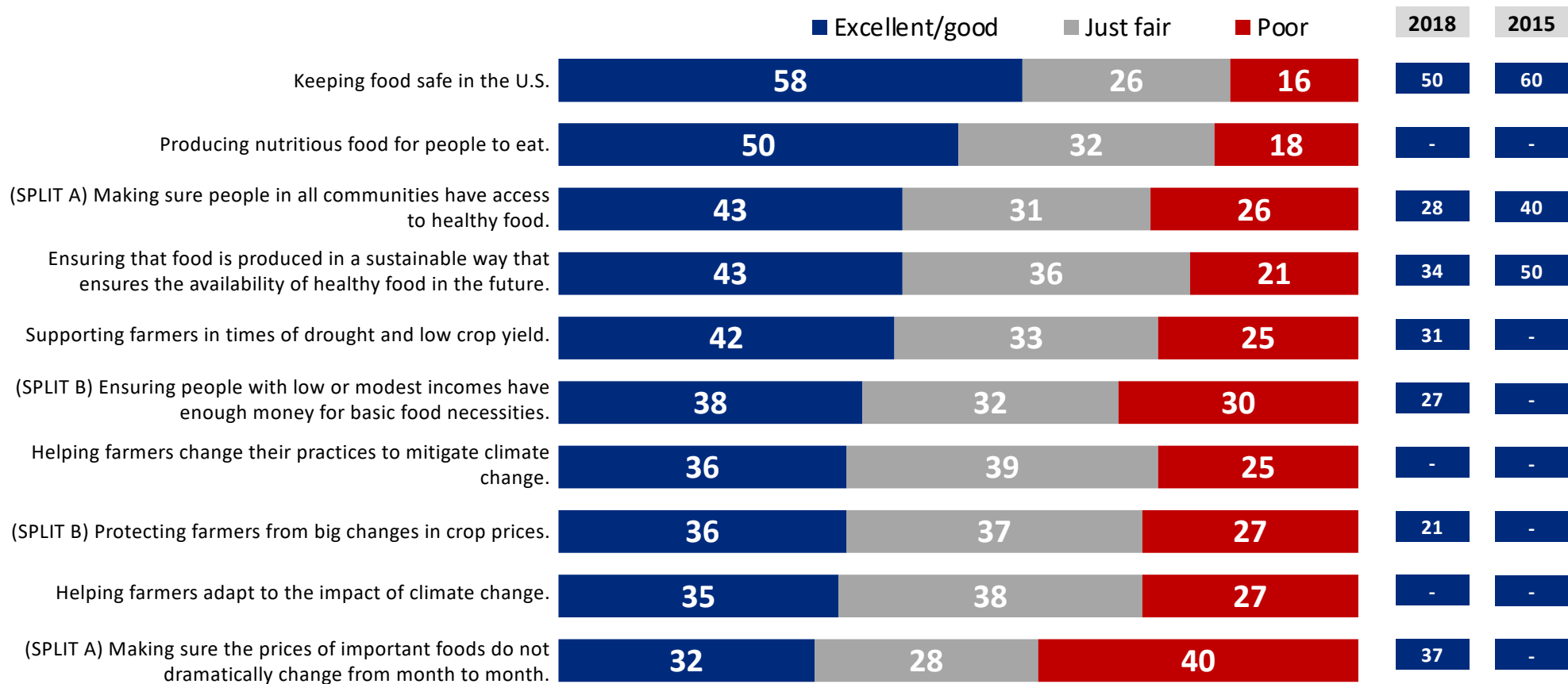
Government should do more to solve problems and help meet the needs of people.

Government is doing too many things better left to businesses and individuals.



General approval of government's job around food policy

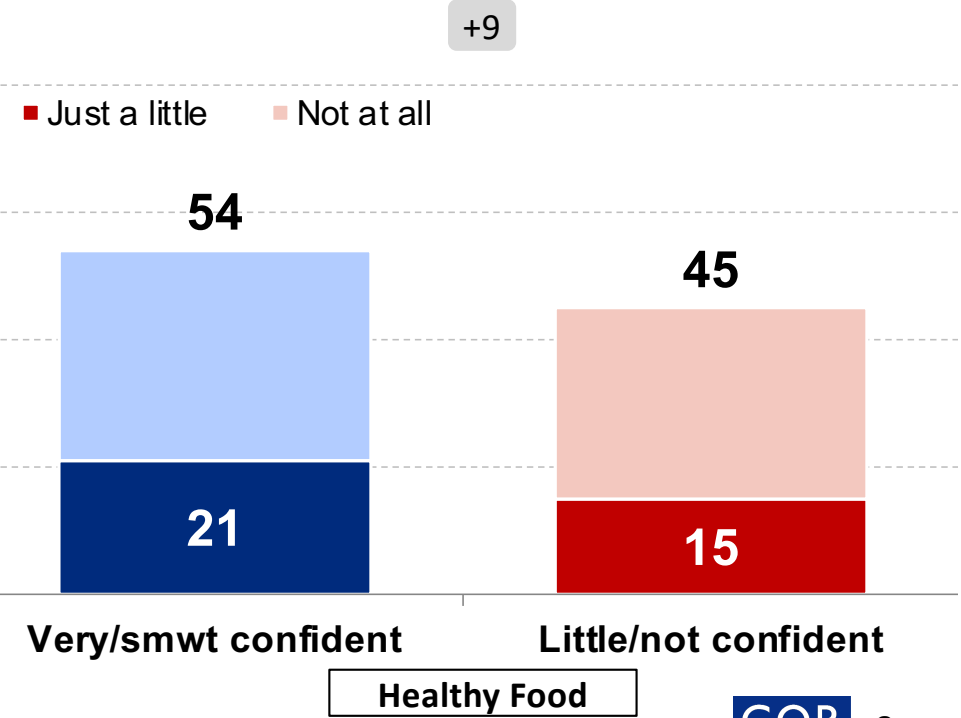
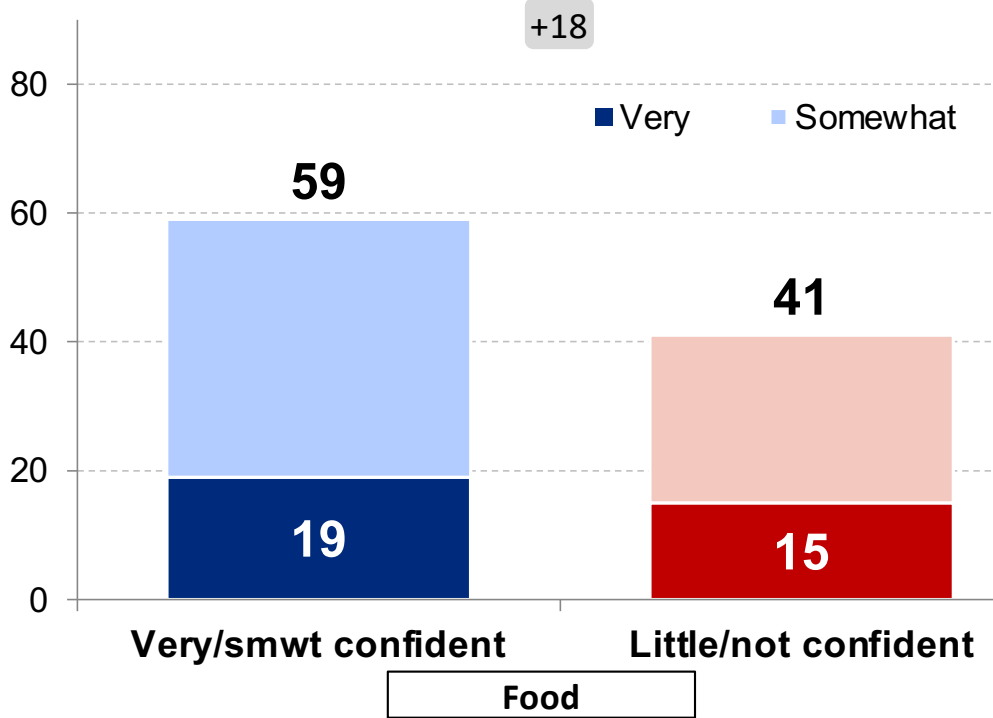
Next you will read some information about areas of food policy in which the federal government may be involved. For each one, please indicate whether the federal government is doing an excellent, good, just fair, or poor job in that area.



Overall voters have some confidence in government to produce food

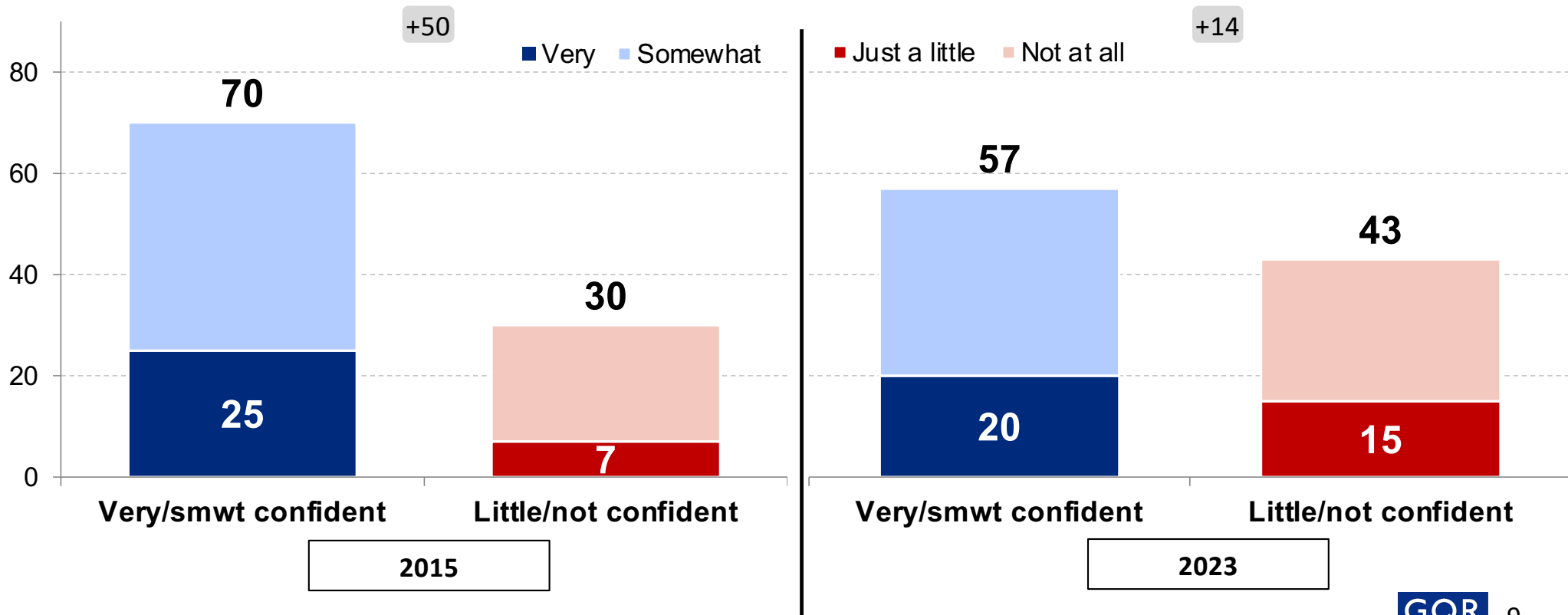
(SPLIT A) Overall, how confident are you that the U.S. will be able to produce enough food to feed the population for future generations? Please indicate your response below.

(SPLIT B) Overall, how confident are you that the U.S. will be able to produce enough healthy food to feed the population for future generations? Please indicate your response below.



But confidence has declined significantly since 2015

Overall, how confident are you that the U.S. will be able to produce enough food/healthy food to feed the population for future generations? Please indicate your response below.

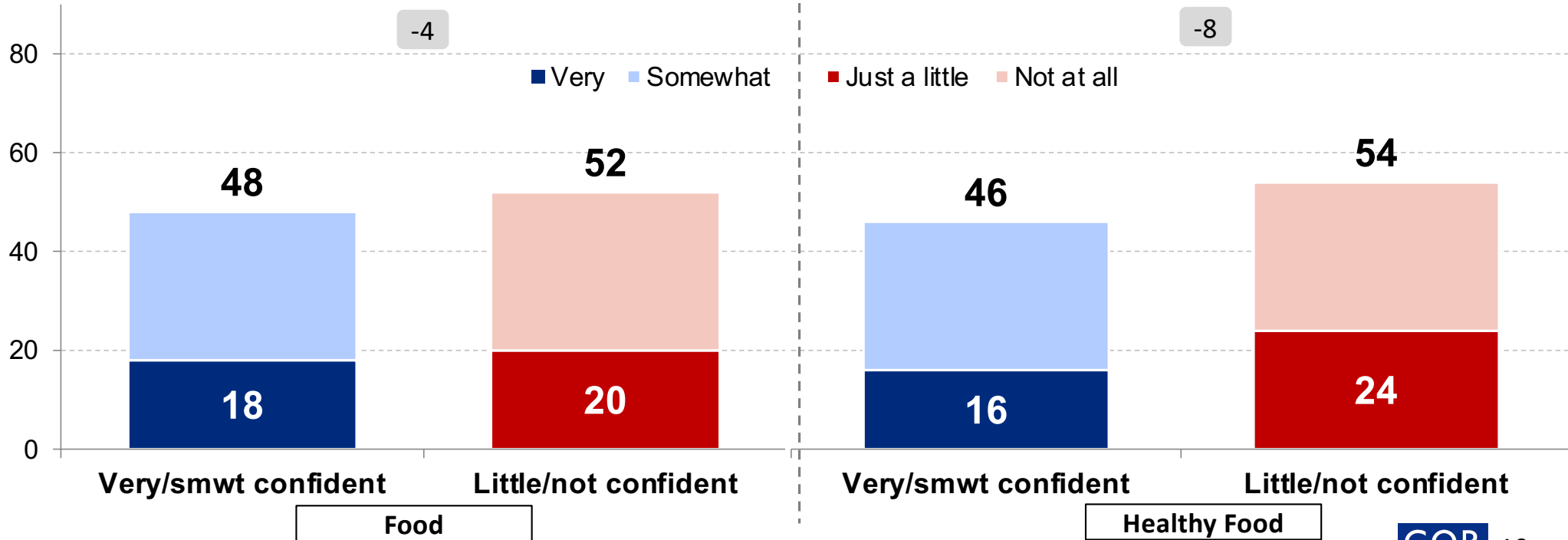


After information about imports, their confidence continues to drop

Since 2019, the U.S. has been experiencing an agriculture trade deficit because the U.S. is importing an increasing percentage of fruits and vegetables. The US imports one third of its fresh vegetables and two thirds of its fresh fruit. After hearing more information:

(SPLIT A) how confident are you that the U.S. will be able to produce enough food to feed the population for future generations? Please indicate your response below.

