



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

# Methodology

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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 March 8-14, 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 January 12 – 23, 2023 among 1,000 registered voters. 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.
- 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**

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# 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?

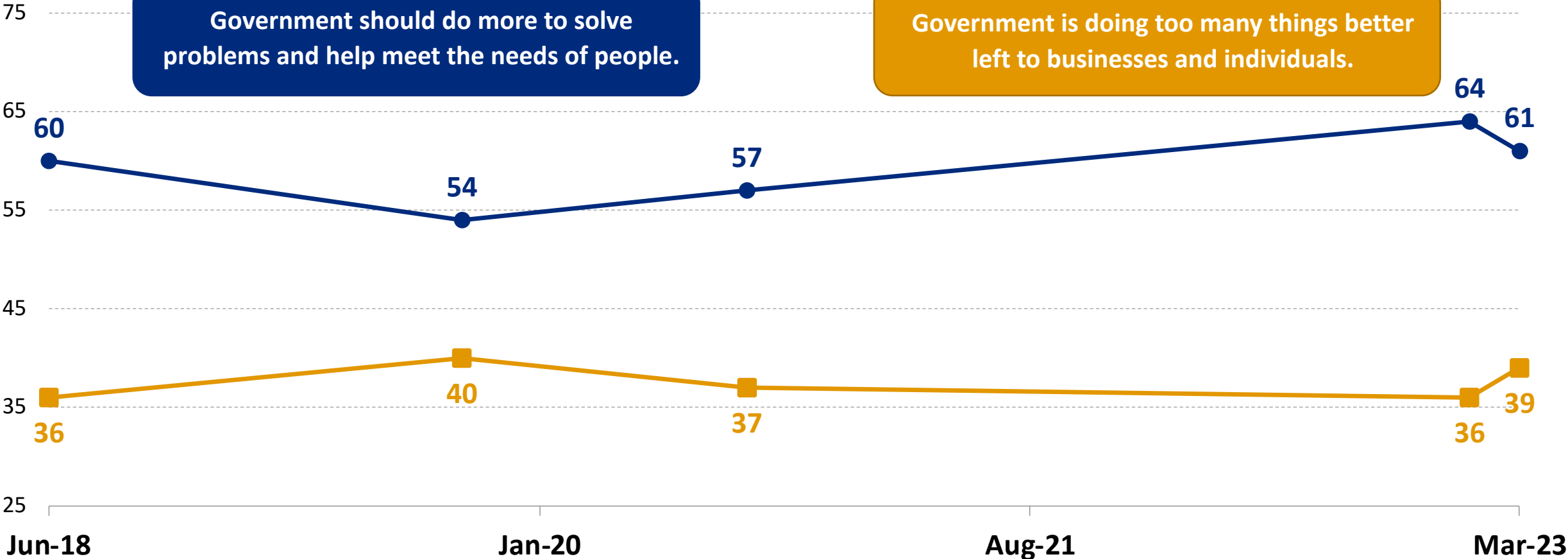
	January 2023	March 2023	Dem.	Ind.	Rep.
Disruptions from the COVID pandemic	50	54	66	50	43
Increased government spending	52	51	27	48	78
Corporations raising prices	47	46	55	48	37
The war in Ukraine and other international factors	39	41	39	50	37
Farmers raising prices	10	8	12	3	6

# Voters continue to want more 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.



# 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.**

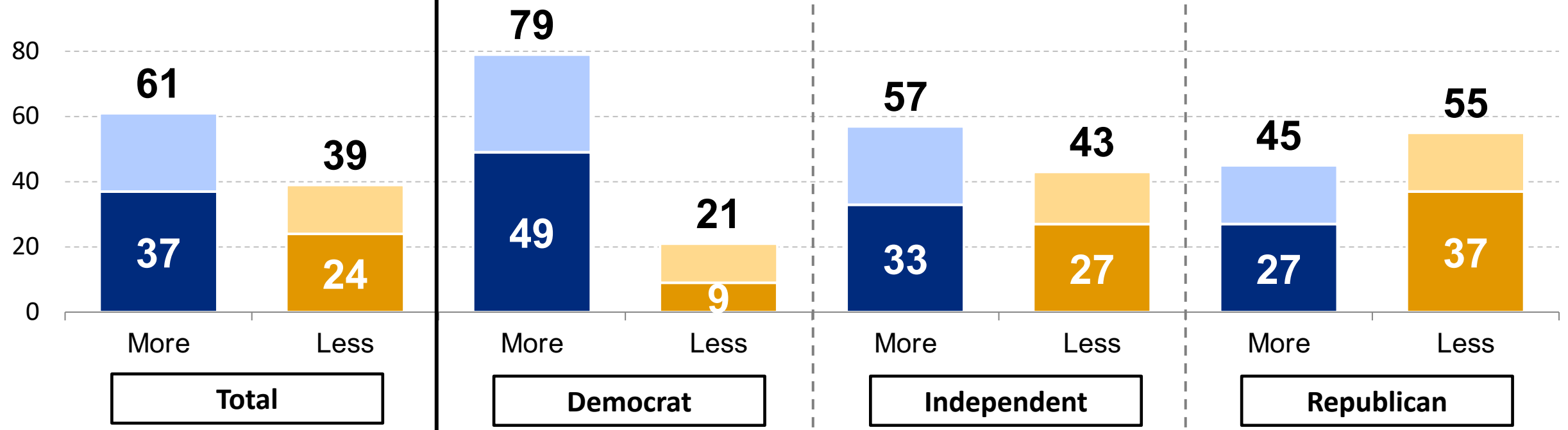
**Government is doing too many things better left to businesses and individuals.**

■ More gov, much more

■ More gov, somewhat more

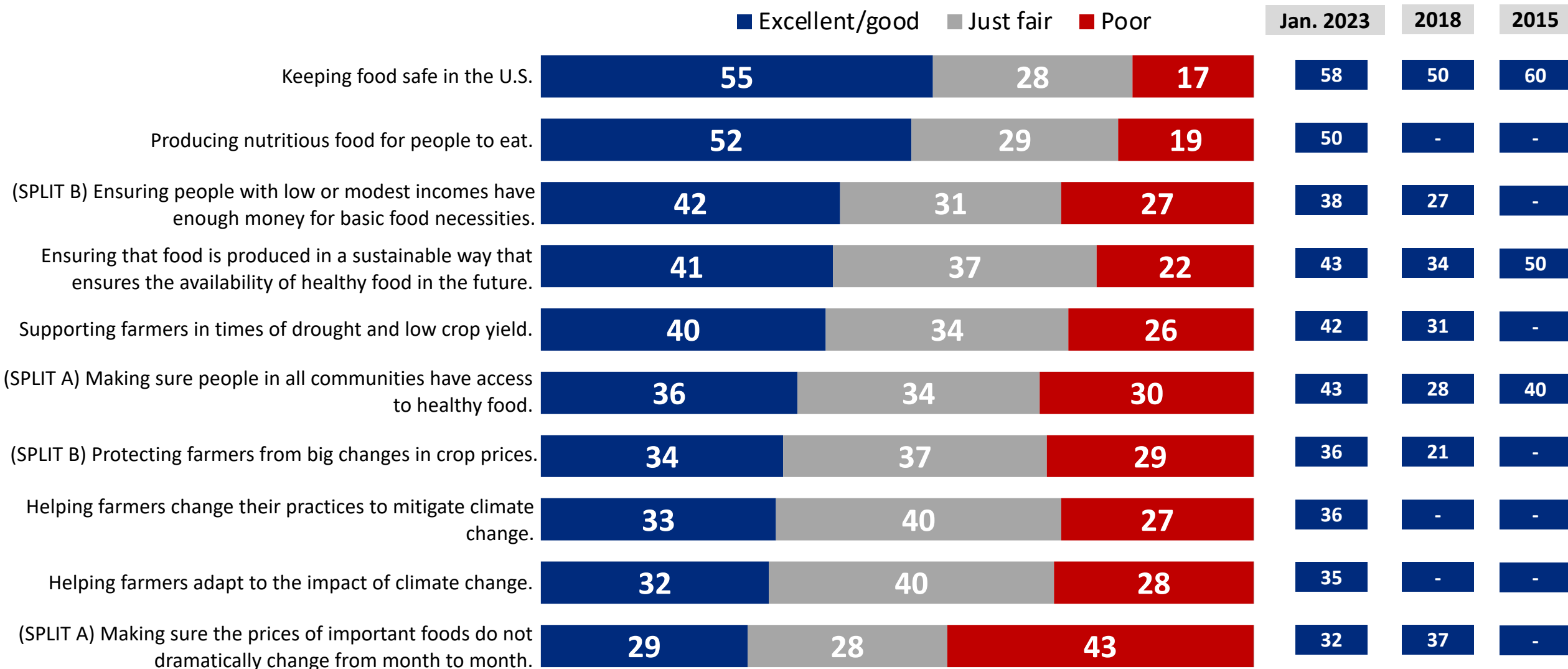
■ Less gov, much more

■ Less gov, somewhat more



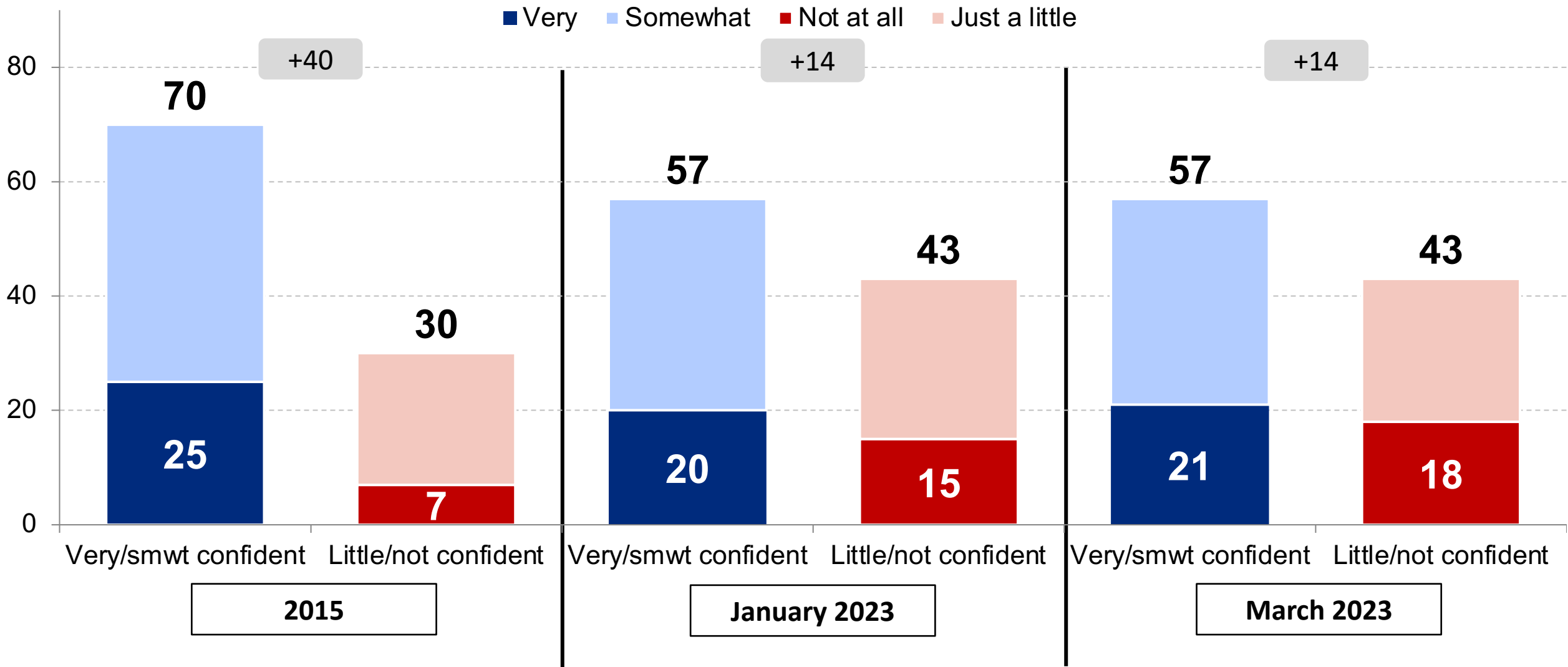
# General approval of government's job around food policy

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.