(SPLIT B) how confident are you that the U.S. will be able to produce enough healthy food to feed the population for future generations? Please indicate your response below.

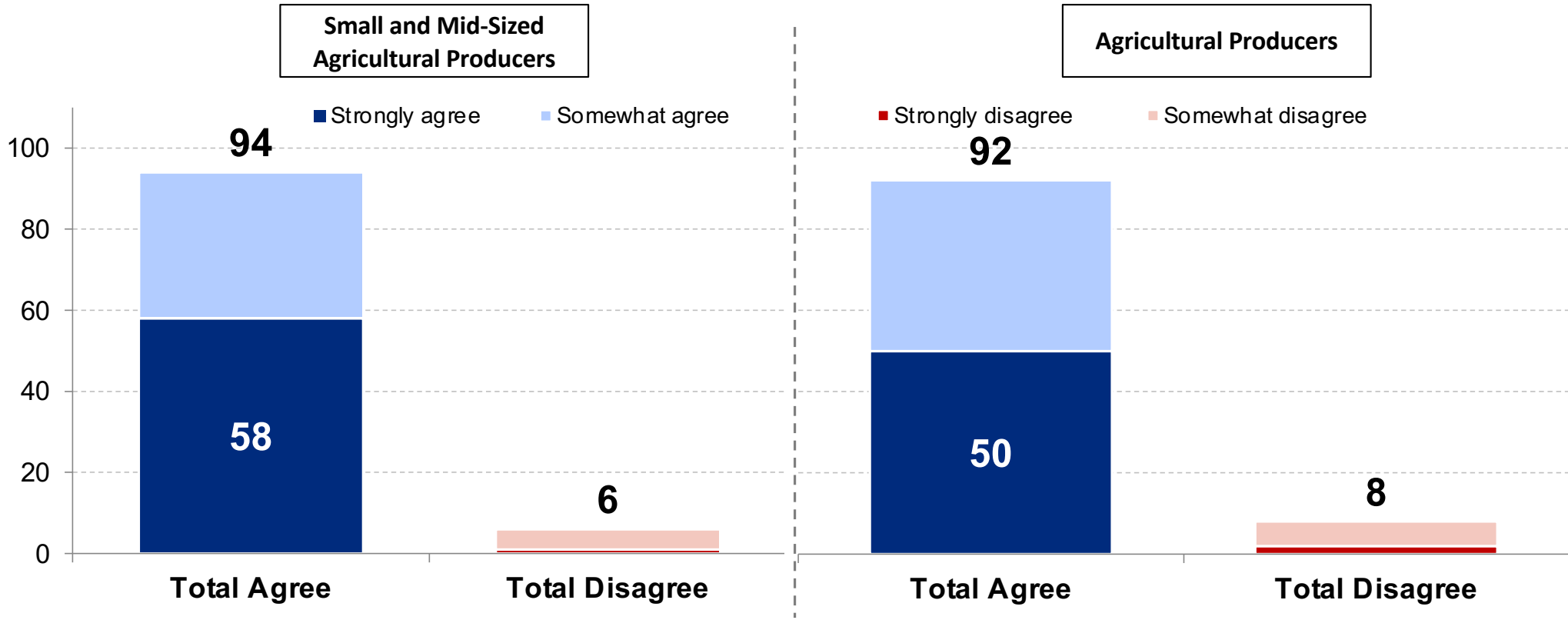


Most demographics lose confidence after information about imports

	Confidence w/out Information	Confidence w/ Information	Net
Total	57	47	-10
Democrats	64	55	-9
Independents	44	35	-9
Republicans	53	42	-11
Northeast	57	44	-13
Central	65	56	-9
South	55	45	-10
West	53	46	-7
White	56	44	-12
Black	60	66	+6
Hispanic/Latino	58	46	-12
Men	65	56	-9
Women	50	39	-11
Under 50	60	54	-6
Over 50	54	41	-13
College	64	51	-13
Non-College	52	45	-7

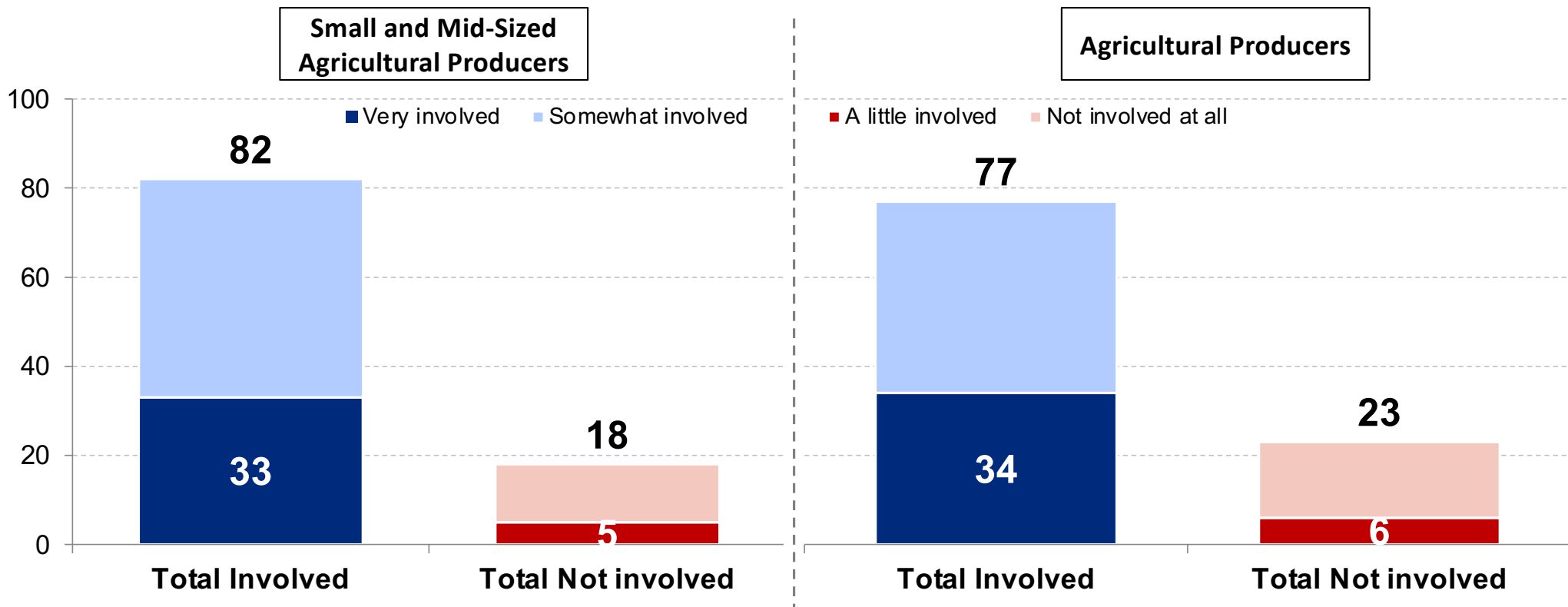
Voters decisively think government should support agricultural producers

Do you (ROTATE) agree or disagree that the federal government should be supporting (SPLIT A) small and mid-sized agricultural producers? (SPLIT B) agricultural producers?



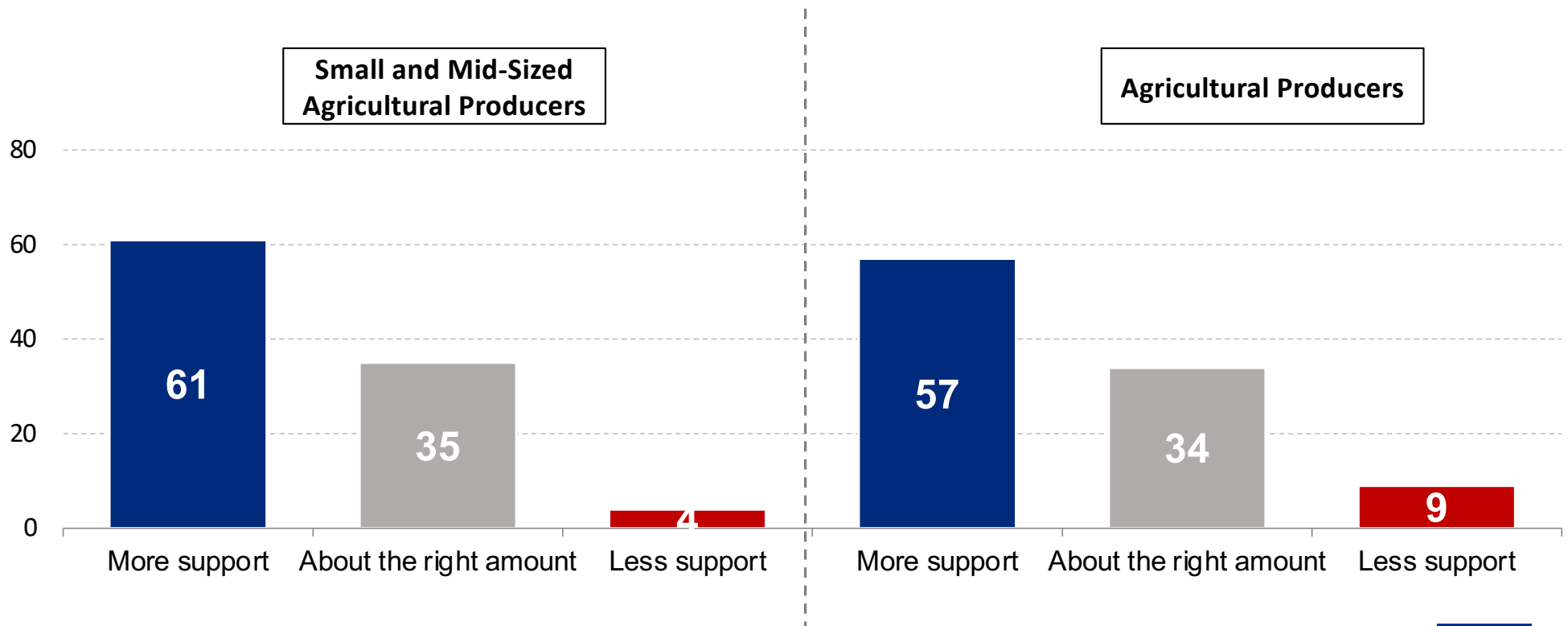
Similarly, voters think government should be involved in supporting agricultural producers, one-third very involved

How involved do you think the federal government should be in supporting *[small and mid-sized]* agricultural producers: very involved, somewhat involved, a little involved, or not involved at all?



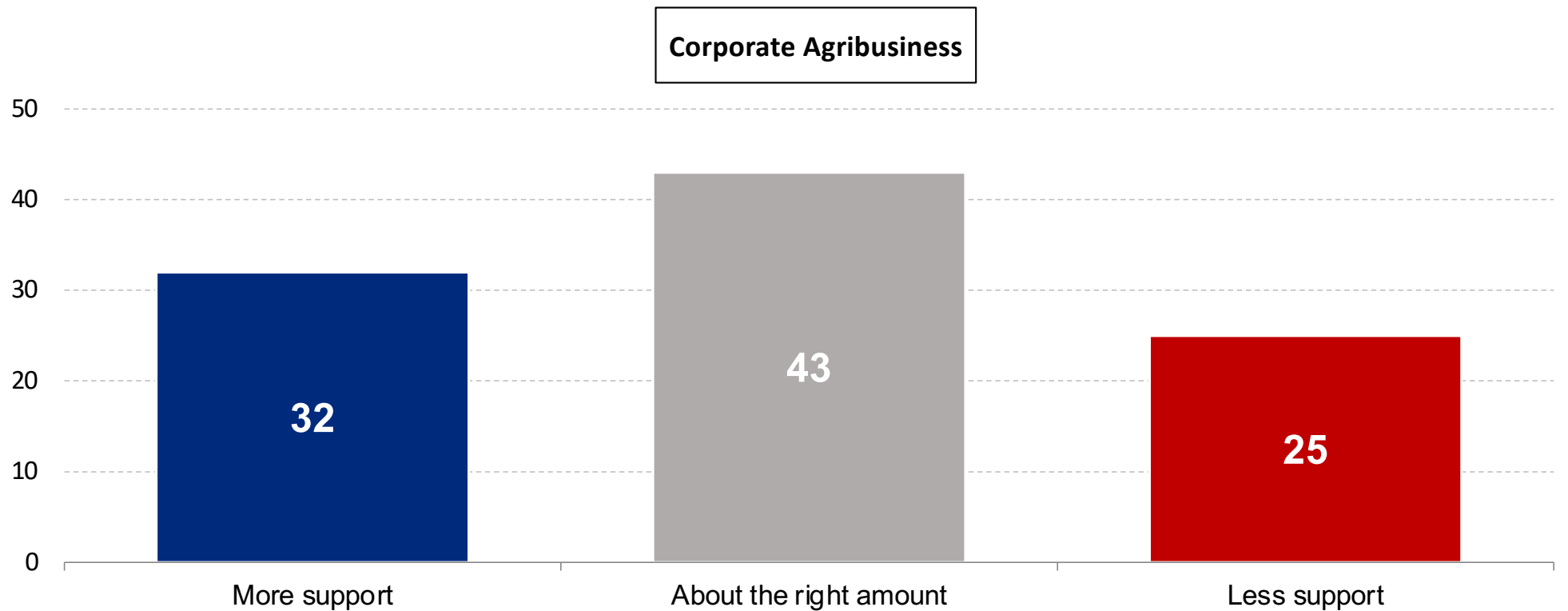
Voters want more funding for producers across the board

From what you know, do you think the federal government should be providing (ROTATE MORE/LESS) more funding and support to small and mid-sized agricultural producers, less funding and support to [small and mid-sized] agricultural producers, or is it giving about the right amount of support to [small and mid-sized] agricultural producers?



But draw the line when it comes to helping corporations

From what you know, do you think the federal government should be providing (ROTATE MORE/LESS) funding and support to corporate agribusiness - farming-related commercial activities - or is it giving about the right amount of funding and support to corporate agribusiness?





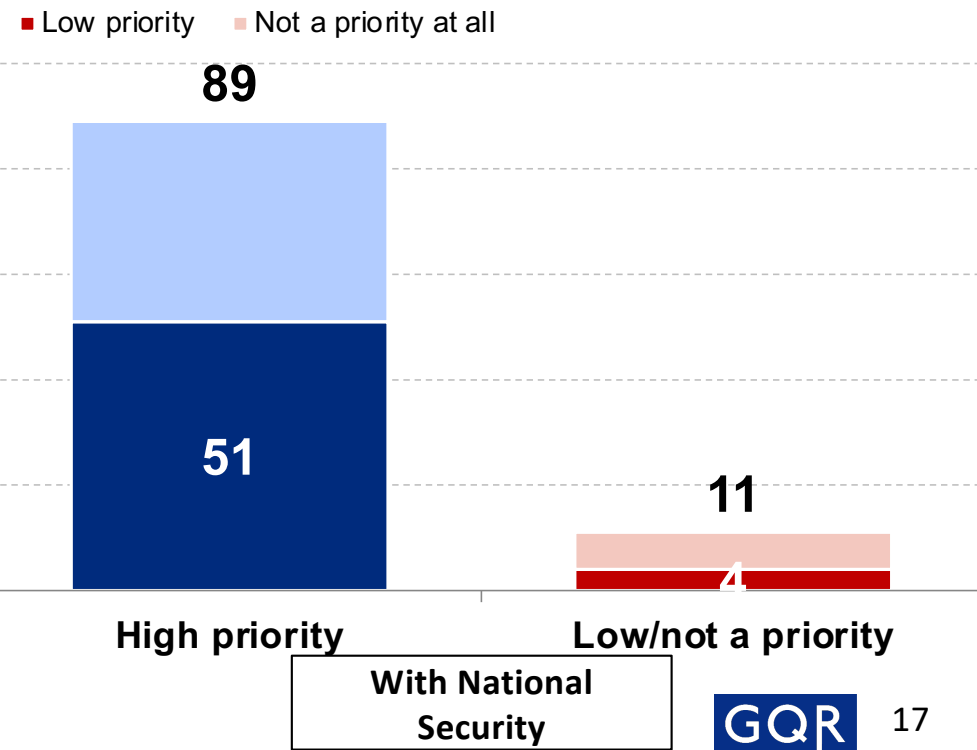
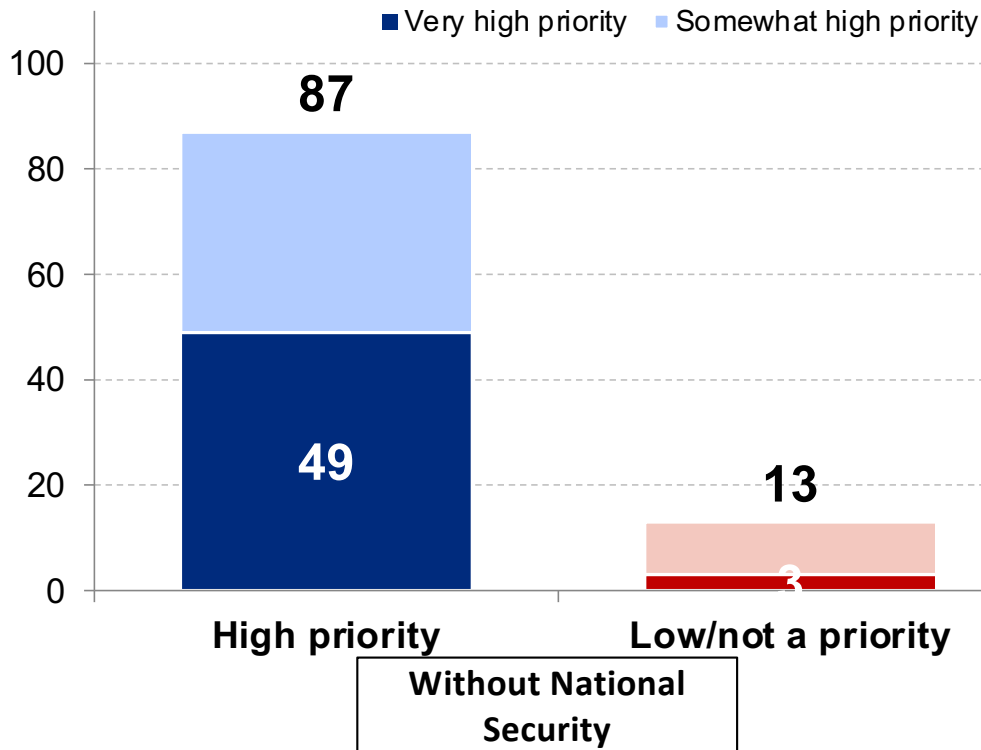
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Food Policies and Priorities

Producing food in a sustainable way is a high priority

(SPLIT A) How big of a priority do you think it is to make sure food is produced in a sustainable way that ensures the availability of healthy food today and in the future - a very high priority, a somewhat high priority, a low priority, or not a priority at all?

(SPLIT B) Thinking in terms of national security, how big of a priority do you think it is to make sure food is produced in a sustainable way that ensures the availability of healthy food today and in the future - a very high priority, a somewhat high priority, a low priority, or not a priority at all?



Voters now split on giving ag industry more vs conserving resources

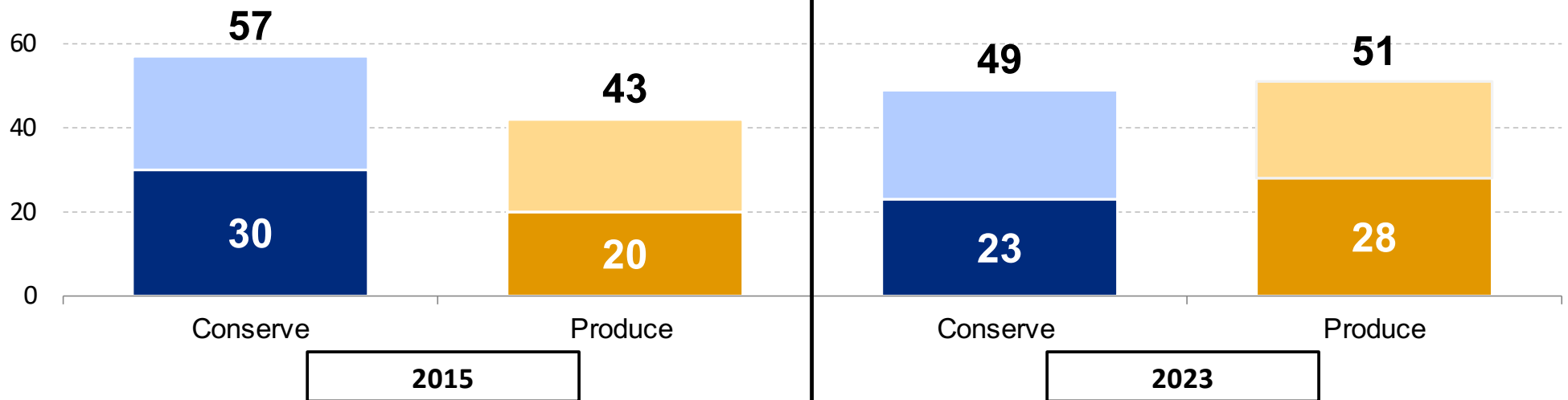
Next you will read some pairs of statements. For each pair, please indicate which statement is closer to your own view, even if it is not exactly right.

(CONSERVE RESOURCES) The best way to ensure the availability of healthy food in the future is to develop agricultural and production practices that conserve resources.

(PRODUCE RESOURCES) The best way to ensure the availability of healthy food in the future is to give the agriculture industry what it needs to continue to produce more as the population grows.

■ Conserve, much more ■ Conserve, somewhat more

■ Produce, much more ■ Produce, somewhat more

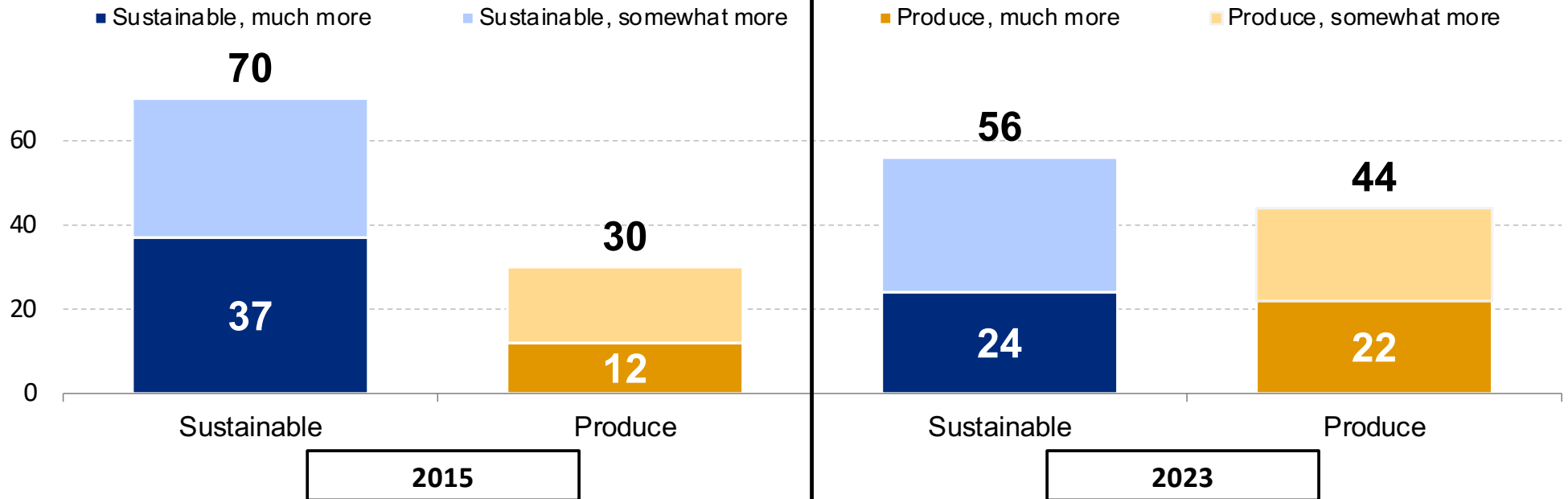


With the rise in food costs, so has the opinion ag industry has responsibility to keep food prices down

Next you will read some pairs of statements. For each pair, please indicate which statement is closer to your own view, even if it is not exactly right.

(SUSTAINABLE RESPONSIBILITY) The agriculture industry has a responsibility to produce food in a sustainable way that ensures America will be able to produce healthy food for future generations.

(PRODUCE RESPONSIBILITY) The agriculture industry has a responsibility to produce enough food to feed the American population now while keeping the cost of food down.



Food not Feed resonates strongly with voters

Next you will read some pairs of statements. For each pair, please indicate which statement is closer to your own view, even if it is not exactly right.

(PRODUCE FOOD FOR THEIR NEIGHBORS) When providing taxpayer assistance for farmers and ranchers, the federal government should encourage those producers to grow healthy, affordable food for their neighbors.

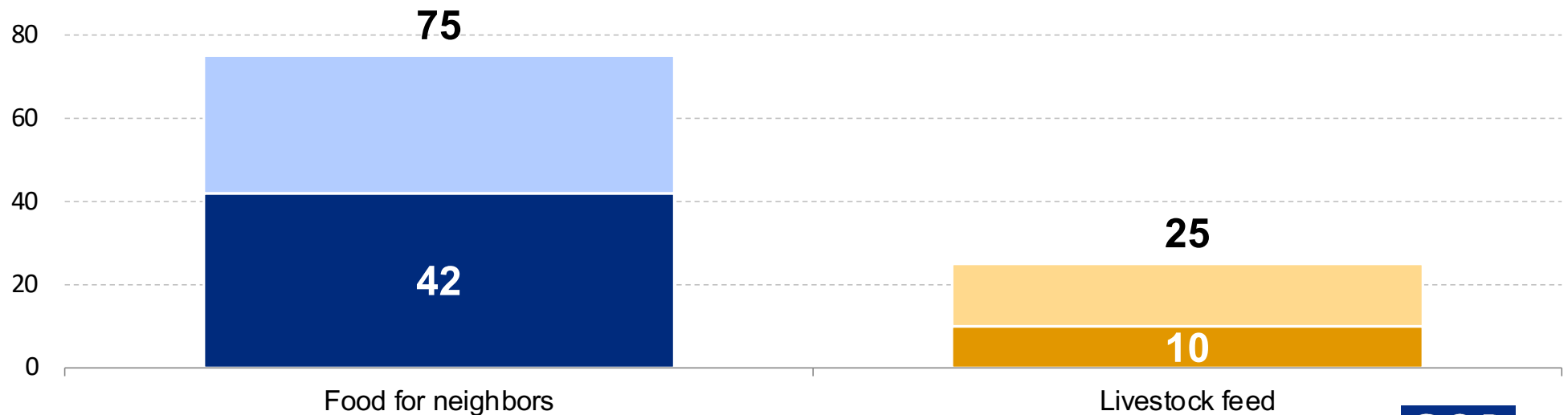
(PRODUCE LIVESTOCK FEED) When providing taxpayer assistance for farmers and ranchers, the federal government should encourage those producers to grow commodities like corn and soybeans for export.