# But confidence has declined significantly since 2015

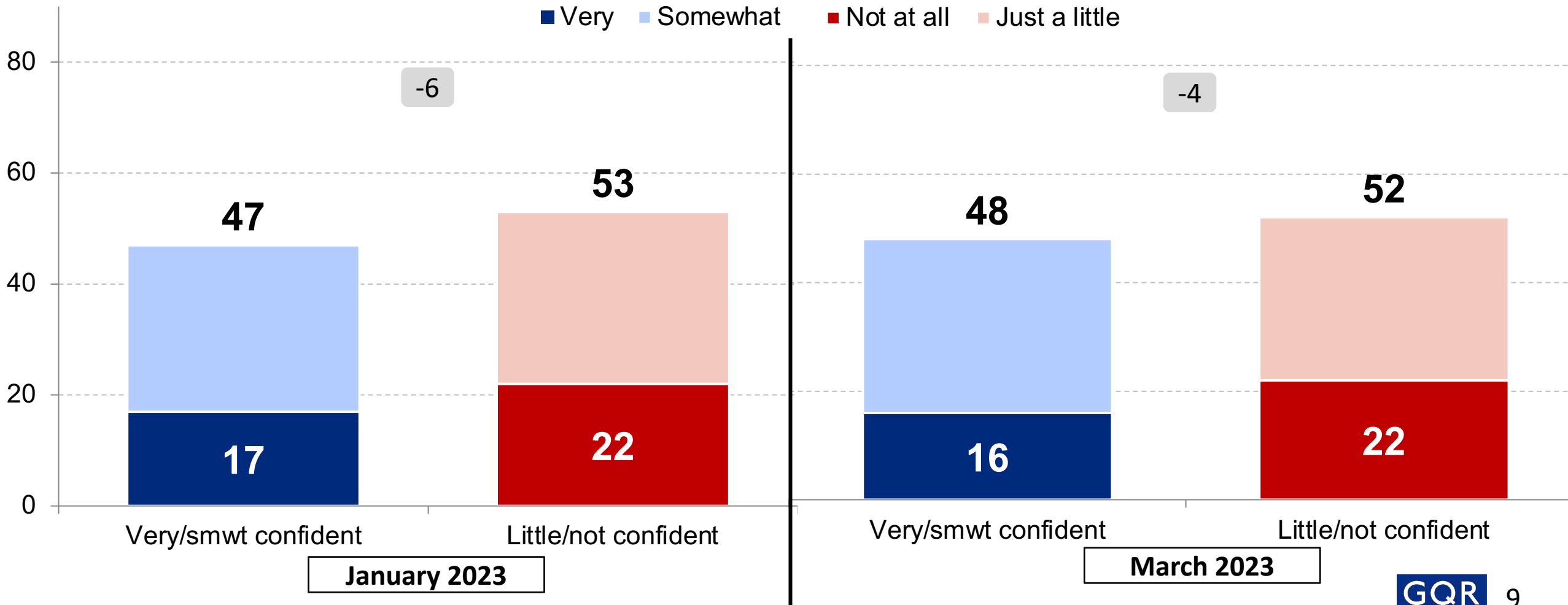
Overall, how confident are you that the U.S. will be able to produce enough healthy food to feed the population for future generations? Please indicate your response below.





# 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, 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.

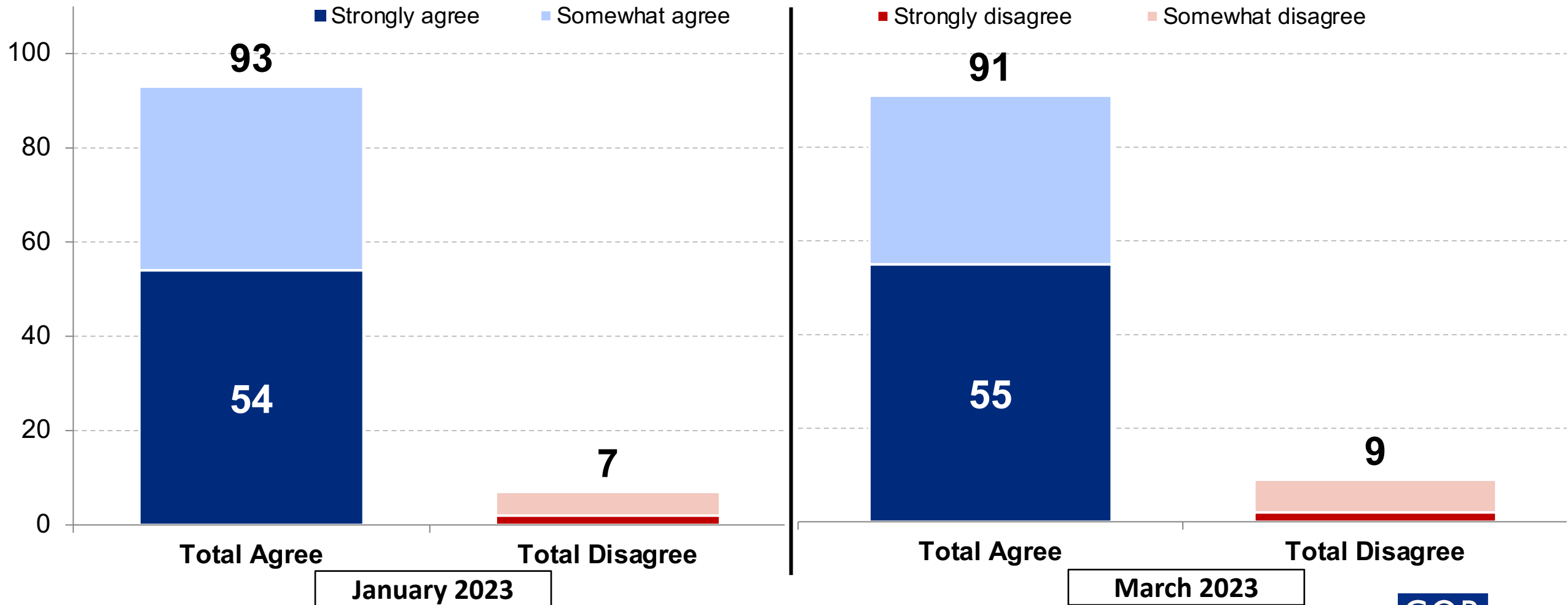


# Most demographics lose confidence after information about imports

<i>Very/somewhat confident</i>	Confidence w/out Information	Confidence w/ Information	Net
<b>Total</b>	56	48	-8
<b>Democrats</b>	61	52	-9
<b>Independents</b>	53	46	-7
<b>Republicans</b>	54	44	-10
<b>Northeast</b>	63	48	-15
<b>Central</b>	58	52	-6
<b>South</b>	52	47	-5
<b>West</b>	58	45	-13
<b>White</b>	55	45	-10
<b>Black</b>	64	58	-6
<b>Hispanic/Latino</b>	58	51	-7
<b>Men</b>	66	55	-11
<b>Women</b>	48	41	-7
<b>Under 50</b>	57	53	-4
<b>Over 50</b>	56	42	-14
<b>College</b>	58	51	-7
<b>Non-College</b>	55	46	-9

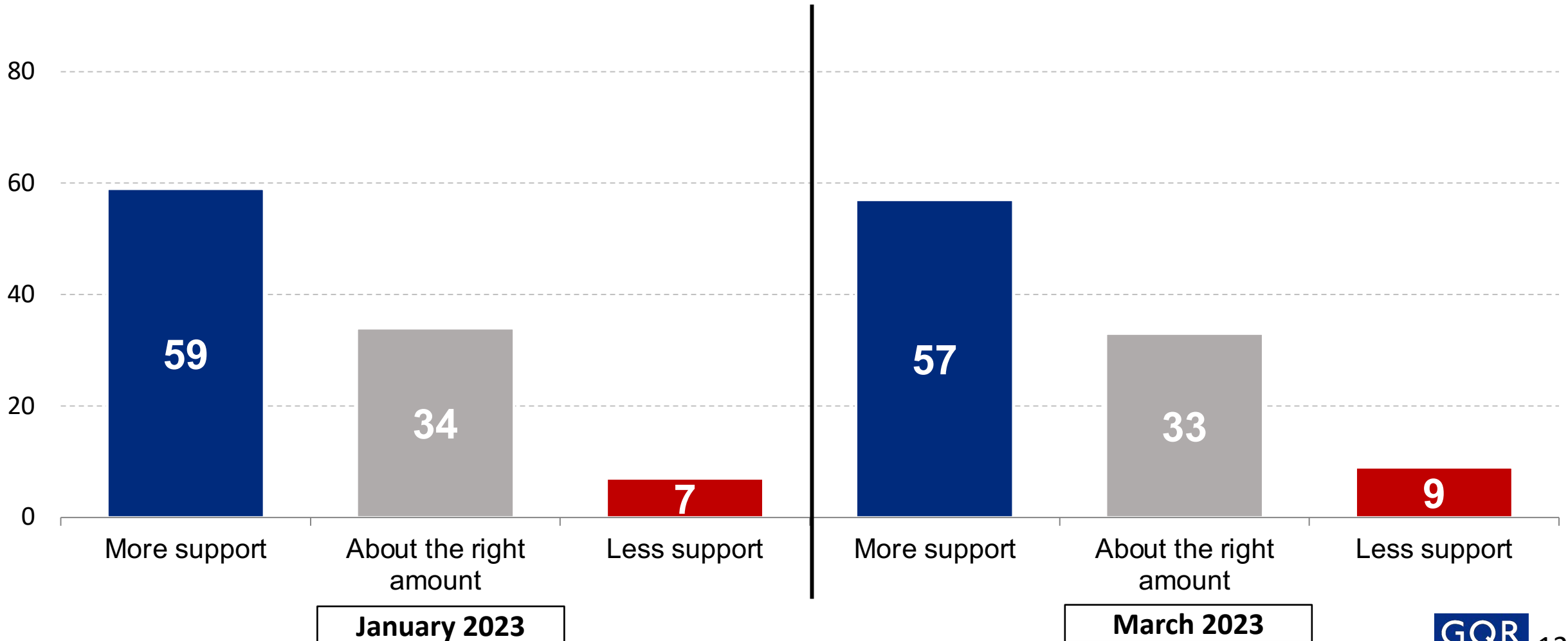
# Voters decisively think government should support agricultural producers

*Do you agree or disagree that the federal government should be supporting [small and mid-sized] agricultural producers?*