■ Neighbors, much more

■ Neighbors, somewhat more

■ Livestock, much more

■ Livestock, somewhat more



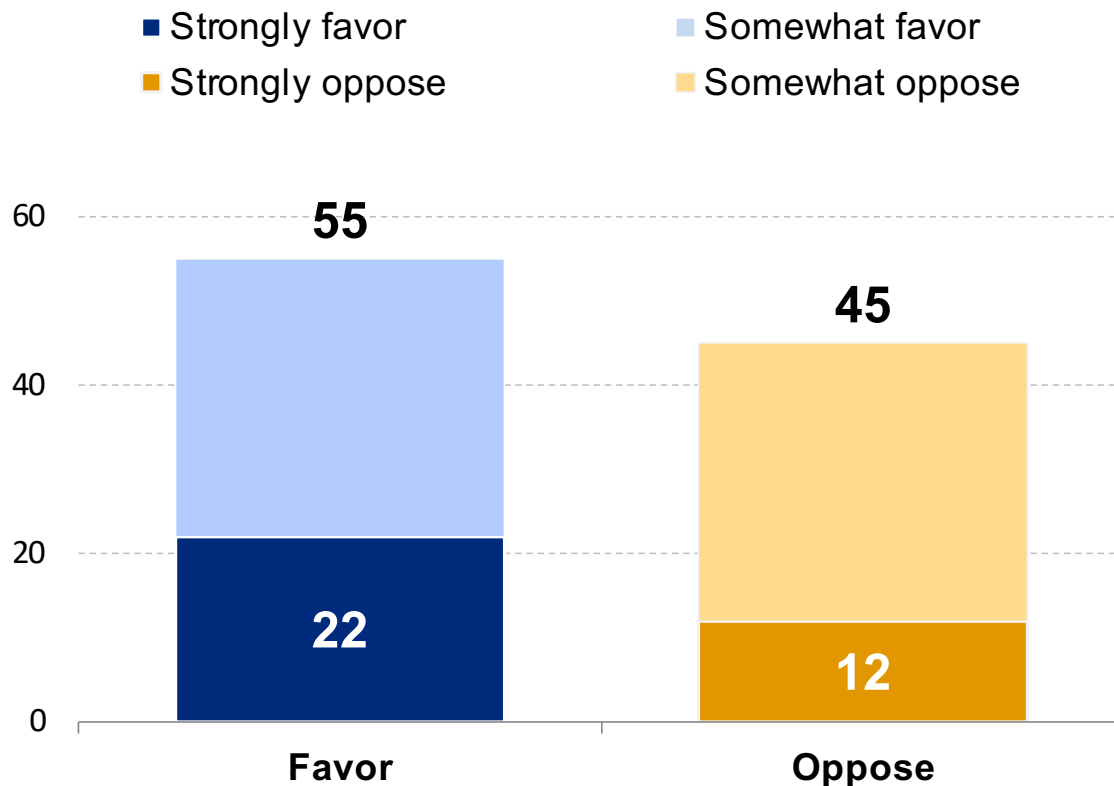


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Farmers and the Farm Bill

Just over half of voters support a national moratorium of CAFOs

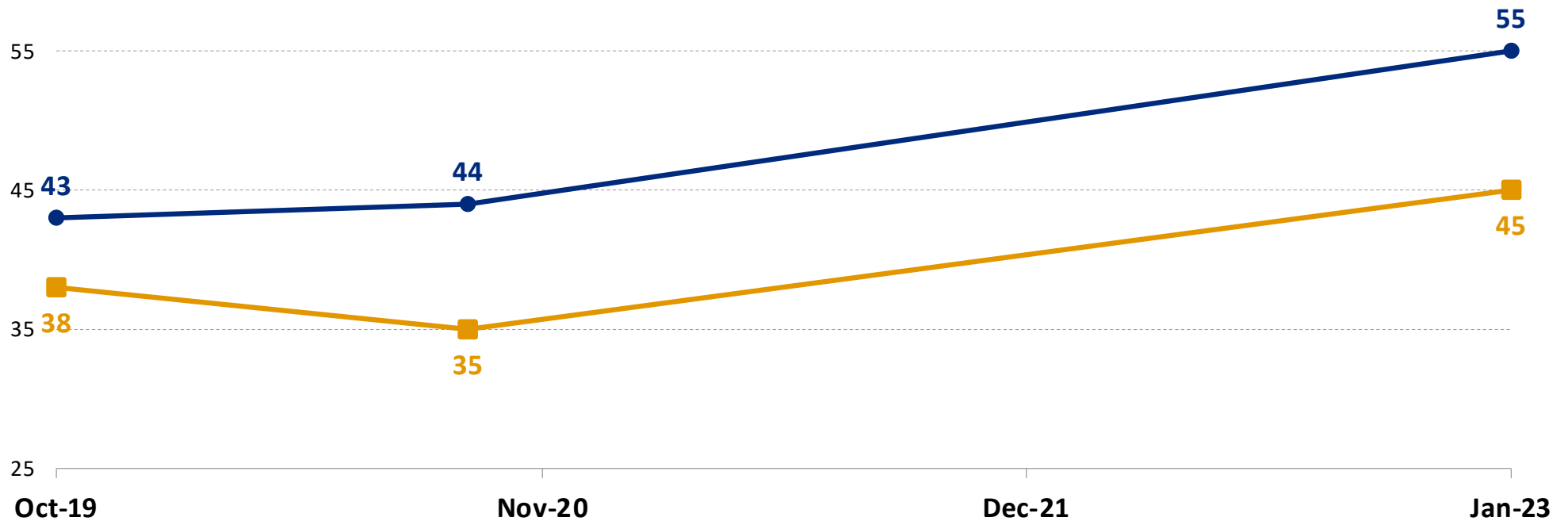
Some large industrial cattle, swine or poultry operations that have thousands of animals in one confined location are also called Concentrated Animal Feeding Operations, or CAFOs. From what you may know, do you favor or oppose a national moratorium or ban on the creation and expansion of new CAFOs?



- Partisanship: Support for a national moratorium is driven by Democrats (63 percent favor) and independents (54 percent favor). Republicans are split (48 – 52).
- Age: Younger voters support a moratorium 64 percent, while voters over the age of 50 are more split (47 – 53).
- Race: Black and Hispanic voters support a national moratorium at 61 and 62 percent respectively. And 54 percent of white voters support a moratorium.

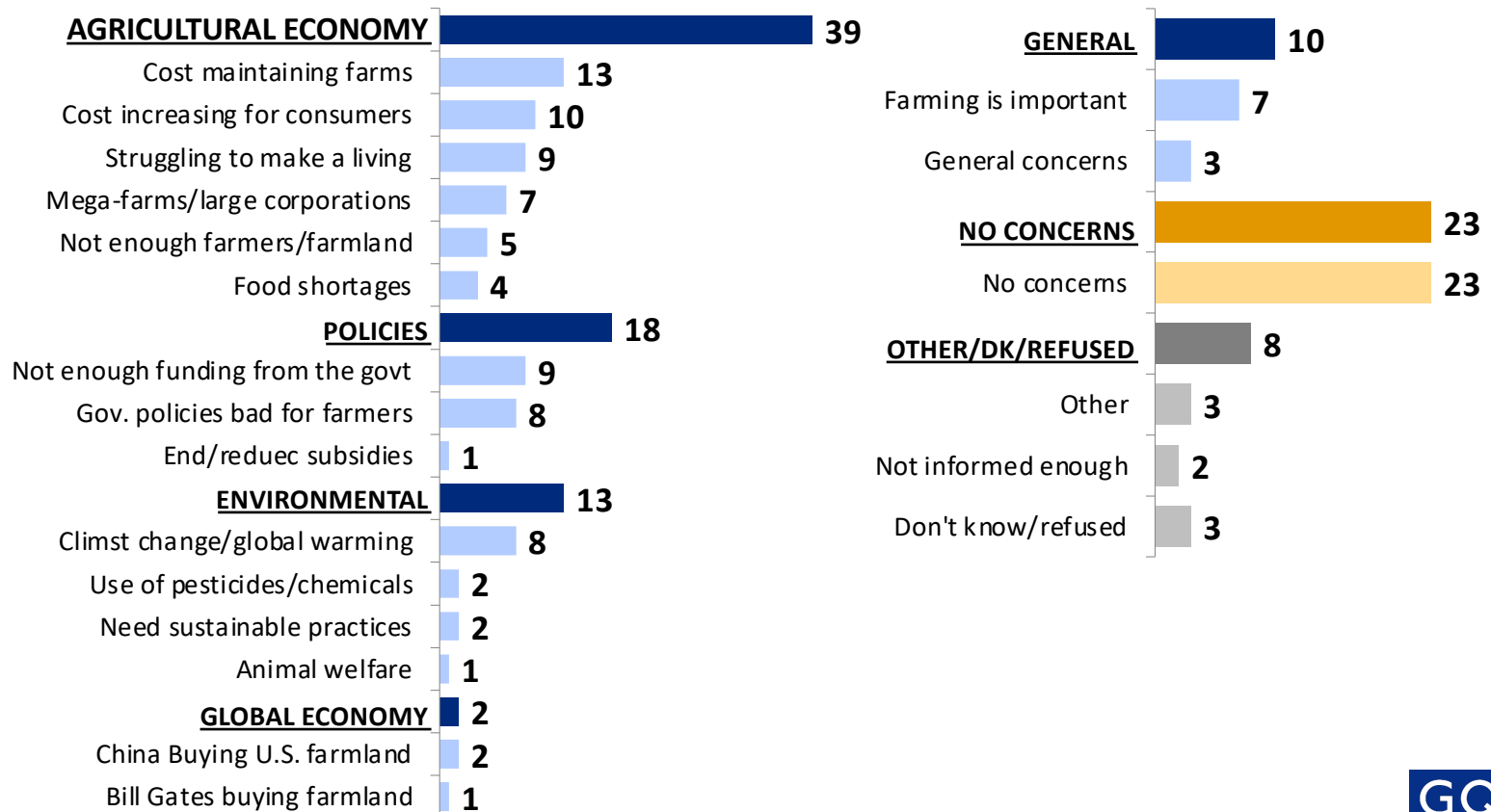
National moratorium of new CAFOs is increasingly popular

Some large industrial cattle, swine or poultry operations that have thousands of animals in one confined location are also called Concentrated Animal Feeding Operations, or CAFOs. From what you may know, do you favor or oppose a national moratorium or ban on the creation of new CAFOs?



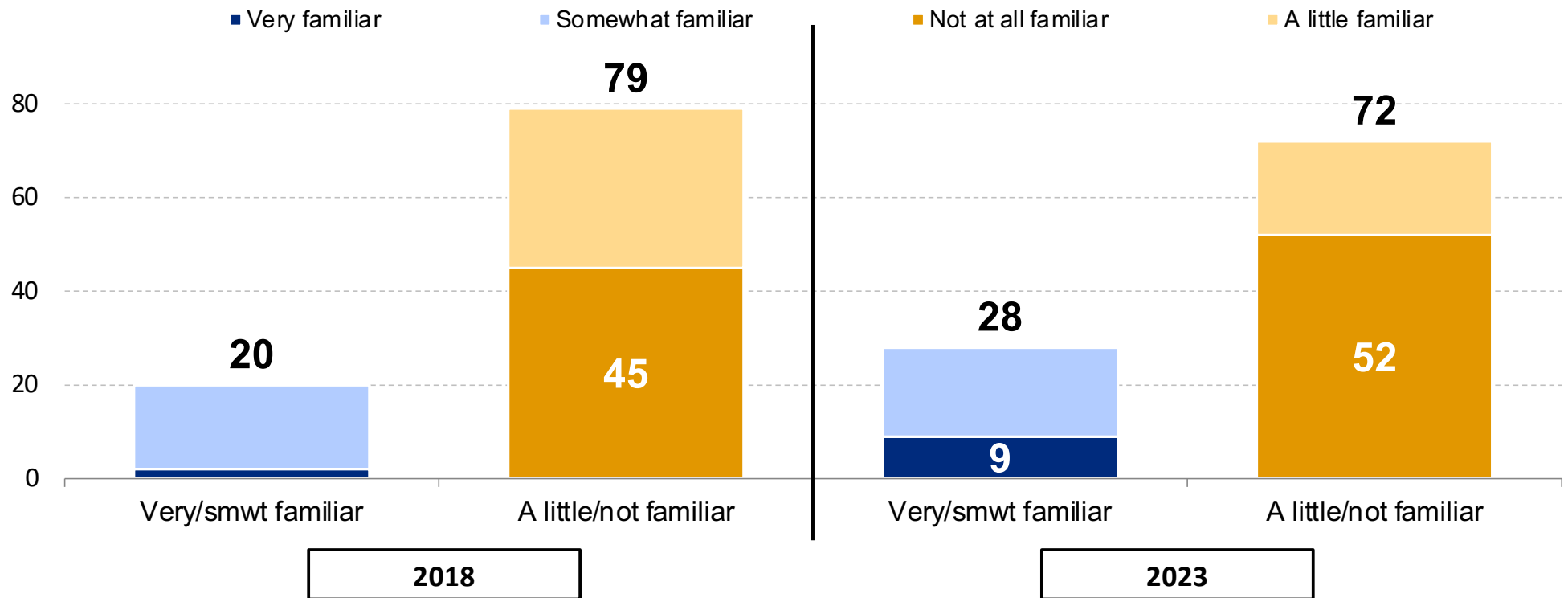
Concerns around farmers(ing) are mainly economic

In your own words, do you have any concerns about farming or farmers in the U.S.?



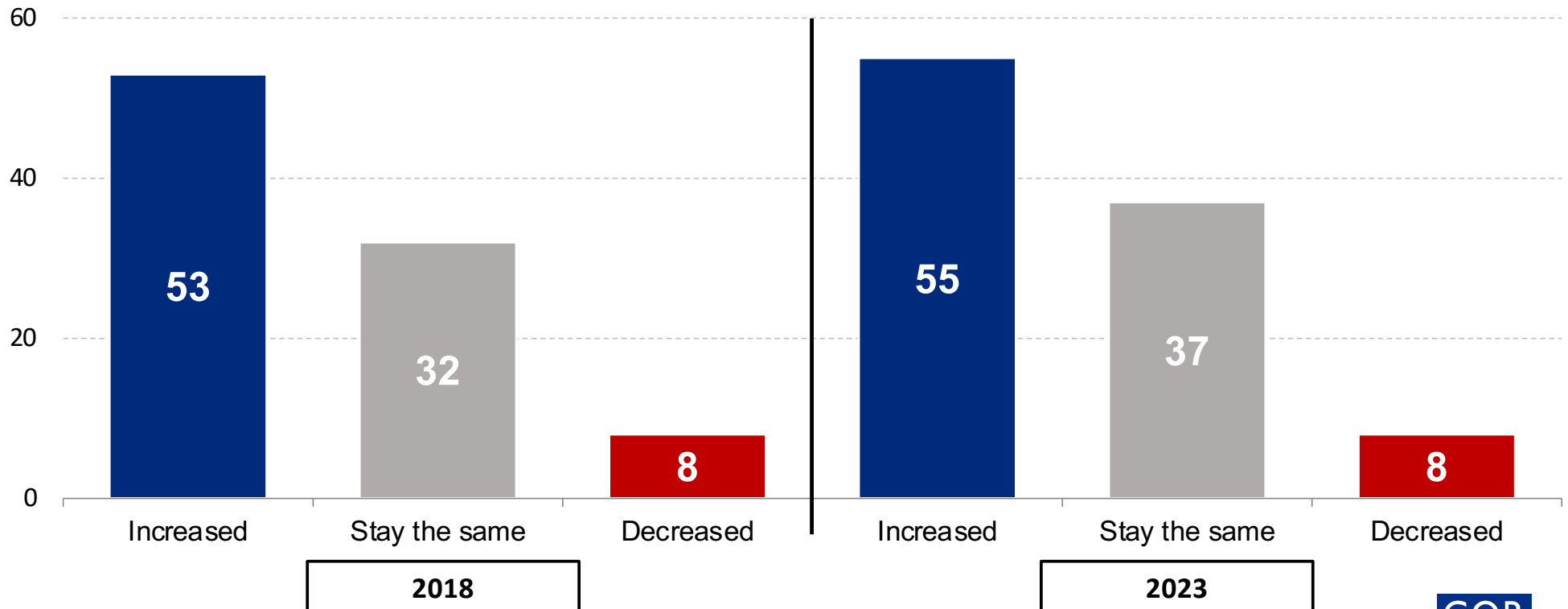
Voters consistently not very familiar with U.S. Farm Bill

Now, here are a few questions about the U.S. Farm Bill. First, how familiar are you with the U.S. Farm Bill: very familiar, somewhat familiar, a little familiar or are you not at all familiar with the U.S. Farm Bill?



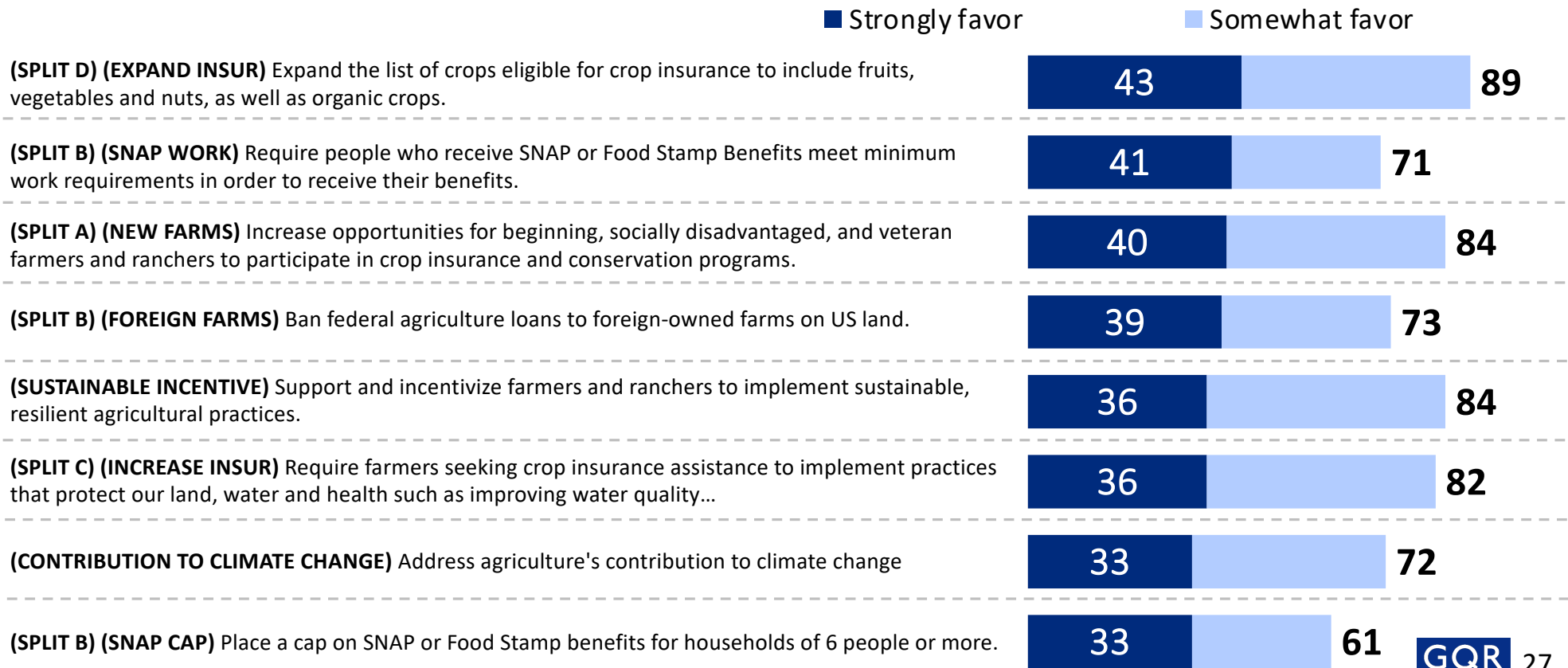
And over the years, want more funding to the Farm Bill, no appetite to decrease funding

The U.S. Farm Bill is a set of policies covering a range of food and agriculture topics, including funding for crop insurance for farmers, conservation programs, support for new and beginning farmers, rural development initiatives, nutrition programs, and Food Stamps or SNAP. The U.S. Farm Bill needs to be reauthorized this year. From what you know, do you generally think funding for the Farm Bill should be (ROTATE KEEPING STAY THE SAME LAST) increased, decreased, or stay the same?



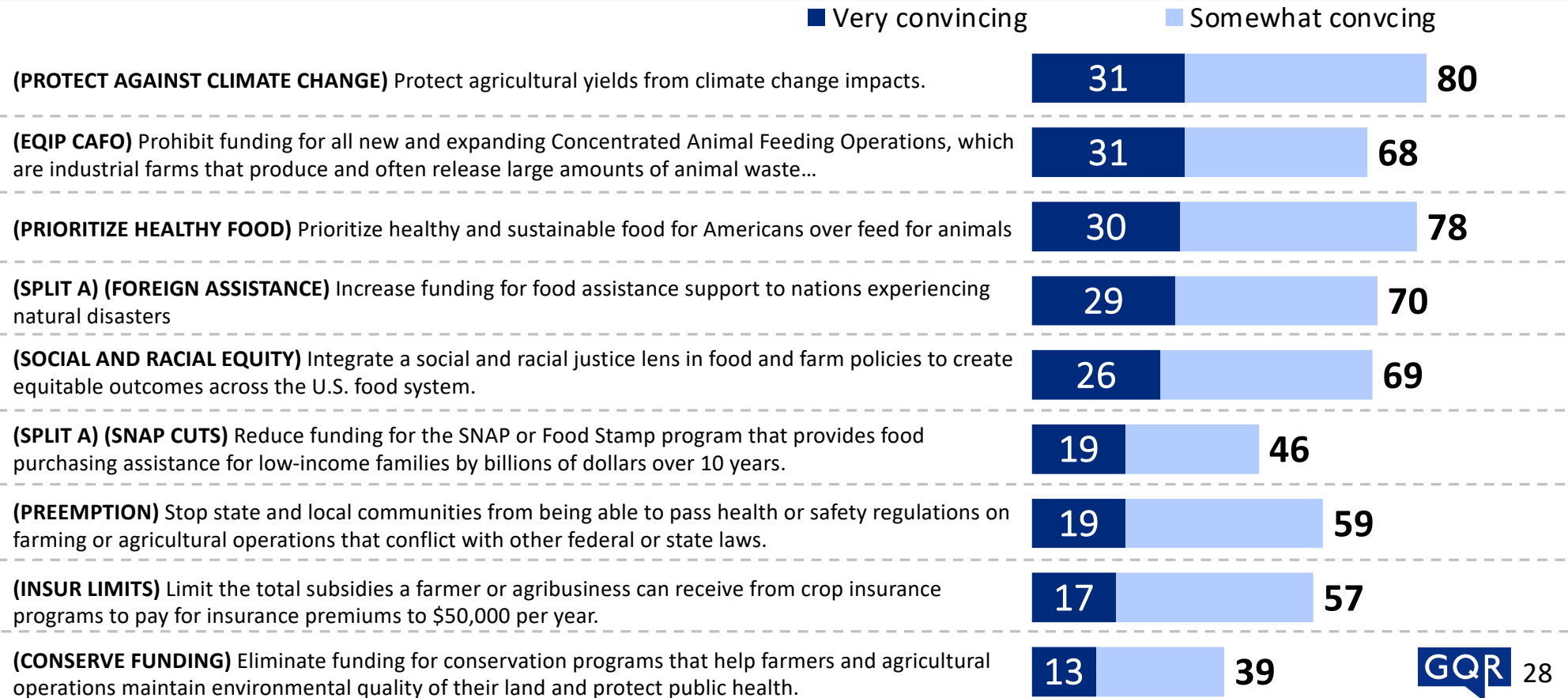
Farm bill proposals largely popular

Now, please read some specific proposals that may be considered as part of the reauthorization of funding for the Farm Bill. For each one, please select whether you (ROTATE FAVOR AND OPPOSE) favor or oppose this proposal.



Farm bill proposals largely popular (continued)

Now, please read some specific proposals that may be considered as part of the reauthorization of funding for the Farm Bill. For each one, please select whether you (ROTATE FAVOR AND OPPOSE) favor or oppose this proposal.



Voters split on check-off program

Many farmers and ranchers must pay a "Checkoff" fee when selling livestock or crops. These fees administered by the federal government are used to promote those agricultural products.

(CHECKOFF) Others believe these "checkoff" programs serve to support agriculture companies, the largest producers, enrich lobbyists and do not represent their best interests.

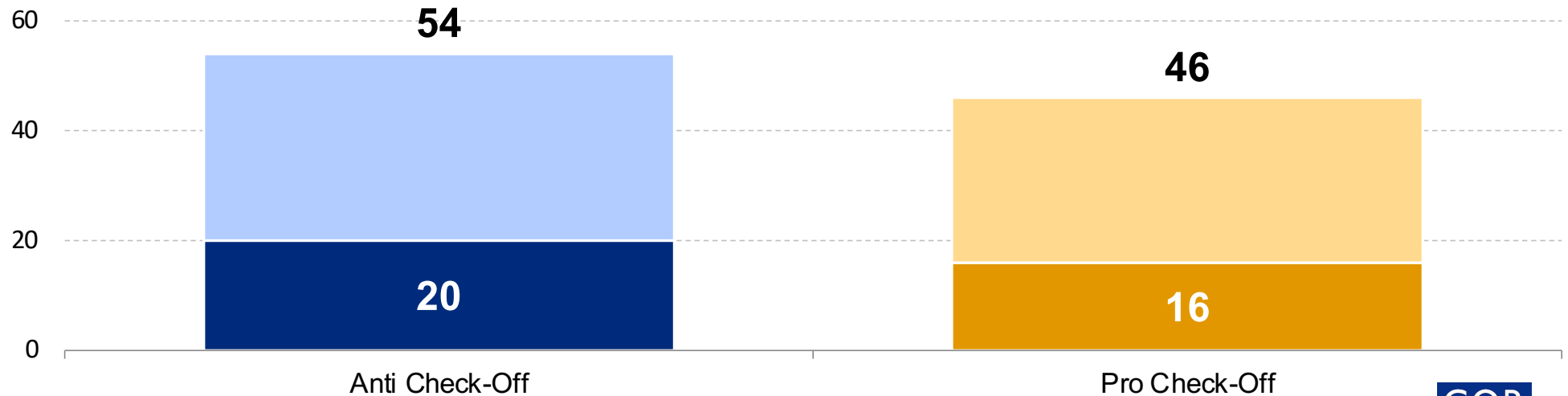
(POOLING) Some say that these programs help farmers by pooling resources for research, to increase demand and a promotion for those products.

■ Anti, much more

■ Anti, somewhat more

■ Pro, much more

■ Pro, somewhat more





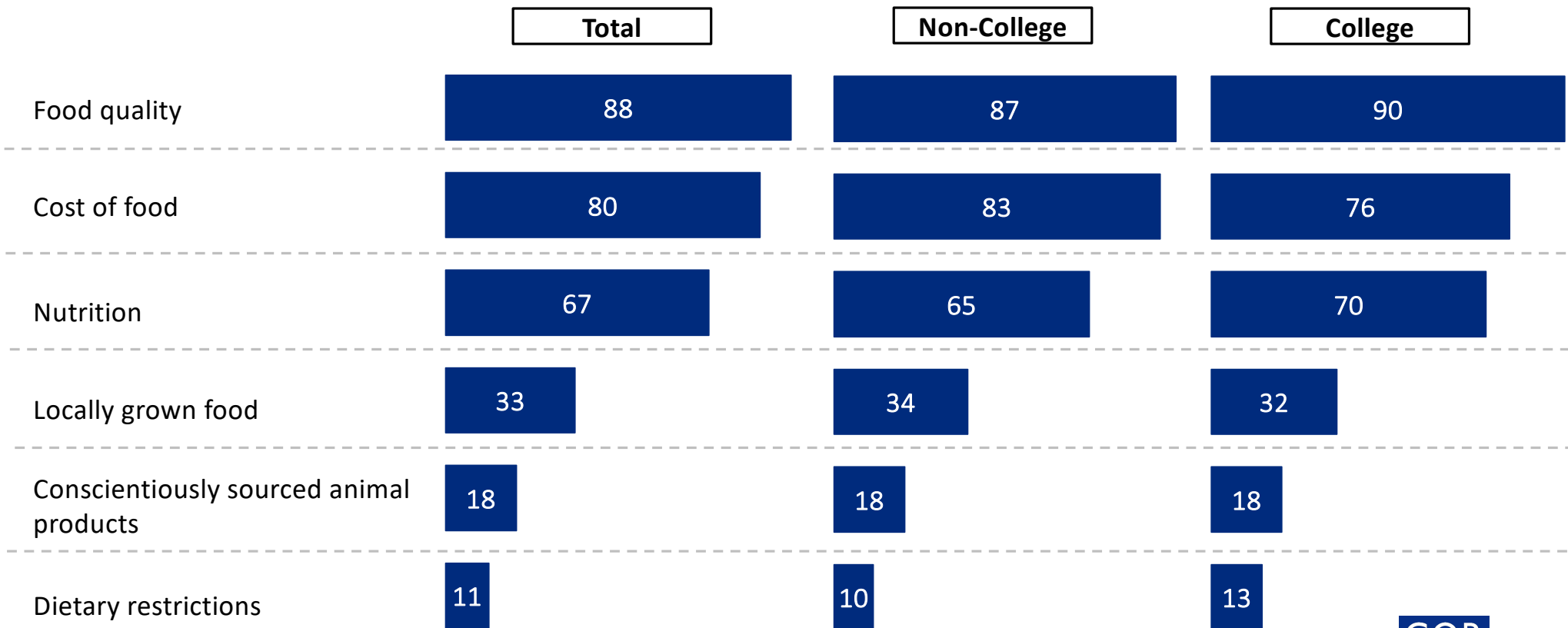
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Healthy Food and Sustainability