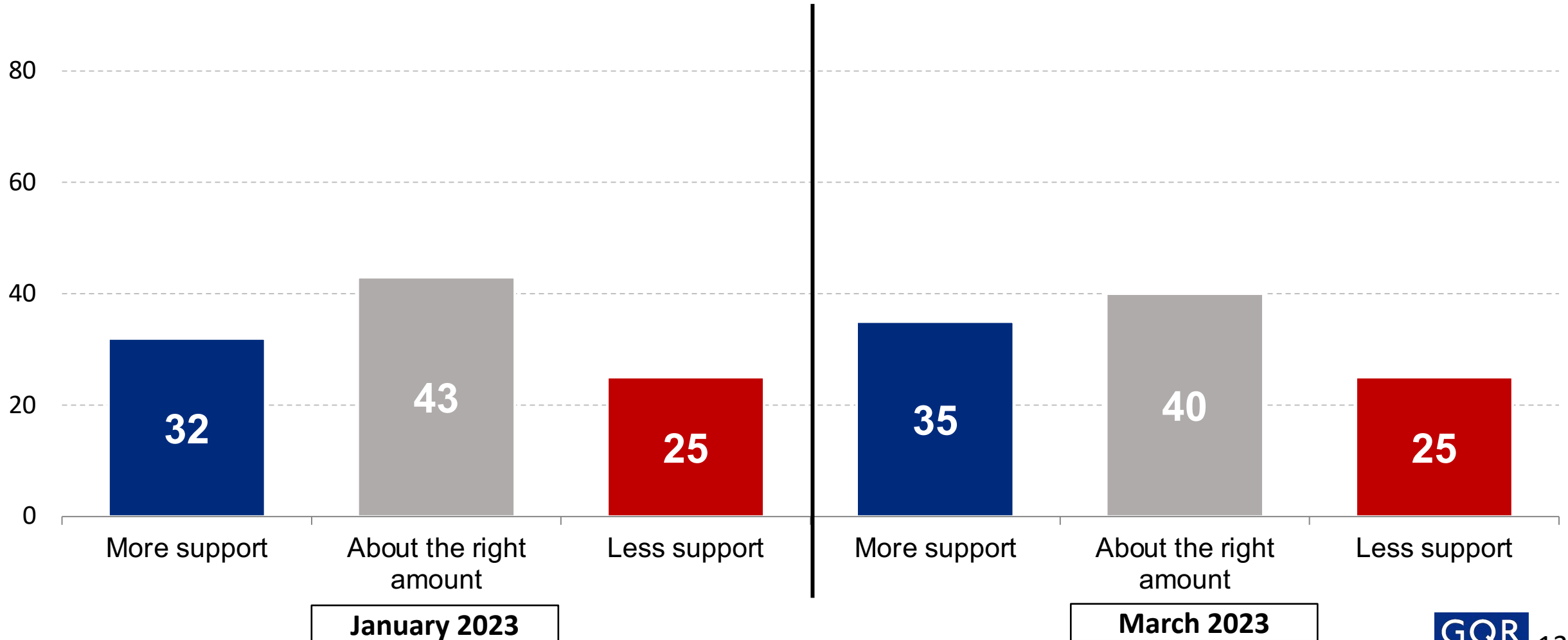
# Voters want more funding for producers across the board

*From what you know, do you think the federal government should be providing 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 more funding and support to corporate agribusiness - farming-related commercial activities - less funding and support to corporate agribusiness, or is it giving about the right amount of funding and support to corporate agribusiness?*





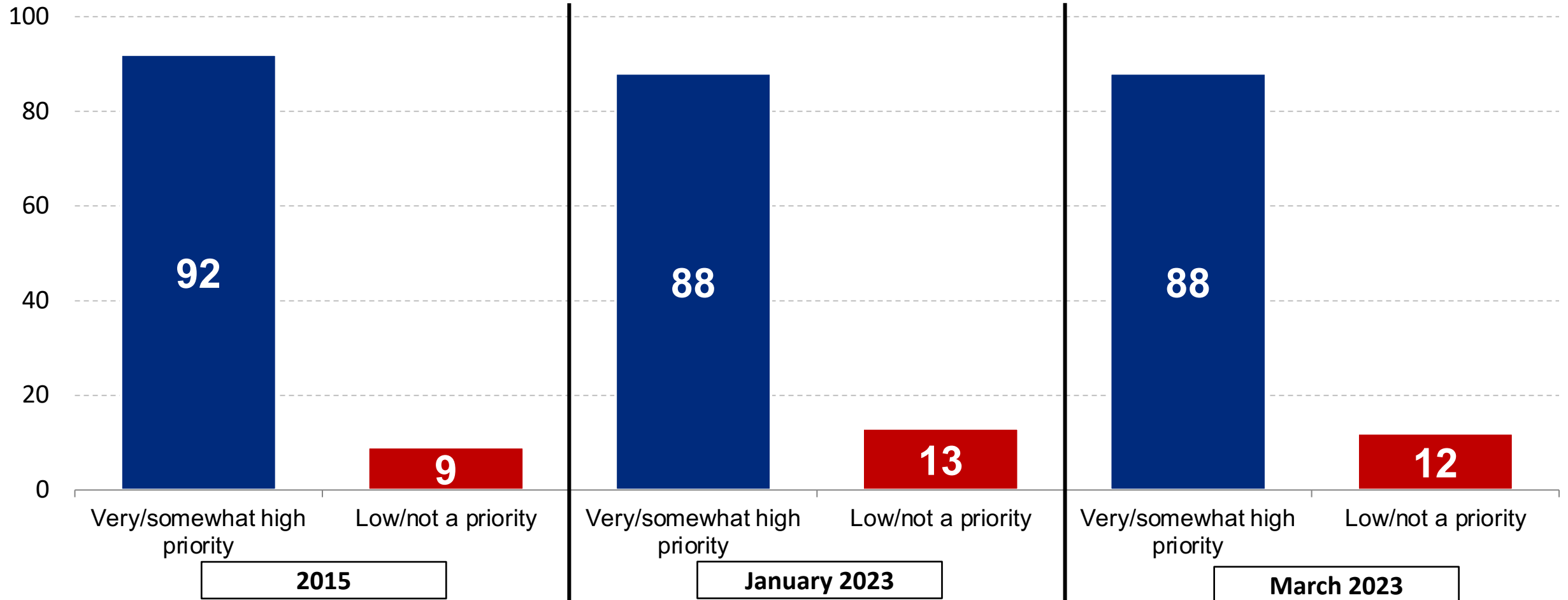
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# Food Policies and Priorities

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# Producing food in a sustainable way is a high priority

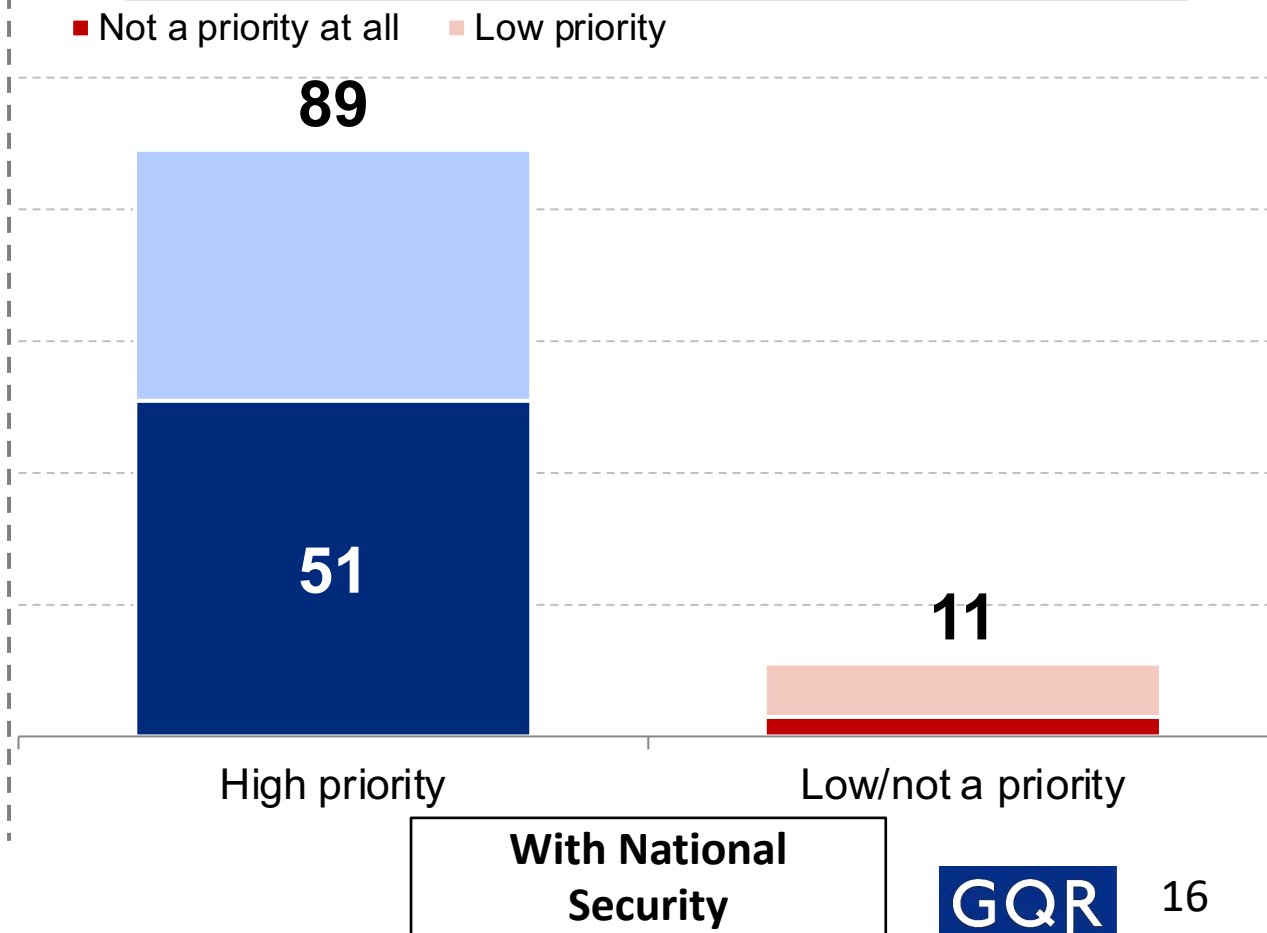
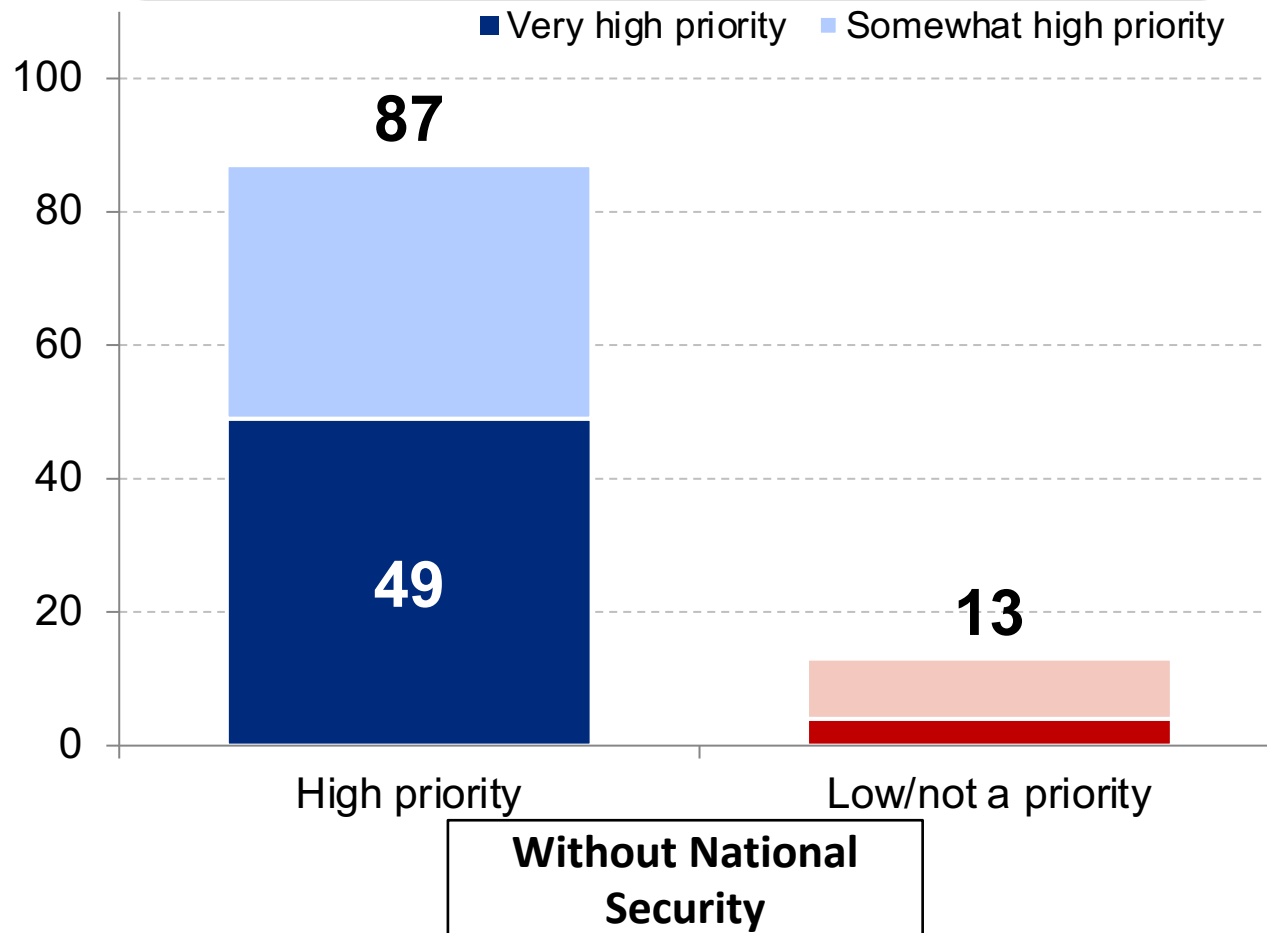
*How big of a priority do you think it is to make sure food is produced in a sustainable way that ensures the availability of healthy food today and in the future - a very high priority, a somewhat high priority, a low priority, or not a priority at all?*