Food quality and cost are top priorities when buying food

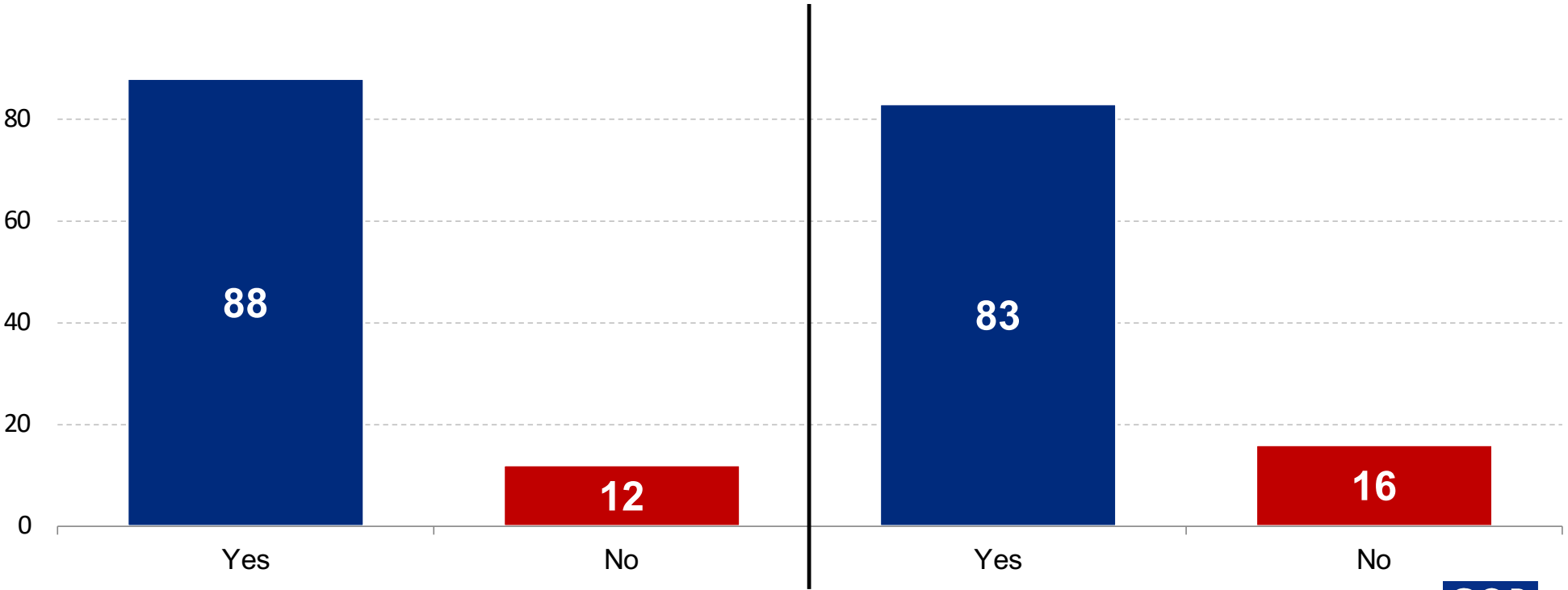
Which THREE of the following are your top priorities when buying food?



Large majority believe agricultural policies should be aligned to support healthier foods, little difference when health care is included in message

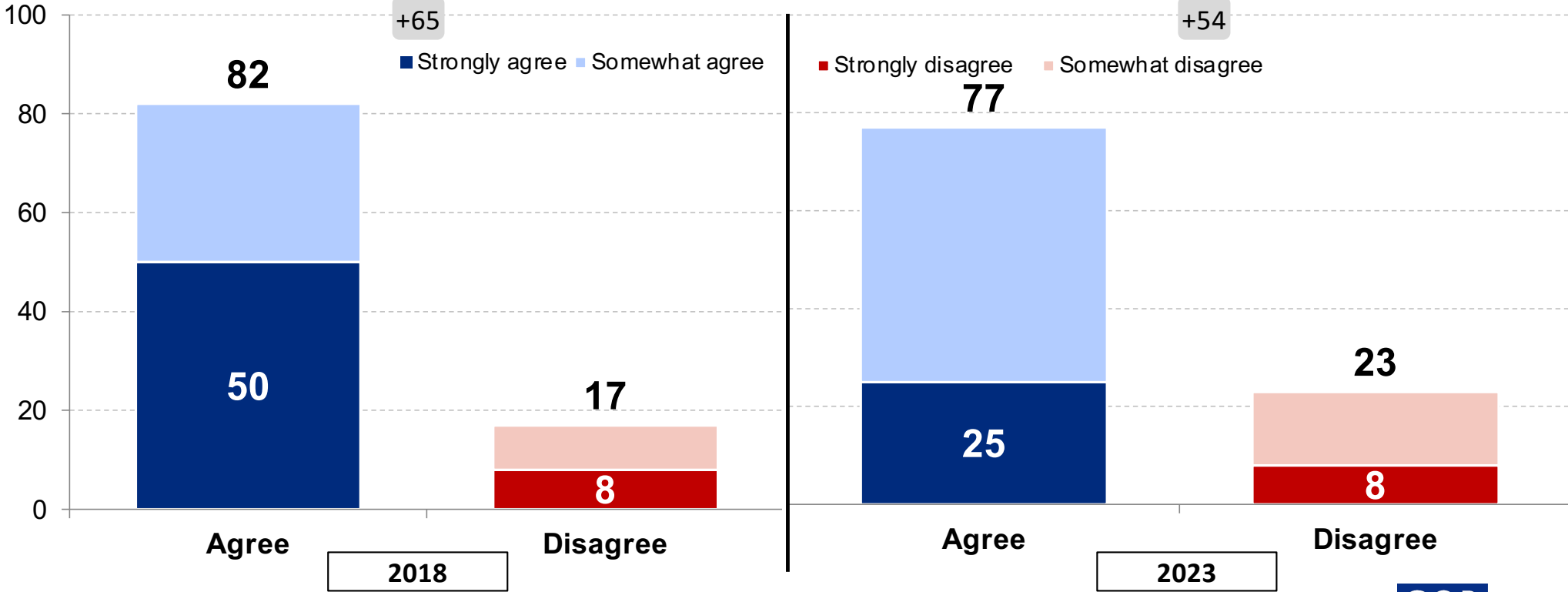
Do you believe agricultural policies should be aligned to support the production and consumption of healthier foods?

Healthcare costs make up a huge portion of federal government spending. Should the farm bill prioritize investments in the production of healthy foods like fruits and vegetables to help bring down healthcare costs for all Americans including the federal government?



Slight decrease in willingness to pay more for food if it was grown locally

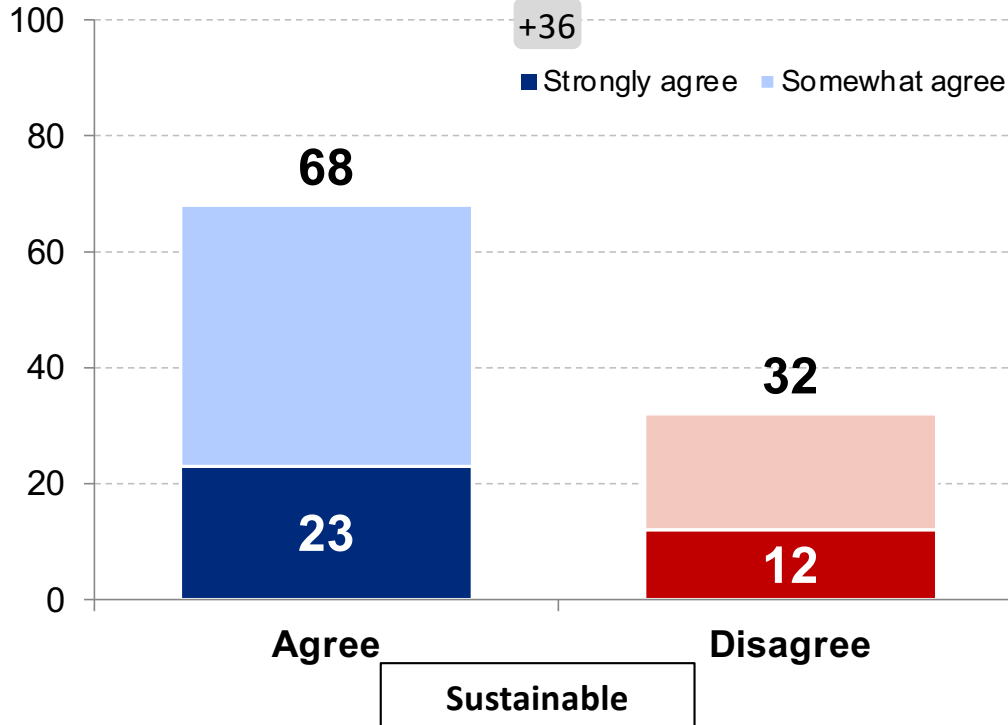
How much do you agree or disagree with the following statement: I am willing to pay a little more for a food product if it was grown locally.



But willing to pay more for food if it was grown through sustainable practices or with animal welfare in mind

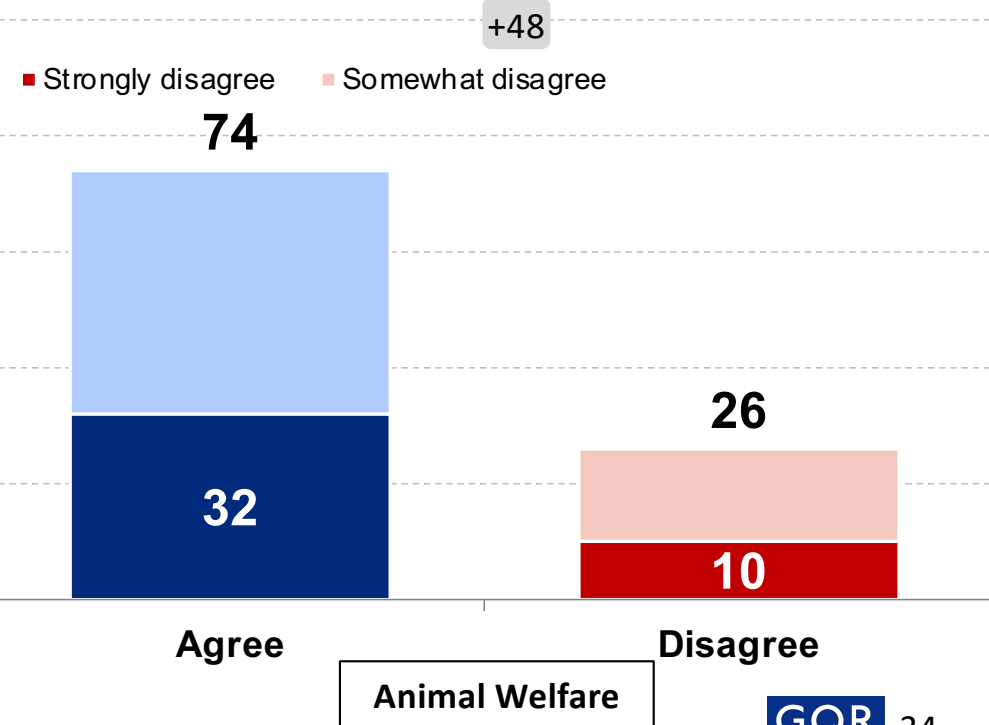
How much do you agree or disagree with the following statement:

I am willing to pay a little more for a food product if it was grown through sustainable practices.



How much do you agree or disagree with the following statement:

I am willing to pay a little more for food if animals are not raised in overcrowded conditions and instead in smaller, family-owned farms.