# Producing food in a sustainable way is a high priority, regardless of national security

*(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) Global supply chains can impact our ability to produce food. For example, Ukraine currently relies on nations like Russia, Belarus, and China for fertilizer production. Without the proper amount of fertilizer, their production could fall by half. In the U.S. we are vulnerable to the fertilizer supply chains but also to public policy. Thinking in terms of U.S. national security....*





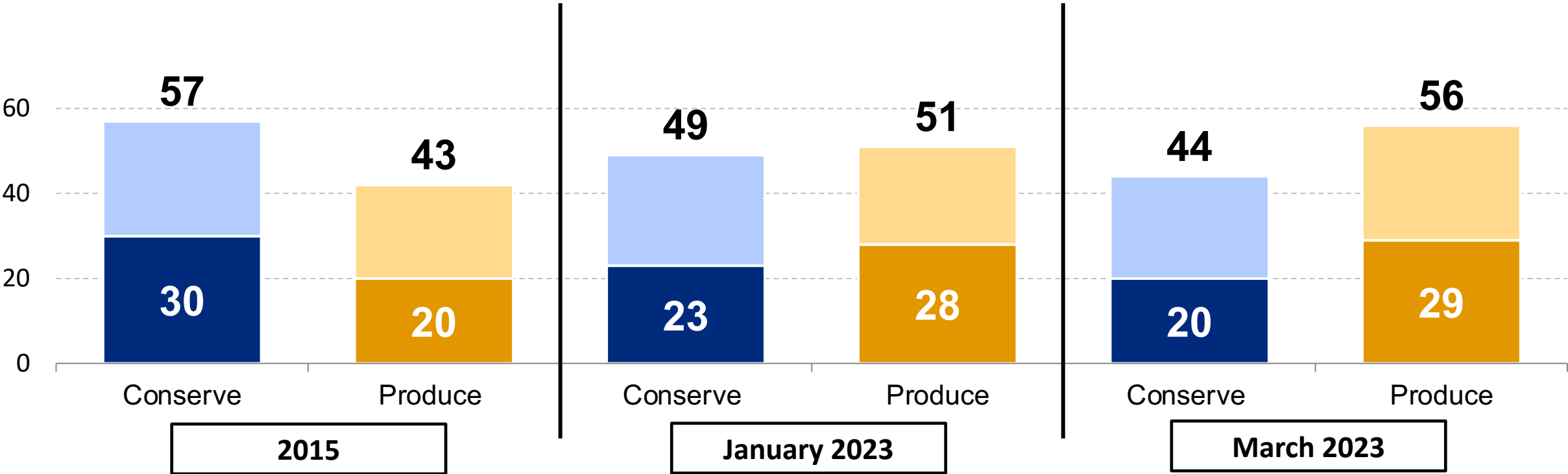
# Voters split on giving ag industry more vs conserving resources

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

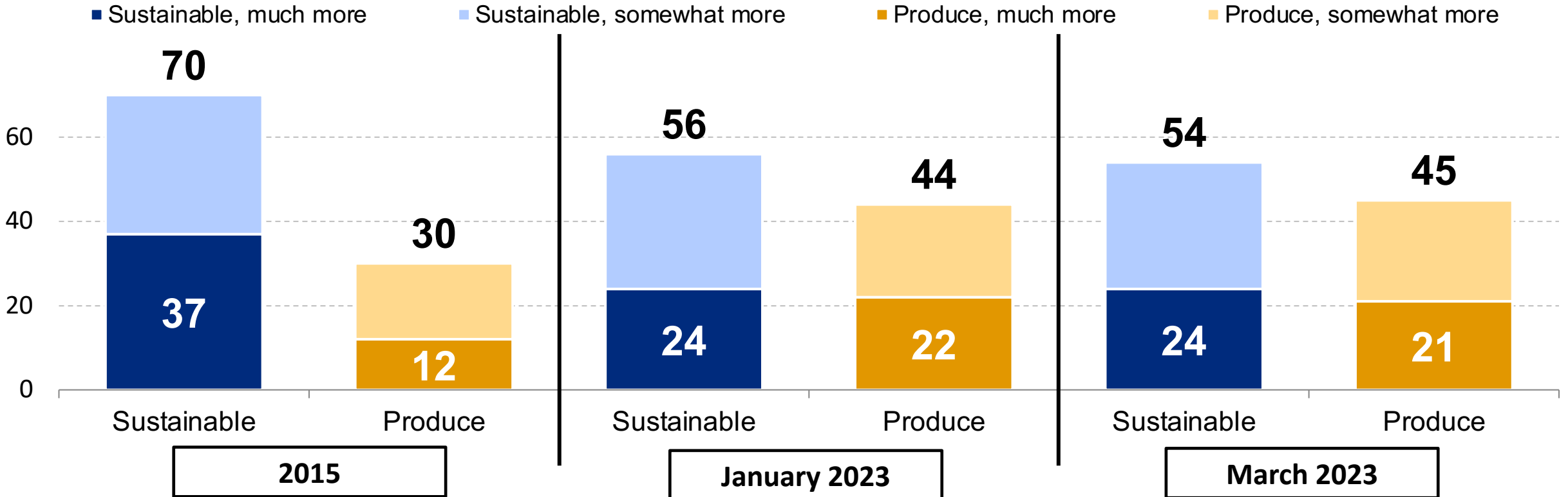


# With the rise in food costs, so has the opinion ag industry has responsibility to keep food prices down

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

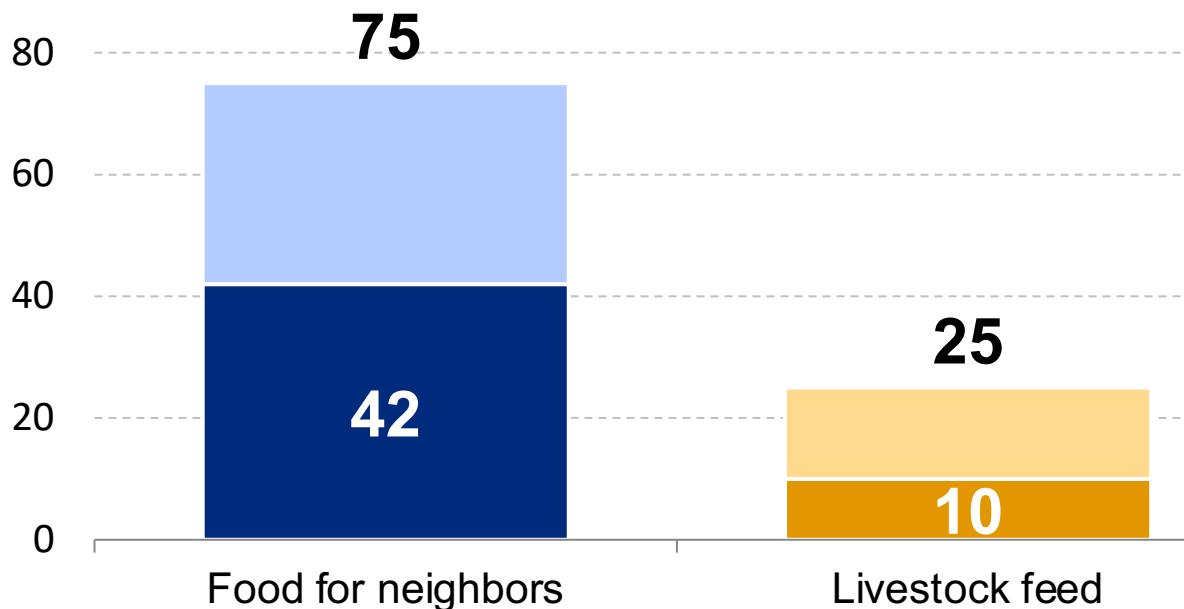
Next you will read some pairs of statements. For each pair, please indicate which statement is closer to your own view, even if it is not exactly right.

**(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.

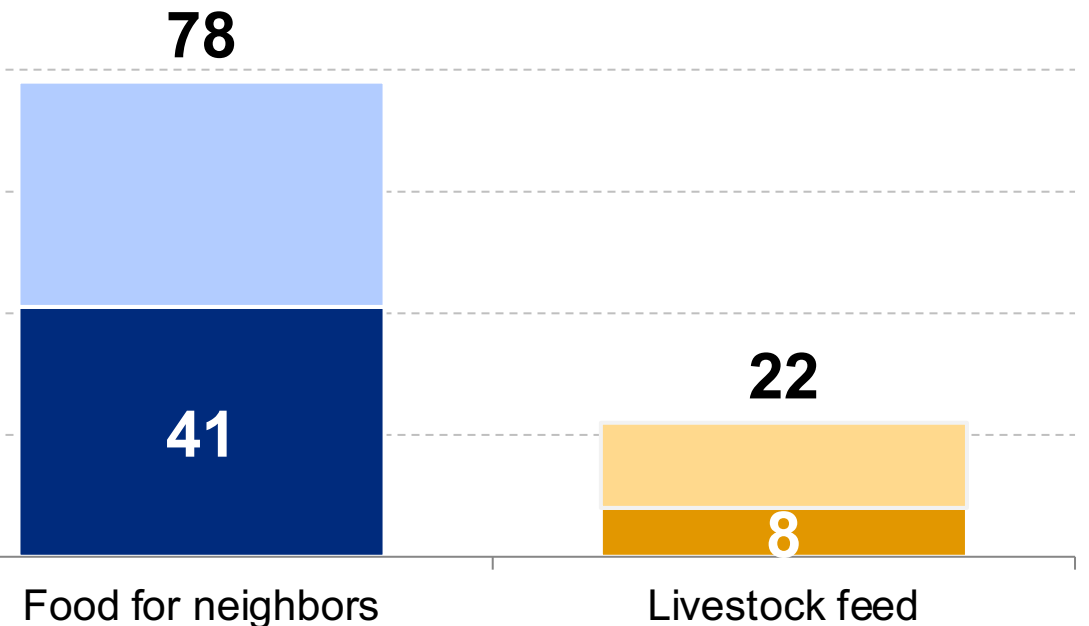
**(PRODUCE LIVESTOCK FEED)** When providing taxpayer assistance for farmers and ranchers, the federal government should encourage those producers to grow commodities like corn and soybeans for export.

■ Neighbors, much more    ■ Neighbors, somewhat more

■ Livestock, much more    ■ Livestock, somewhat more



January 2023



March 2023



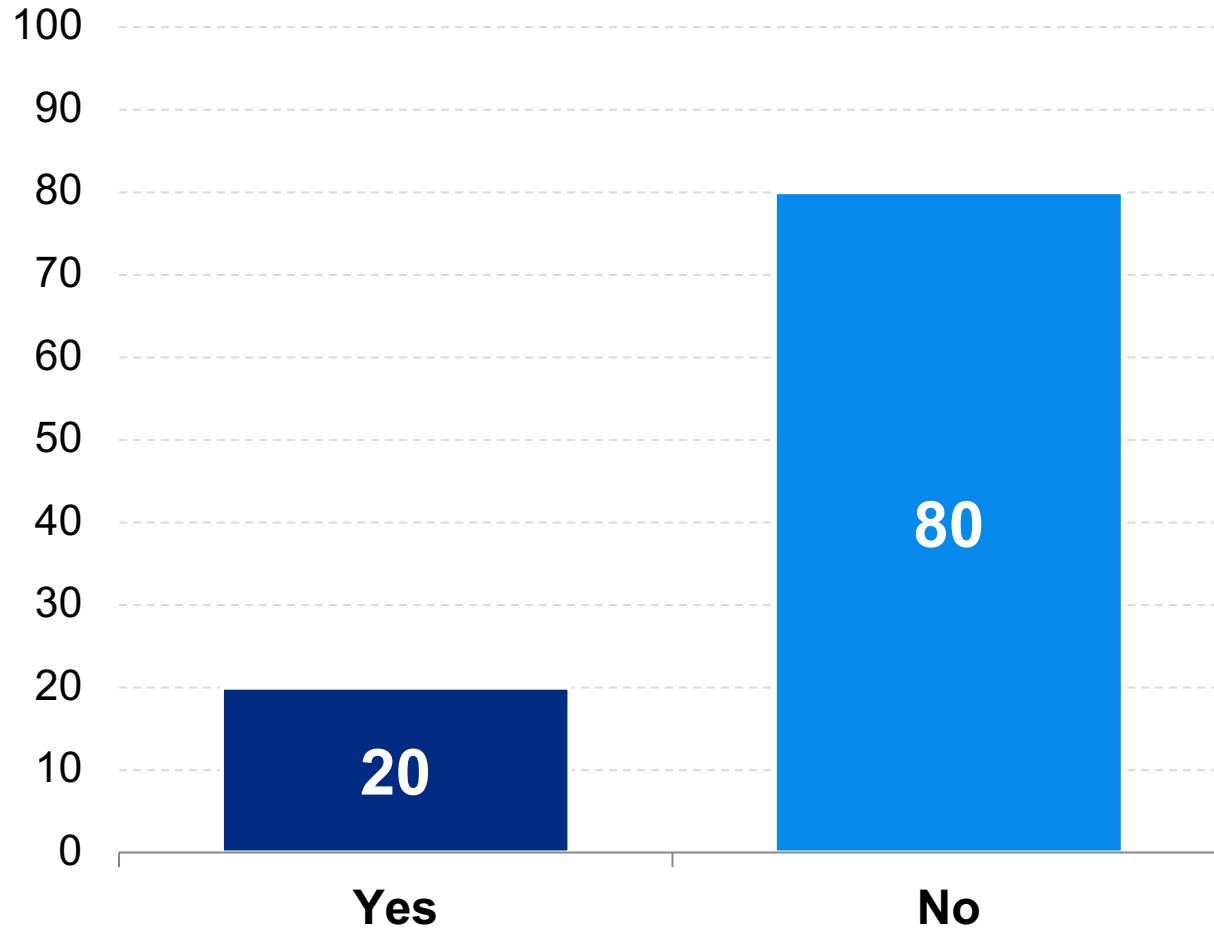
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# Farmers and the Farm Bill

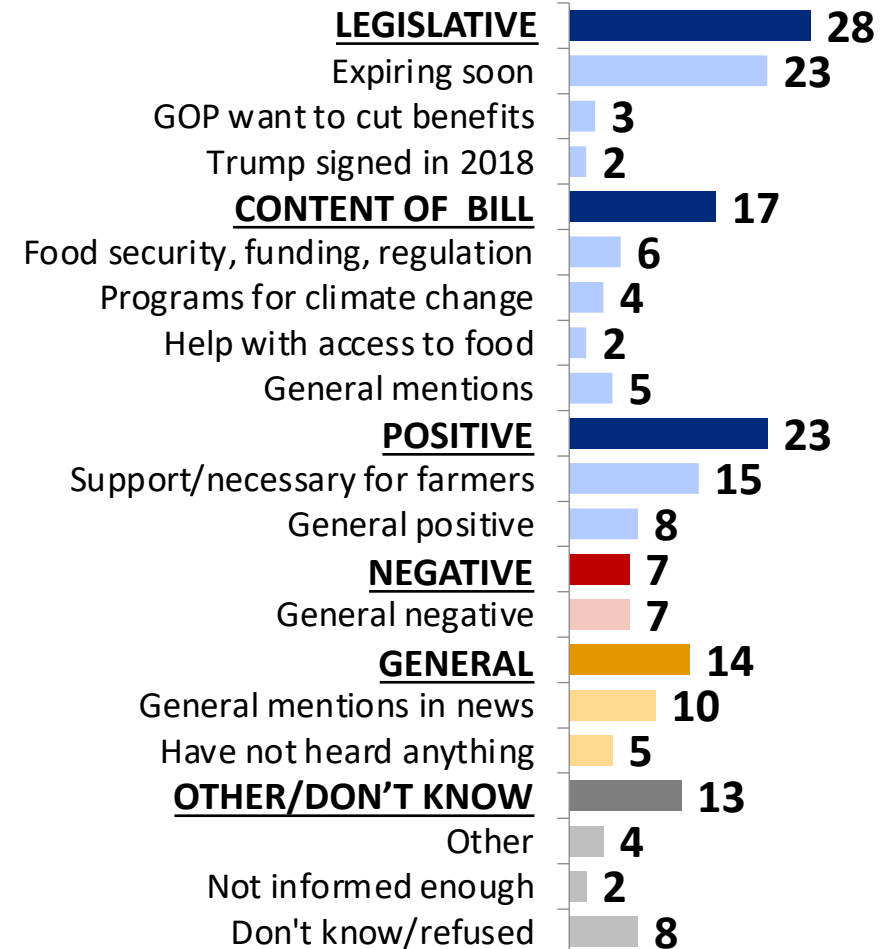
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# Majority not hearing anything about the Farm Bill

The US Farm Bill expires this year. Have you heard or read anything about the US Farm Bill?

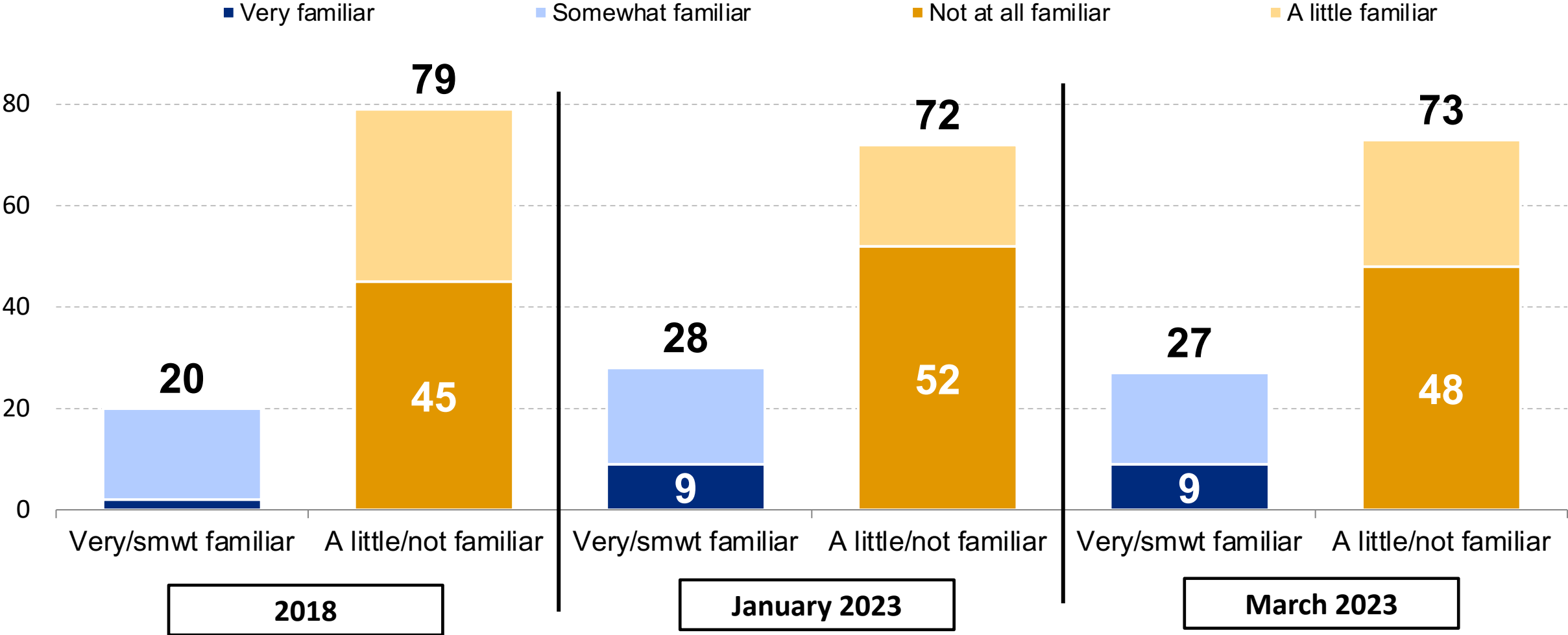


(IF YES IN SEENHEAR) What specifically have you seen, heard, or read recently about the US Farm Bill?



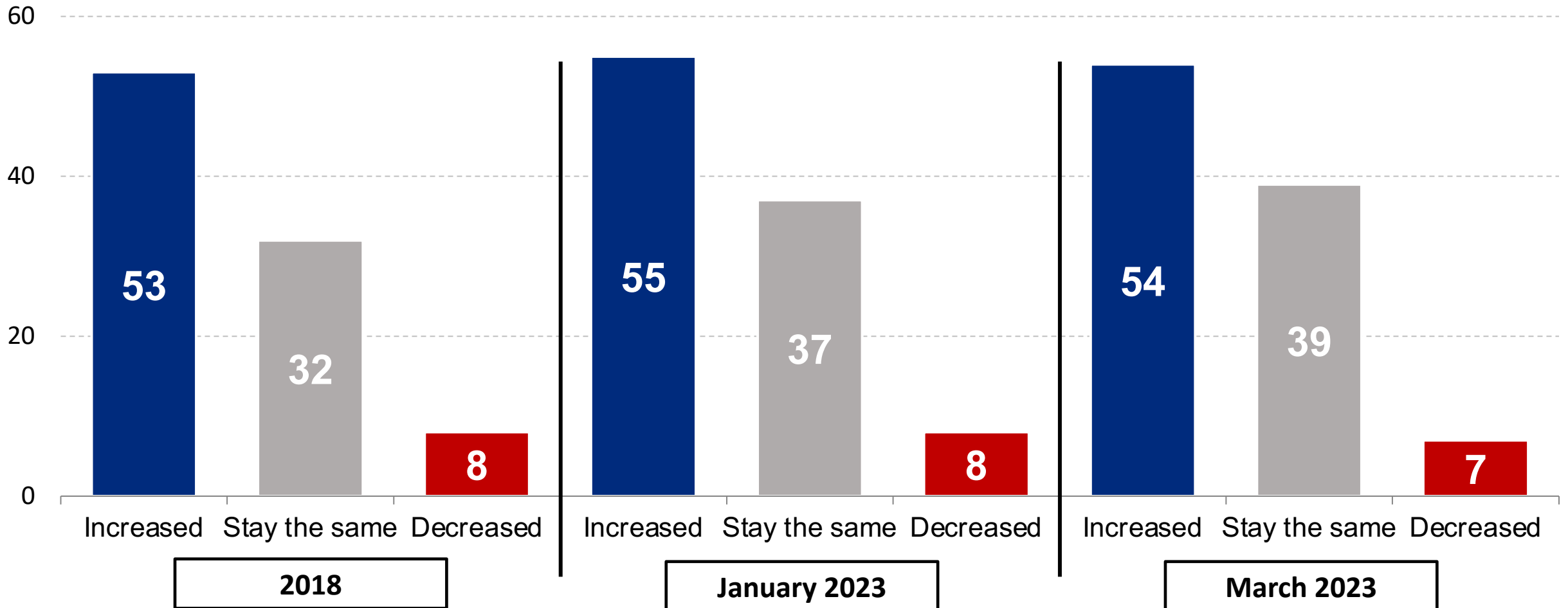
# Voters consistently not very familiar with U.S. Farm Bill

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?