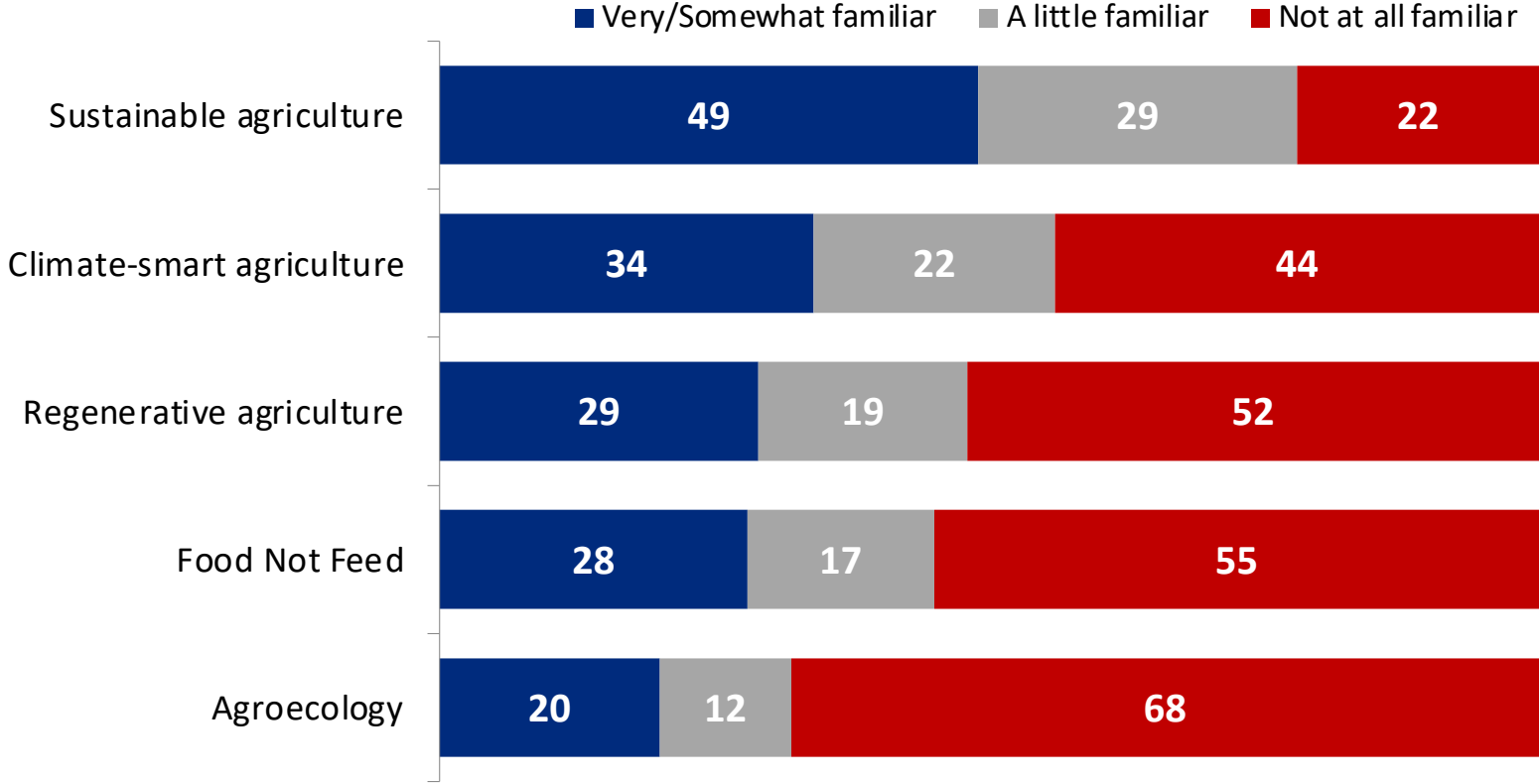


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Familiarity with terms

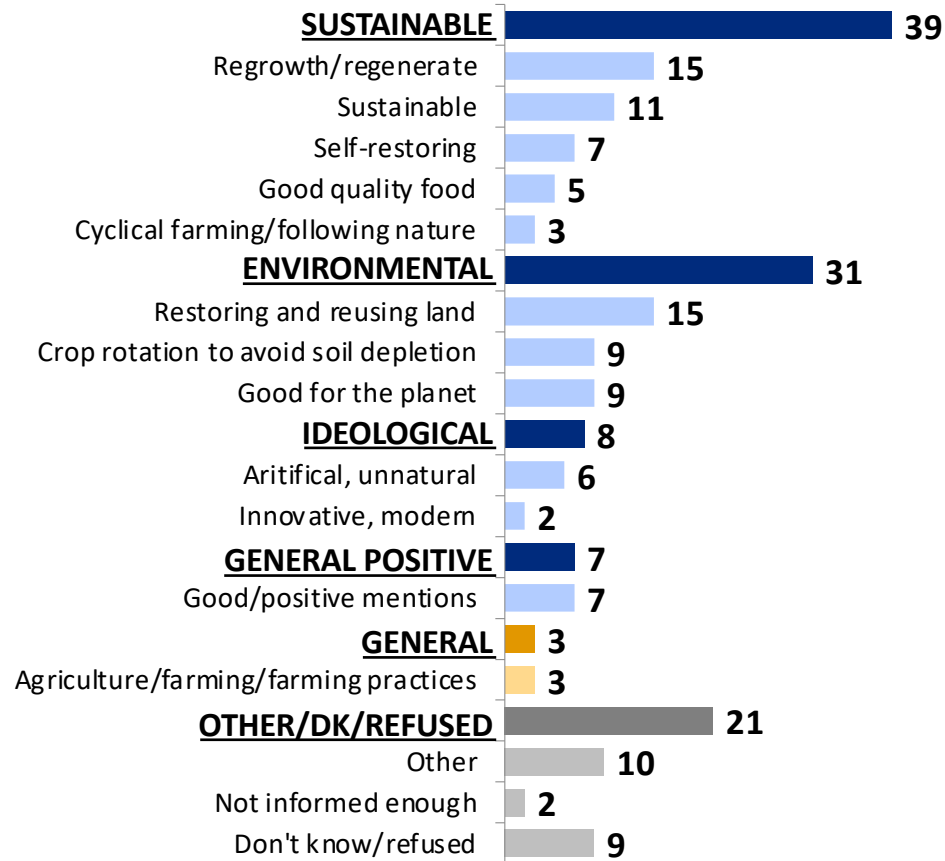
Most are not familiar with more technical agricultural terms

Below is a list of terms, please indicate how familiar you are with each term: very familiar, somewhat familiar, a little familiar, or not at all familiar.



Regenerative agriculture is seen as regrowth, sustainability and reusing land

(IF FAMILIAR WITH REGENERATIVE AGRICULTURE) When you hear the term regenerative agriculture, what words immediately come to mind?

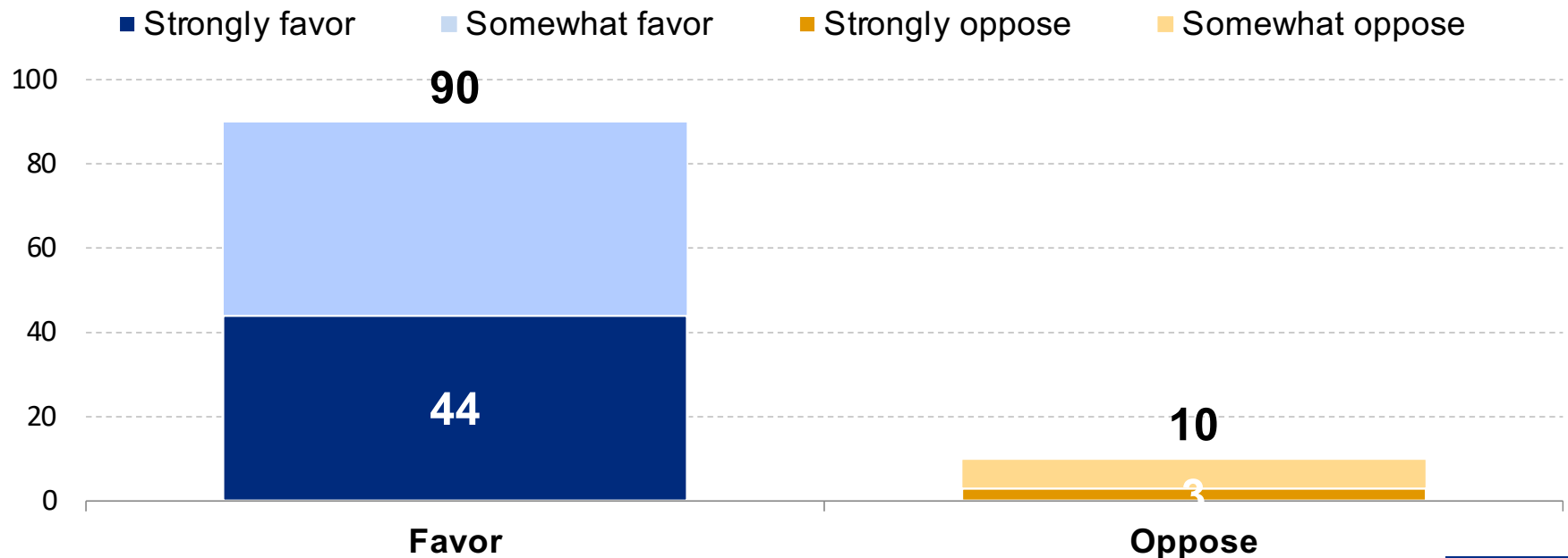


Support for regenerative agriculture high when voters learn what it is

Now here is some more information about regenerative agriculture.

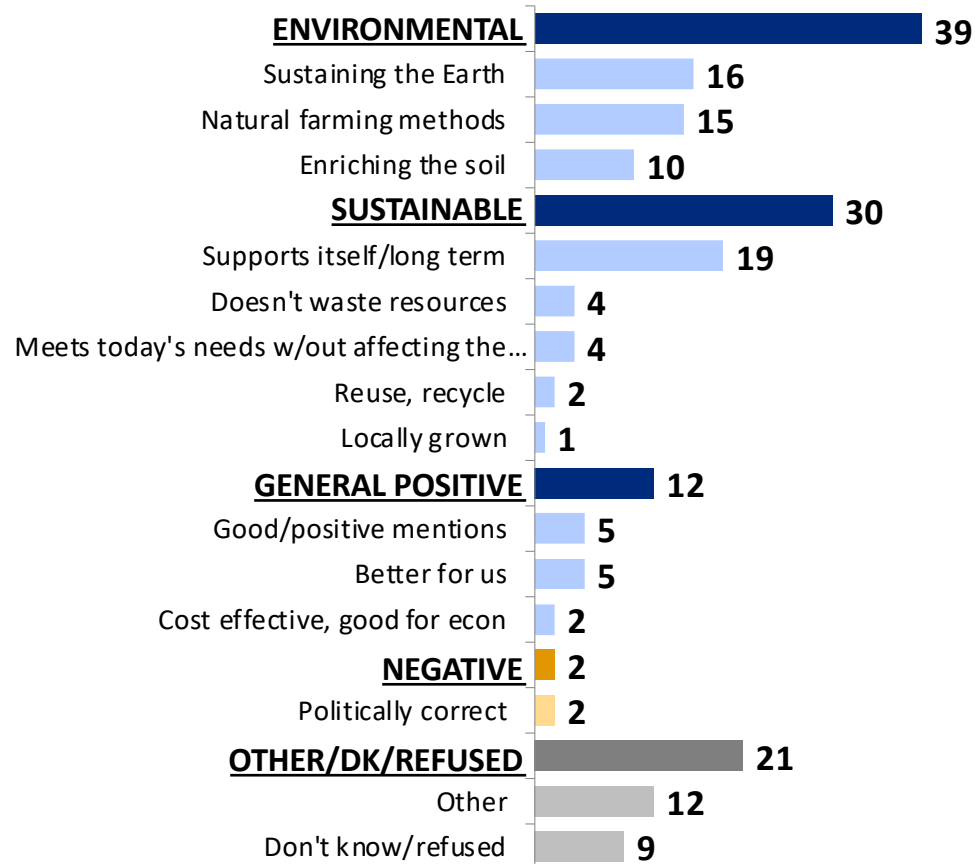
Regenerative agriculture seeks to build upon and restore natural ecosystems and includes reducing disturbance of the soil, minimizing chemical inputs, and increasing crop and animal diversity.

After seeing this information, do you support or oppose regenerative agriculture?



Sustainable agriculture seen supporting itself, natural farming

(IF FAMILIAR WITH SUSTAINABLE AGRICULTURE) When you hear the term sustainable agriculture, what words immediately come to mind?

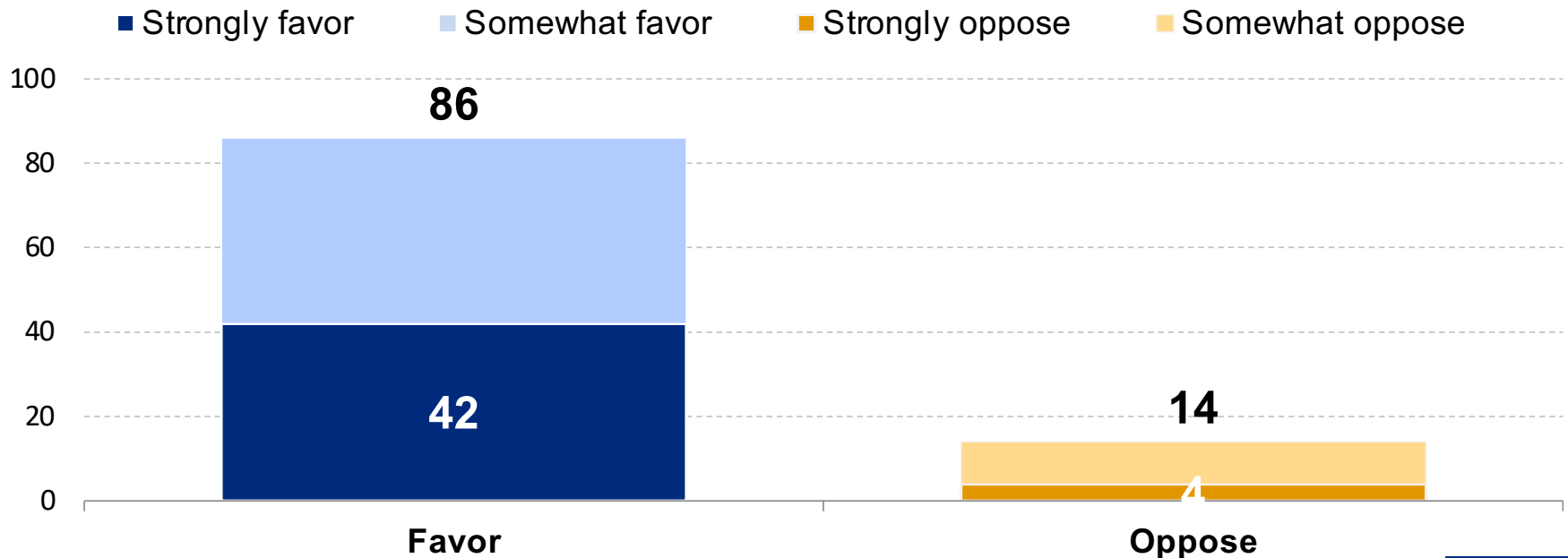


When voters learn more about sustainable agriculture support is high

Now here is some more information about sustainable agriculture.

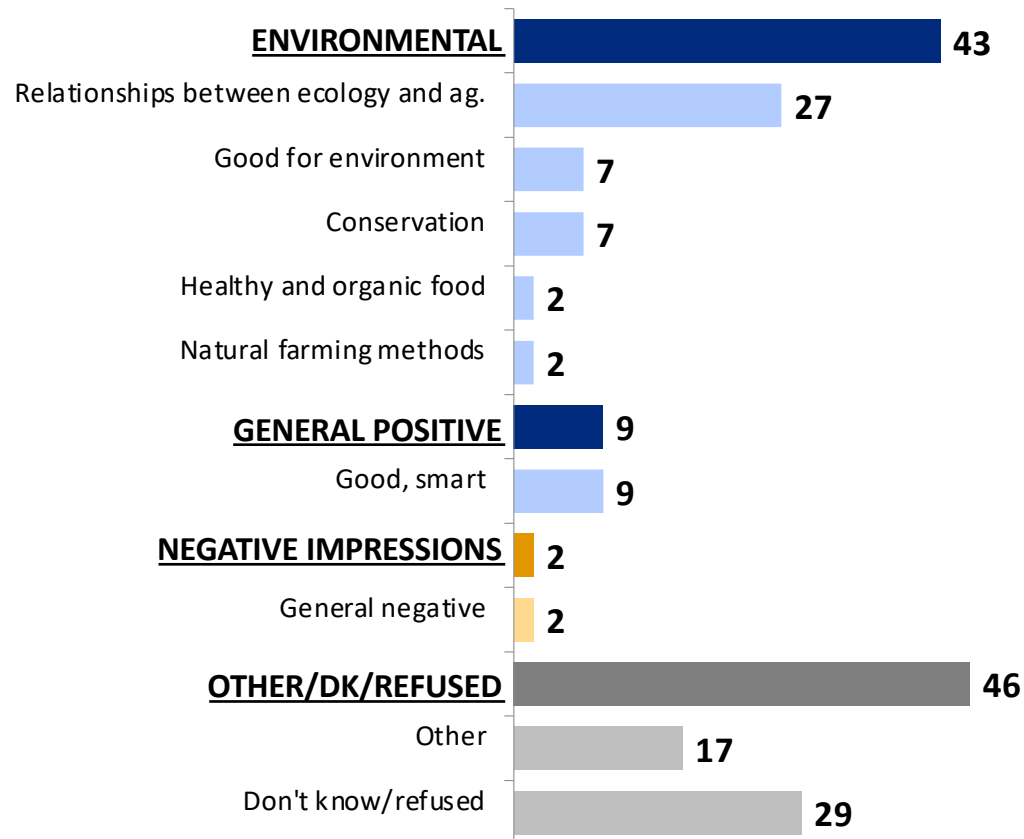
Sustainable agriculture incorporates three main objectives into farming and ranching: a healthy environment, economic profitability, and social and economic equity.

After seeing this information, do you support or oppose sustainable agriculture?



Few who say they are familiar with agroecology know what it is

(IF FAMILIAR WITH AGROECOLOGY) When you hear the term agroecology, what words immediately come to mind?