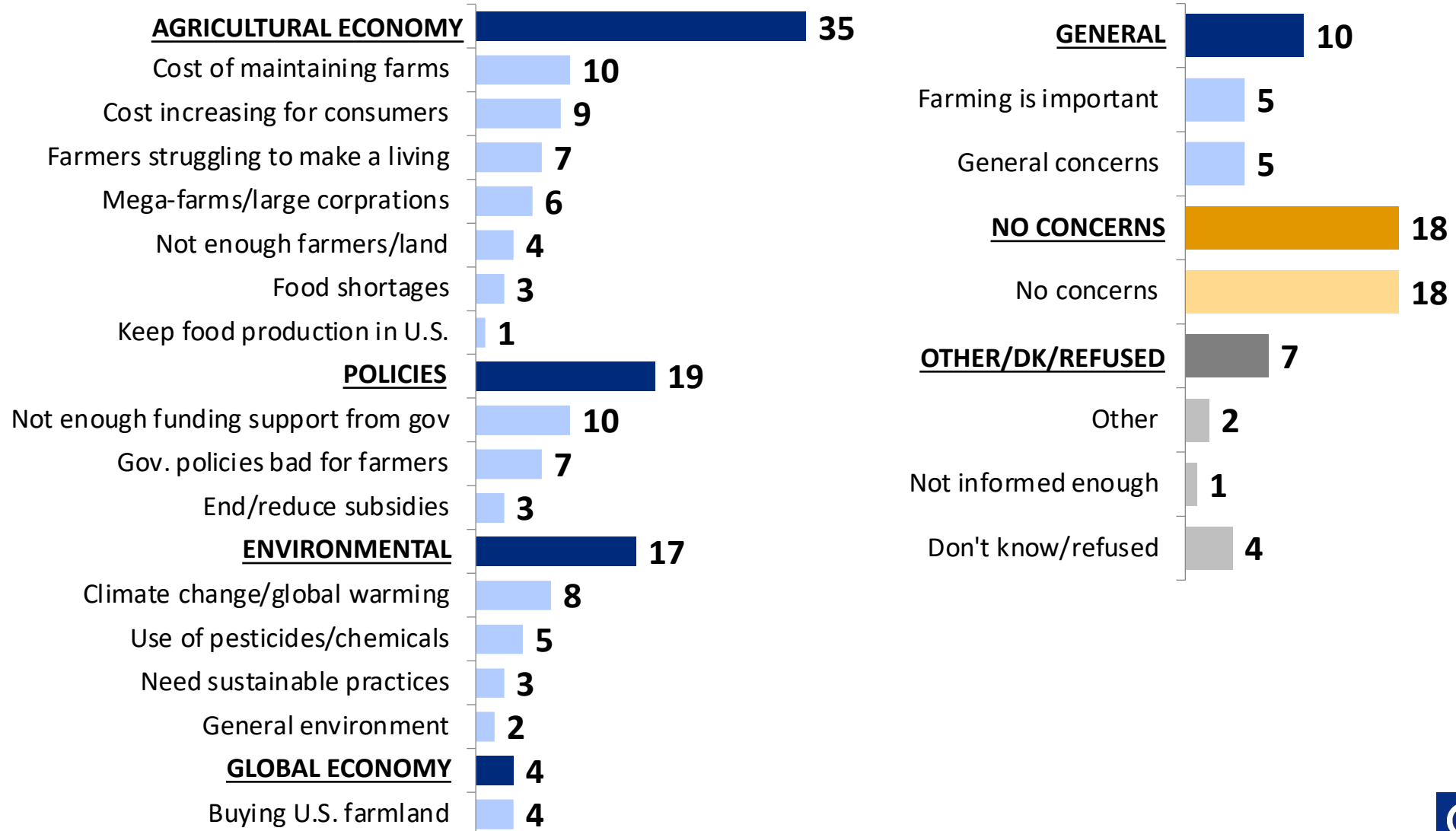
# And over the years, want more funding to the Farm Bill, no appetite to decrease funding

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 SNAP, formerly called Food Stamps. The U.S. Farm Bill expires this year. From what you know, do you generally think funding for the Farm Bill should be increased, decreased, or stay the same?



# 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 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. Please indicate which statement is closer to your own view, even if it is not exactly right.

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

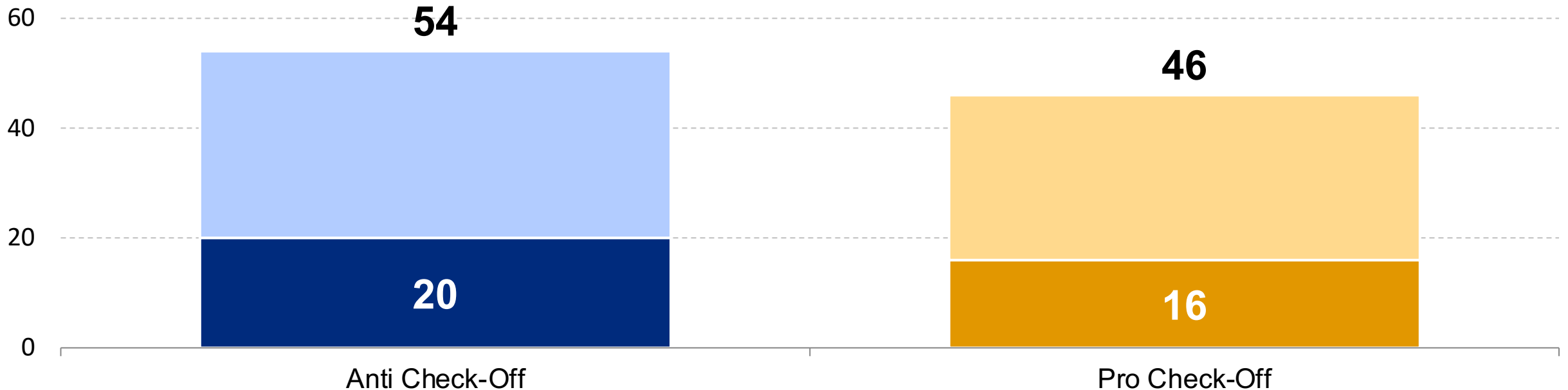
**(POOLING)** Some say that these programs help farmers by pooling resources for research, to increase demand and a promotion for those products.

■ Anti, much more

■ Anti, somewhat more

■ Pro, much more

■ Pro, somewhat more



\*Language asked in January 2023 survey

# Respond better when farmers are validators

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. Please indicate which statement is closer to your own view, even if it is not exactly right.

**(CHECKOFF)** Others believe these "checkoff" programs are not transparent and serve to support agriculture companies, the largest producers, enrich lobbyists, and do not represent their best interests. Farmers are skeptical and are kept ignorant of where their dollars go.

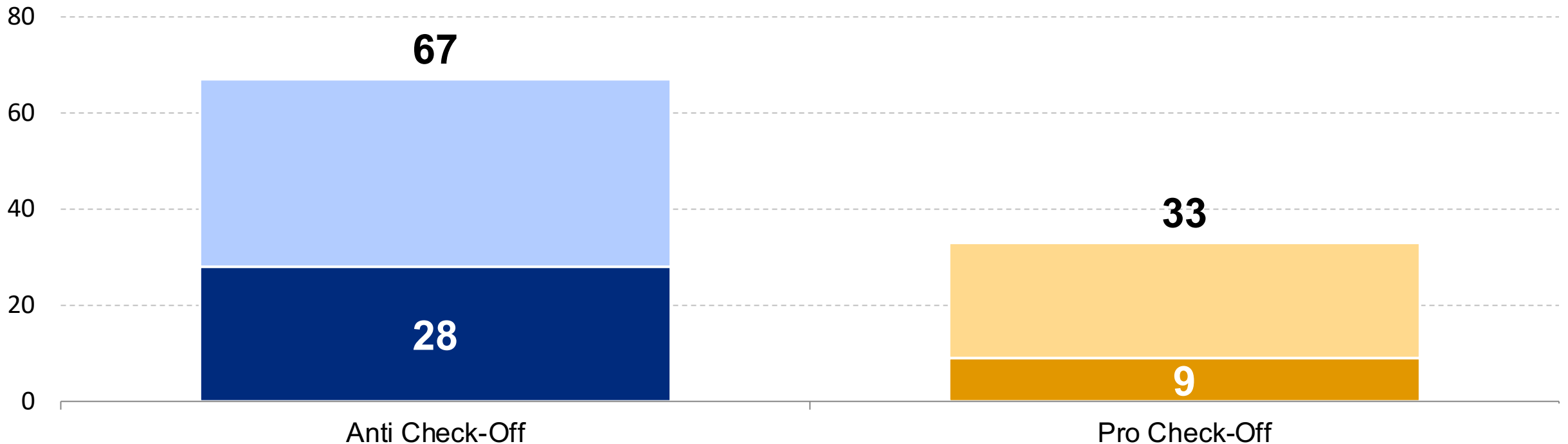
**(POOLING)** Some say that these programs help farmers by pooling resources for research, to increase demand and a promotion for those products.