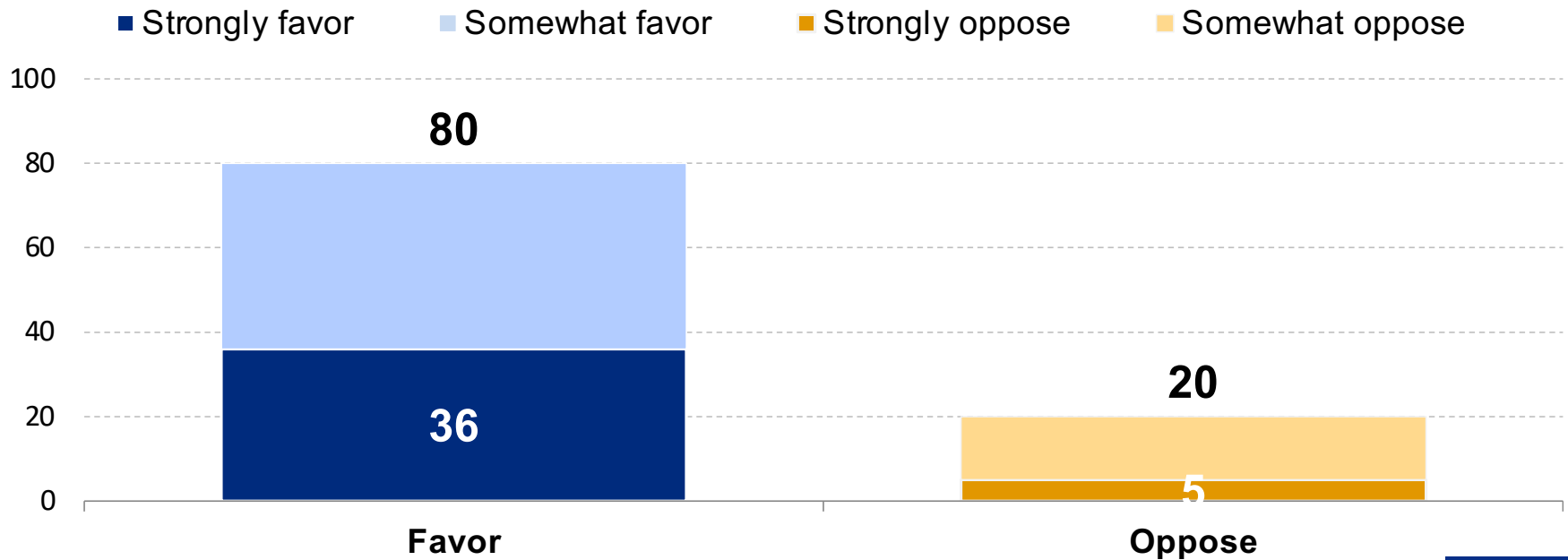


When agroecology is explained, support is high

Now here is some more information about agroecology.

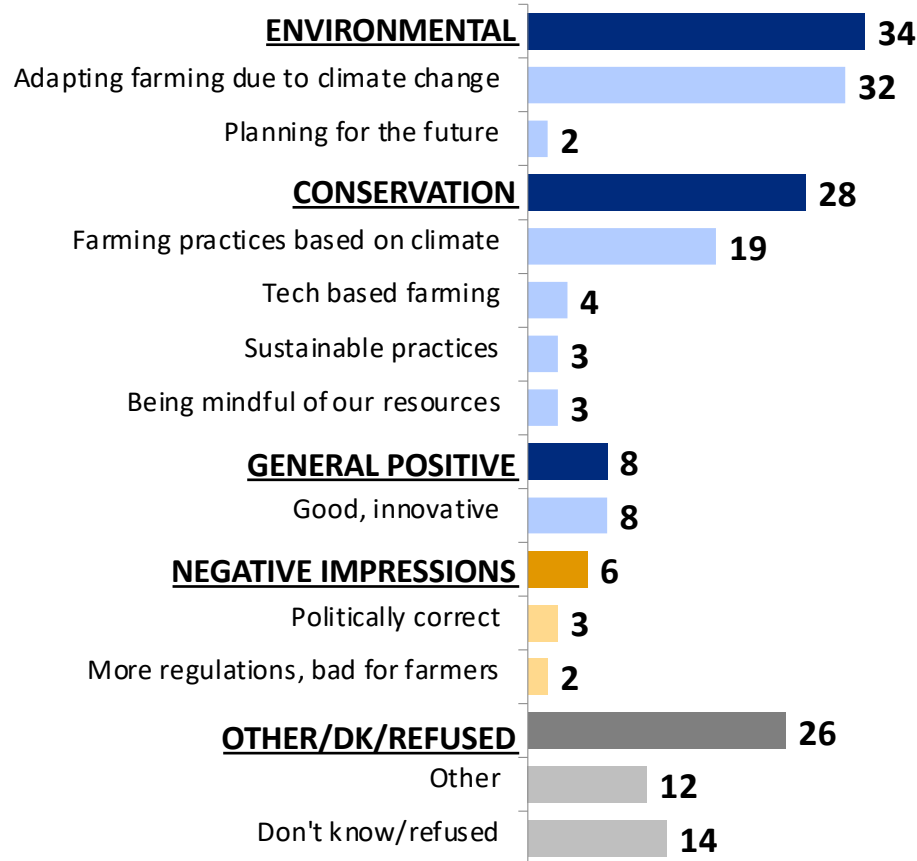
Agroecology is a scientific and practical application of ecological concepts in farming to improve the interactions between plants, animals, humans and the environment while also addressing the need for socially equitable food systems.

After seeing this information, do you support or oppose agroecology?



Climate-smart agriculture seen as adapting farming to climate change

(IF FAMILAR WITH CLIMATE-SMART AGRICULTURE) When you hear the term climate-smart agriculture, what words immediately come to mind?

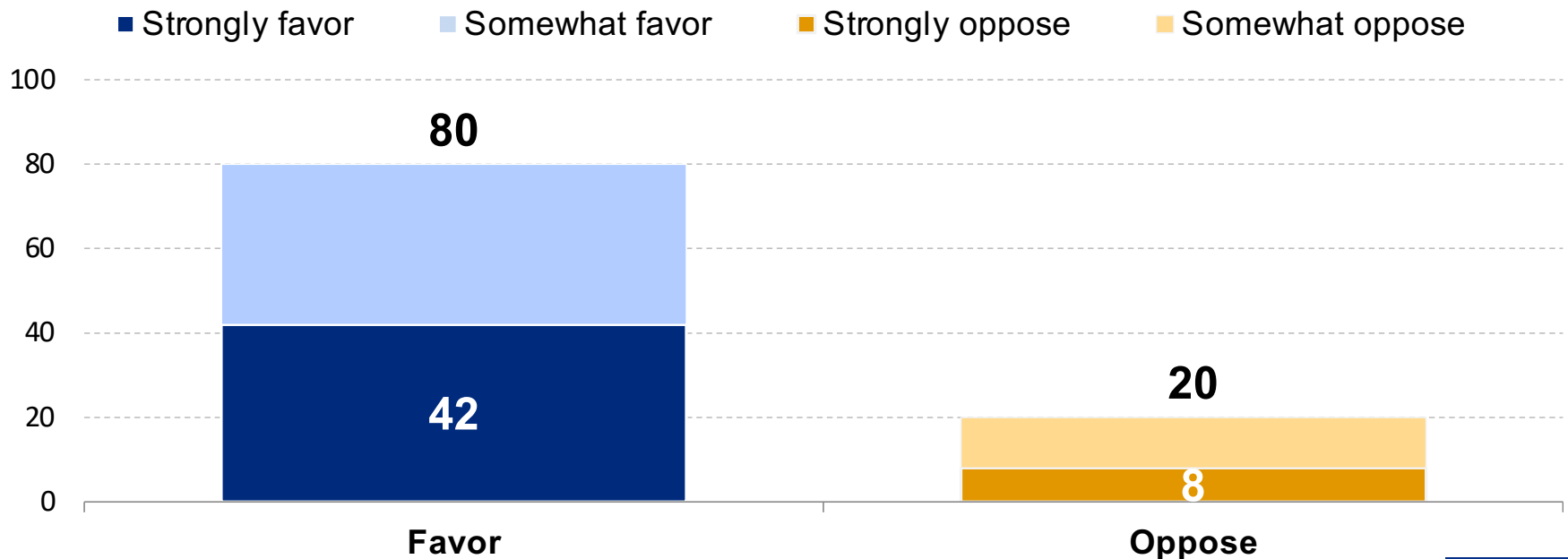


Strong support for climate-smart agriculture

Now here is some more information about climate-smart agriculture.

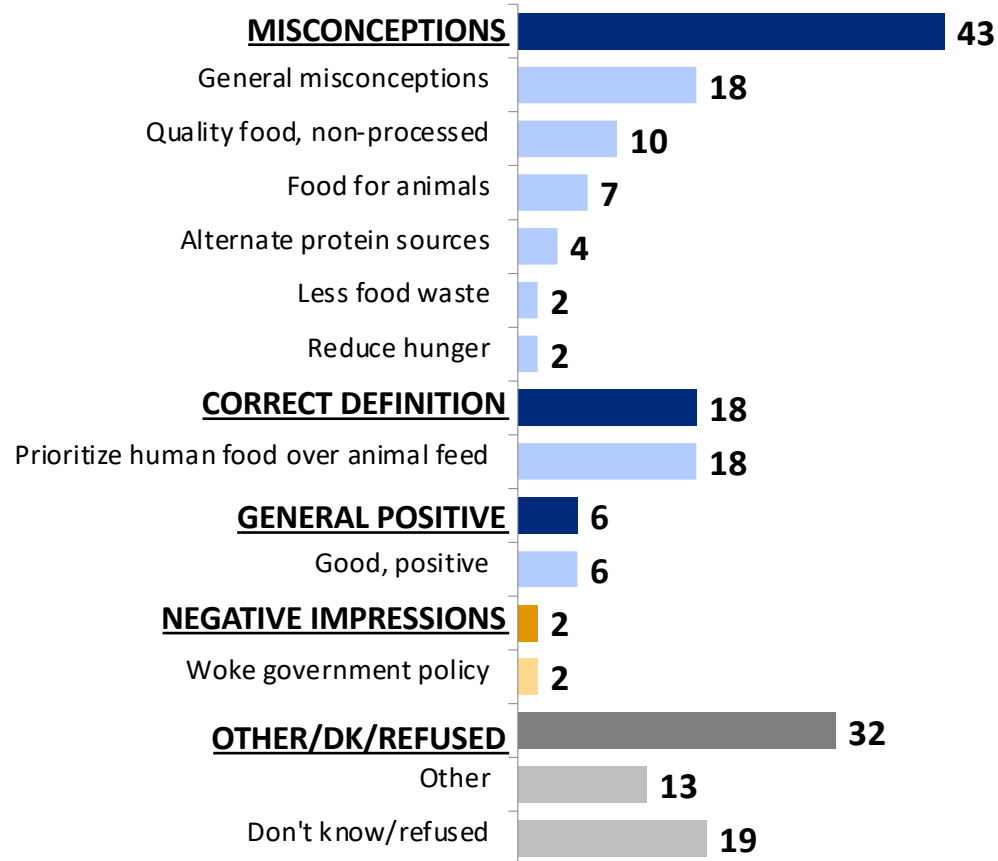
Climate smart agriculture focuses on incorporating practices that reduce greenhouse gas emissions or remove carbon from the atmosphere.

After seeing this information, do you support or oppose climate-smart agriculture?



Few can explain what Food Not Feed means

(IF FAMILAR WITH FOOD NOT FEED) When you hear the term Food Not Feed, what words immediately come to mind?

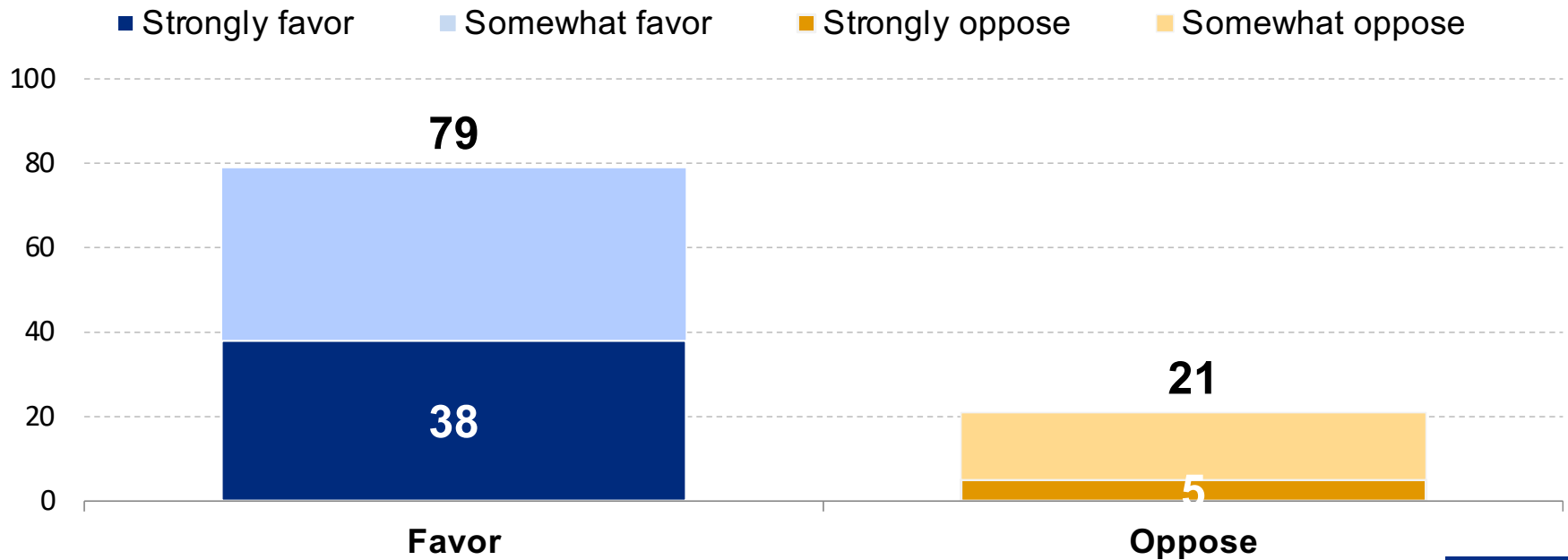


But strong support after learning about Food Not Feed

Now here is some more information about Food not Feed.

Food not Feed is a campaign that includes a broad coalition of farmers, consumers, healthcare professionals, small businesses, and advocates striving to change the current industrial agricultural landscape from prioritizing feed for animals to prioritizing healthy and sustainable food for Americans.

After seeing this information, do you support or oppose Food not Feed?





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Thank you

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