■ Anti, much more

■ Anti, somewhat more

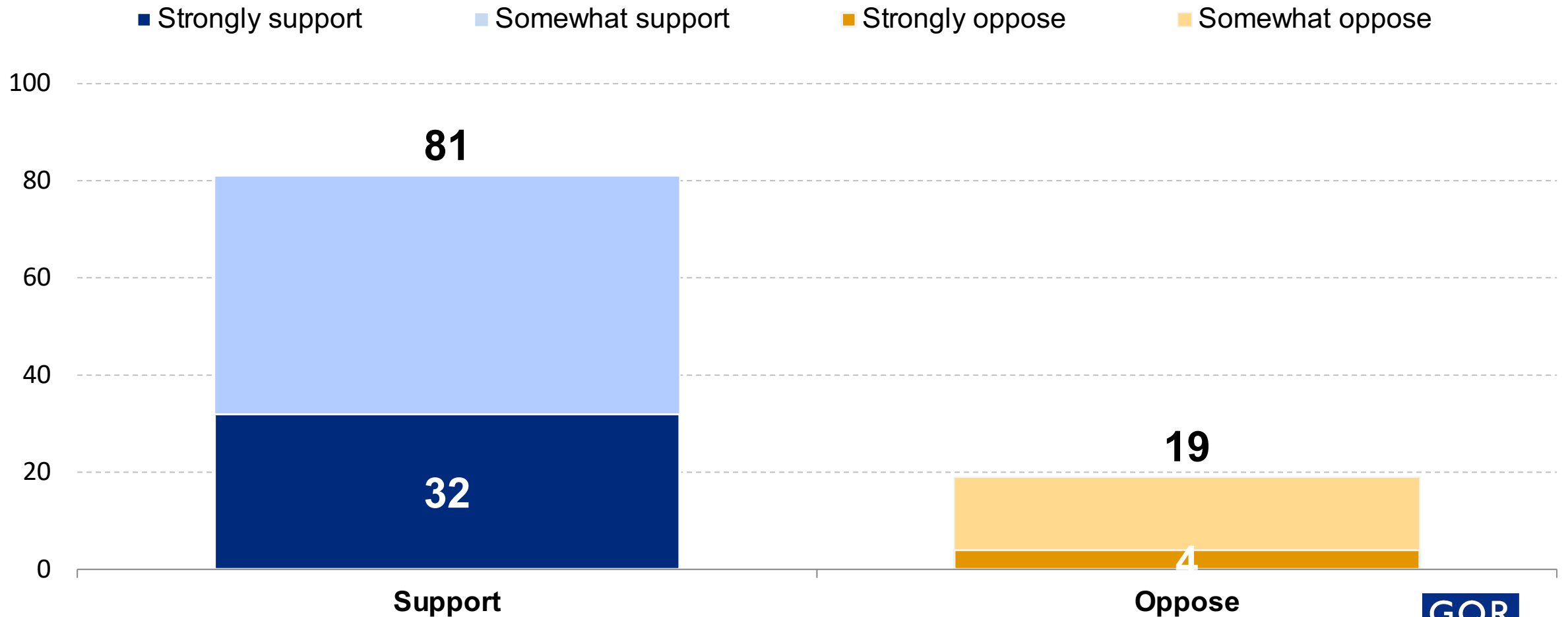
■ Pro, much more

■ Pro, somewhat more



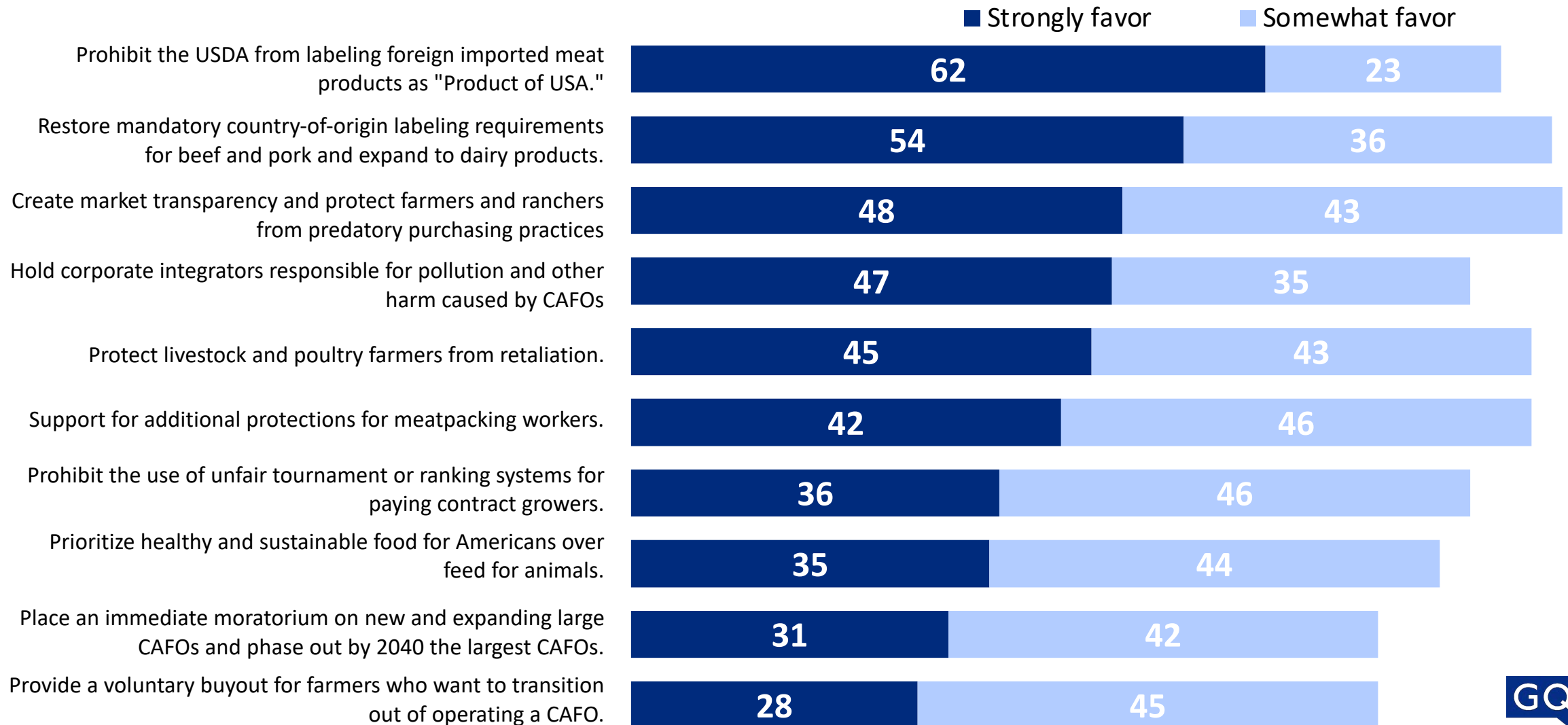
# Regardless, voters support prohibiting checkoff programs from contracting with lobbying groups and engaging in conflict of interests

Regardless of your opinion of checkoff programs, would you support or oppose legislation that prohibit checkoff programs from contracting with groups that lobby on agriculture policy, and banning employees and agents of checkoff boards from engaging in activities that could involve a conflict of interest?



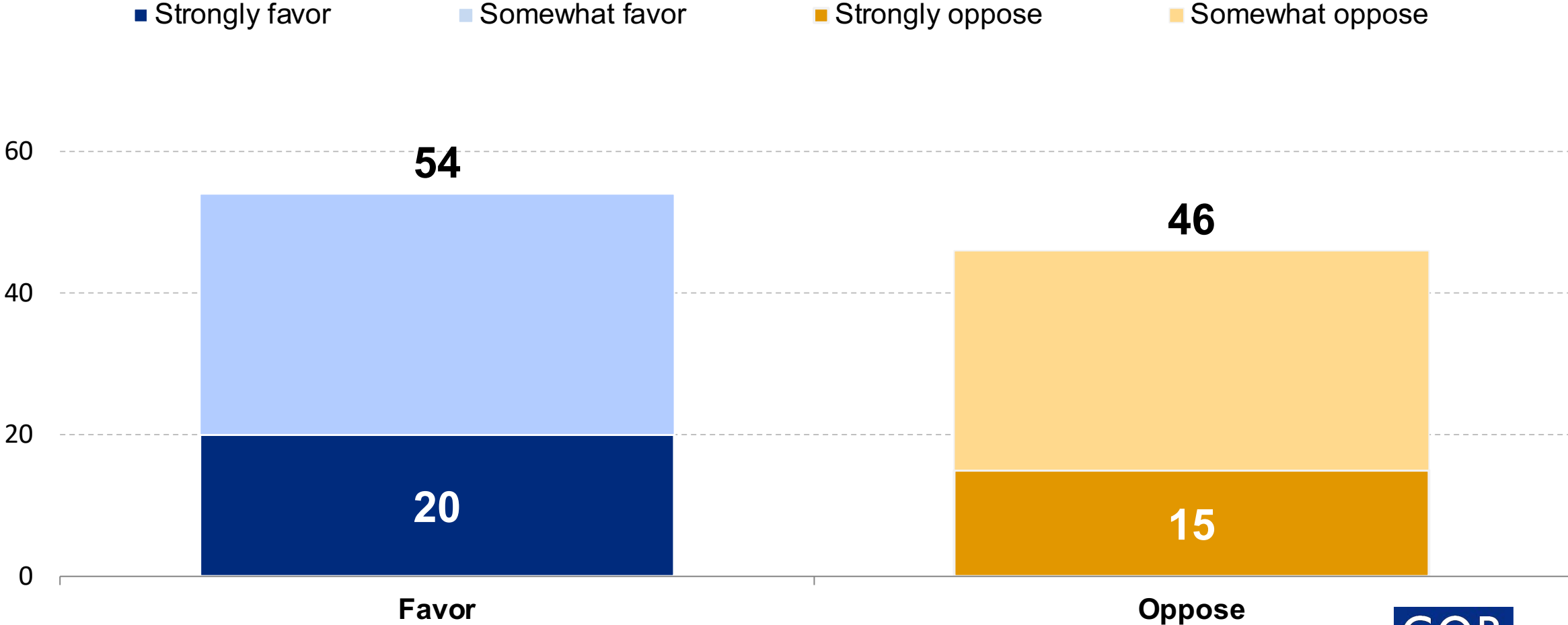
# General approval of proposed policies

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 favor or oppose this proposal.



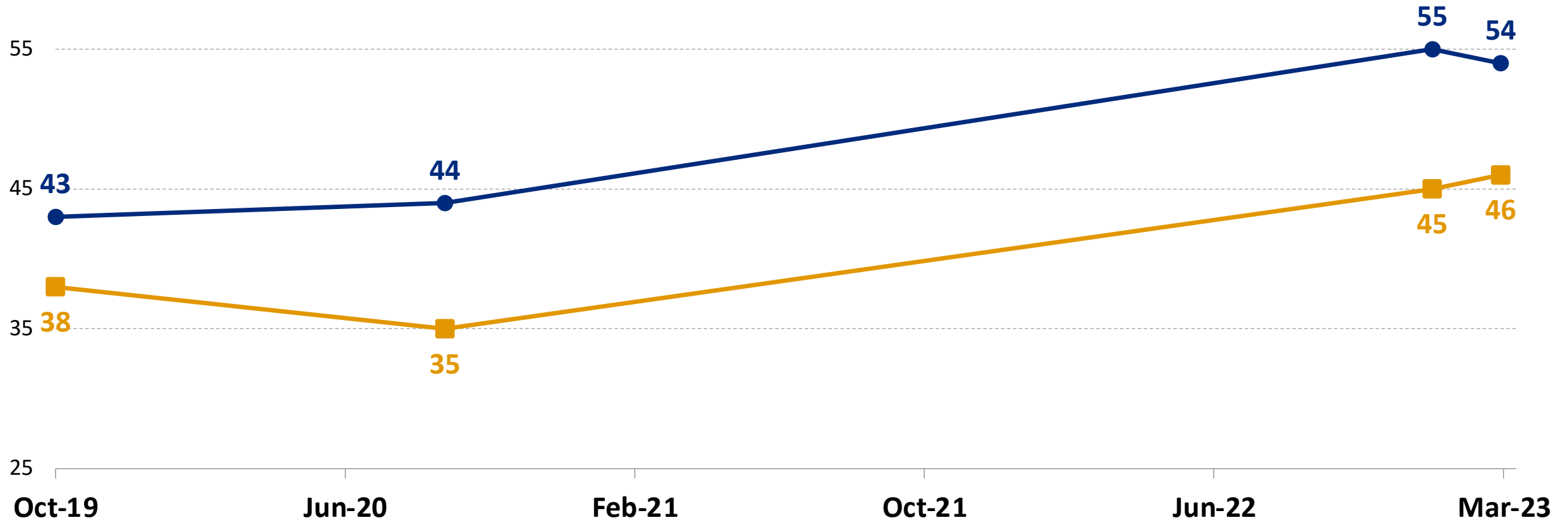
# Just over half of voters support a national moratorium of CAFOs

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?



# 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?*





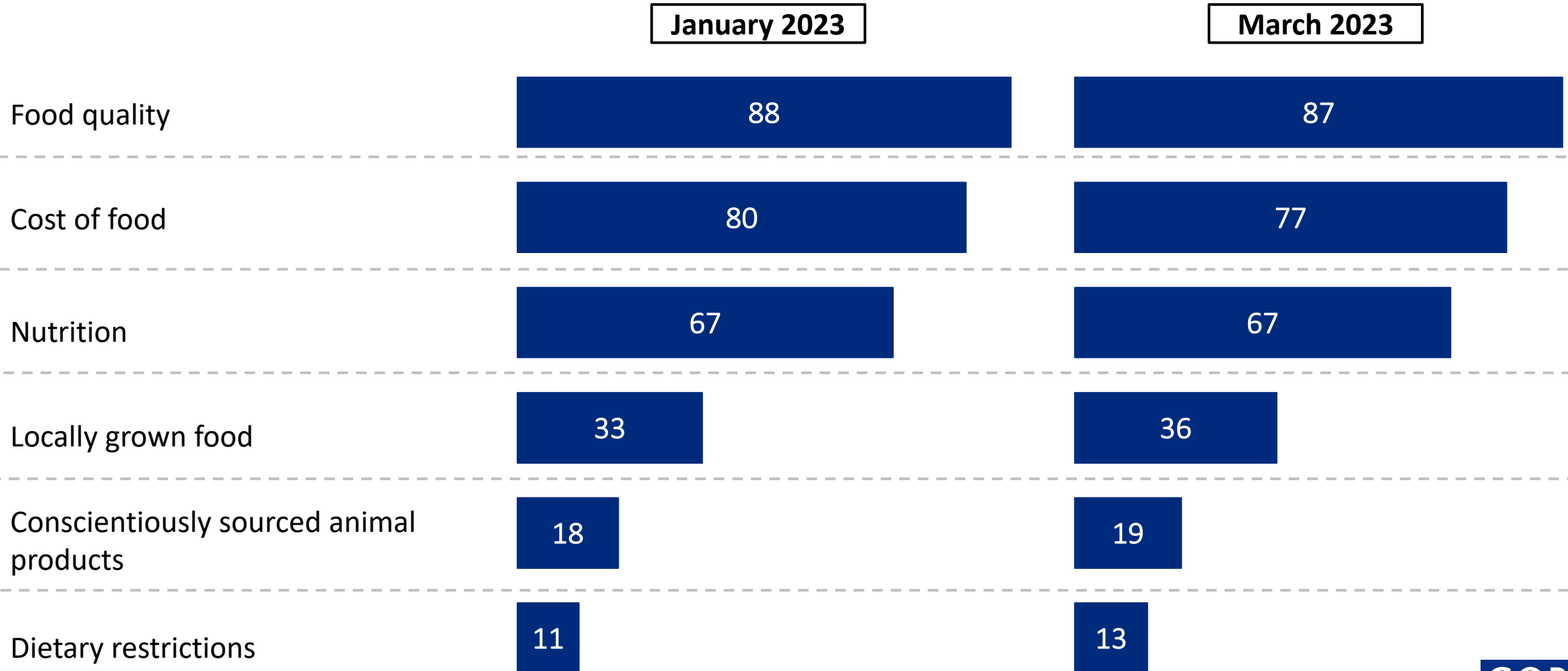
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# Healthy Food and Sustainability

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# Food quality and cost are top priorities when buying food

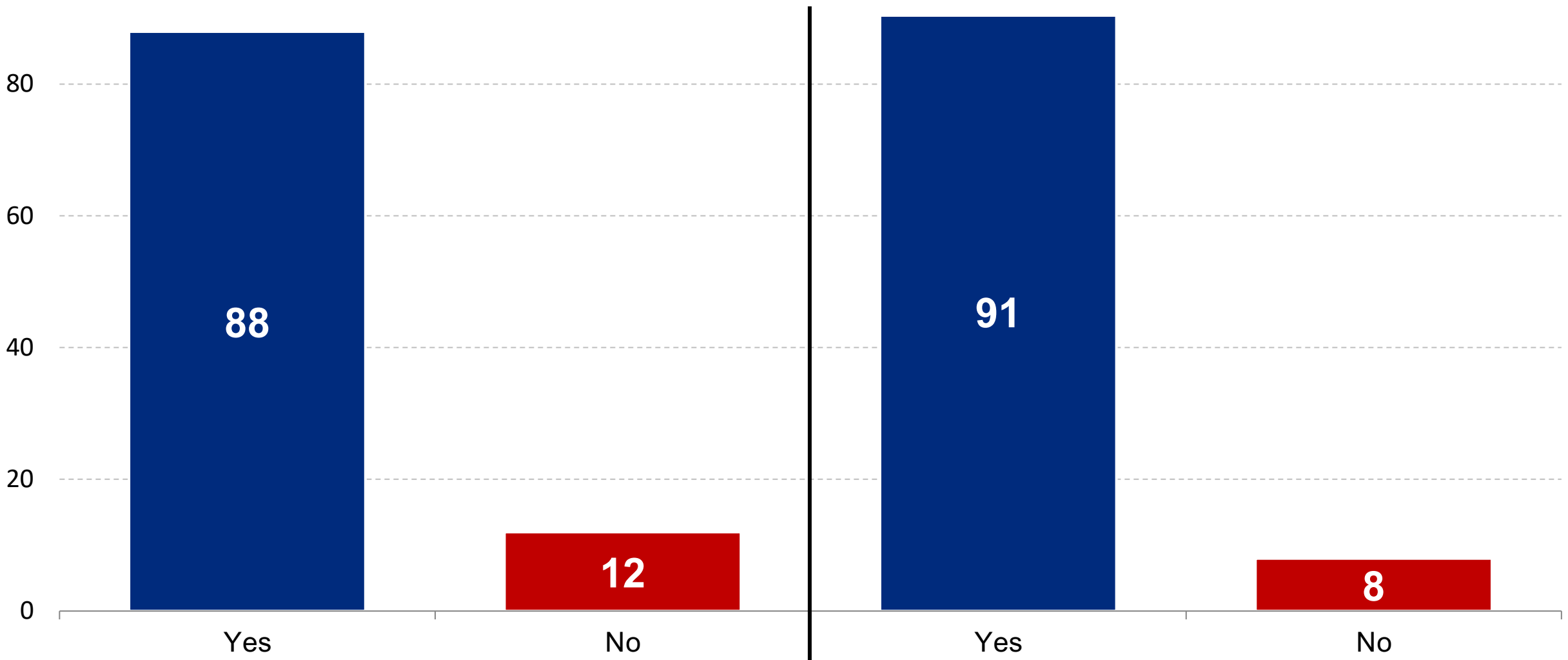
Which *THREE* of the following are your top priorities when buying food?





# Large majority believe agricultural policies should be aligned to support healthier foods

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

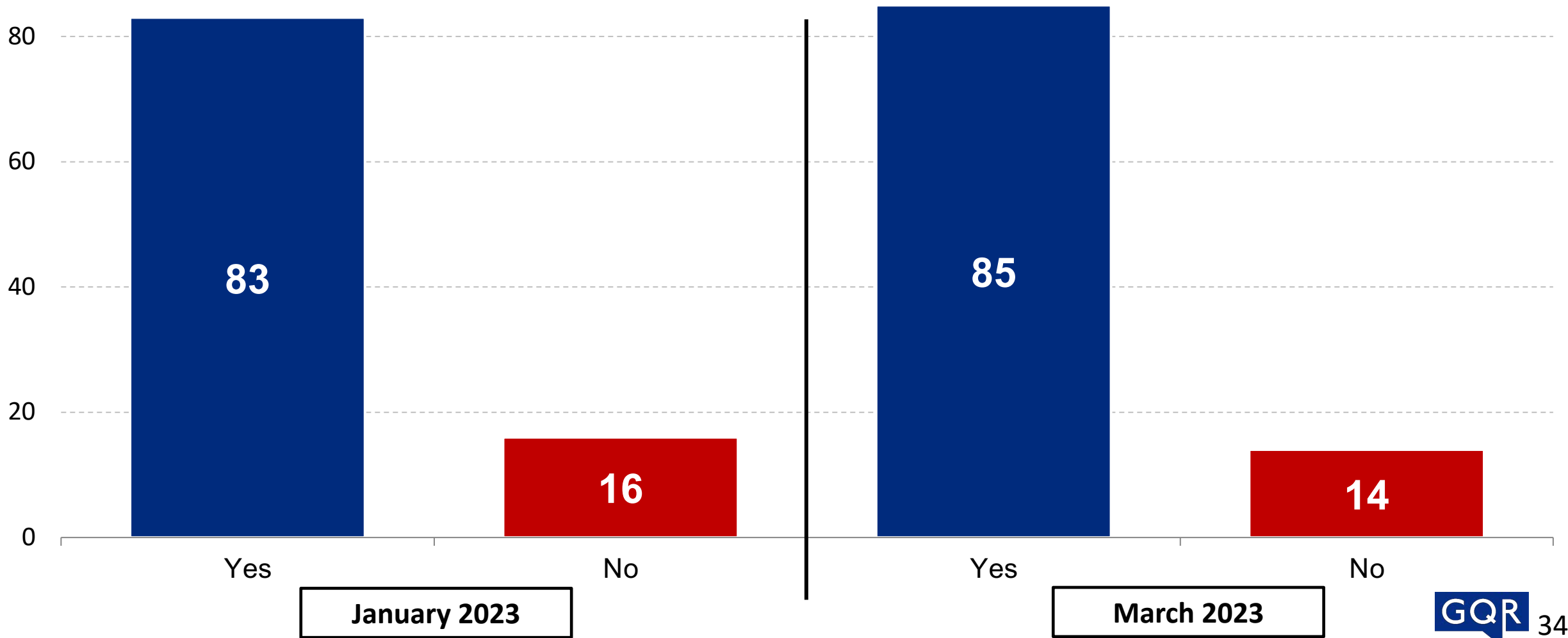


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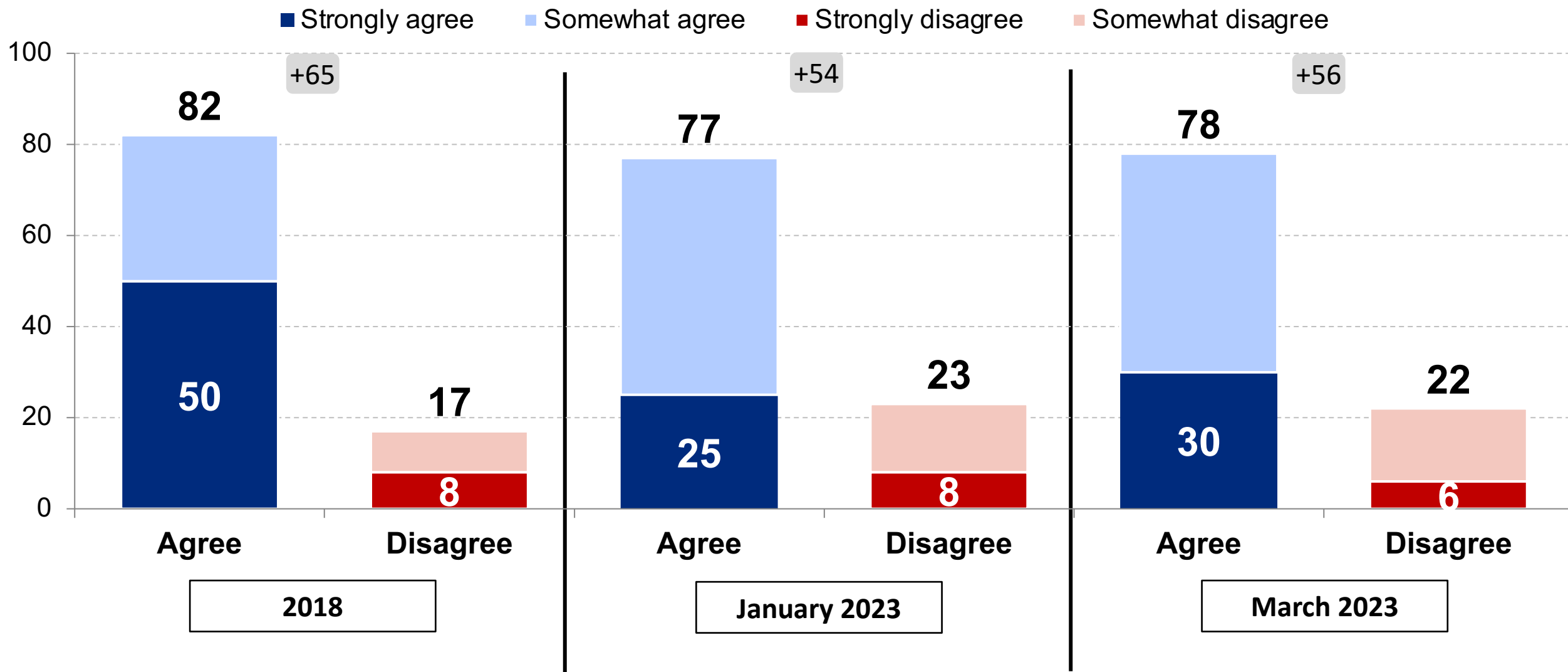
# Little difference when health care is included in message

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?



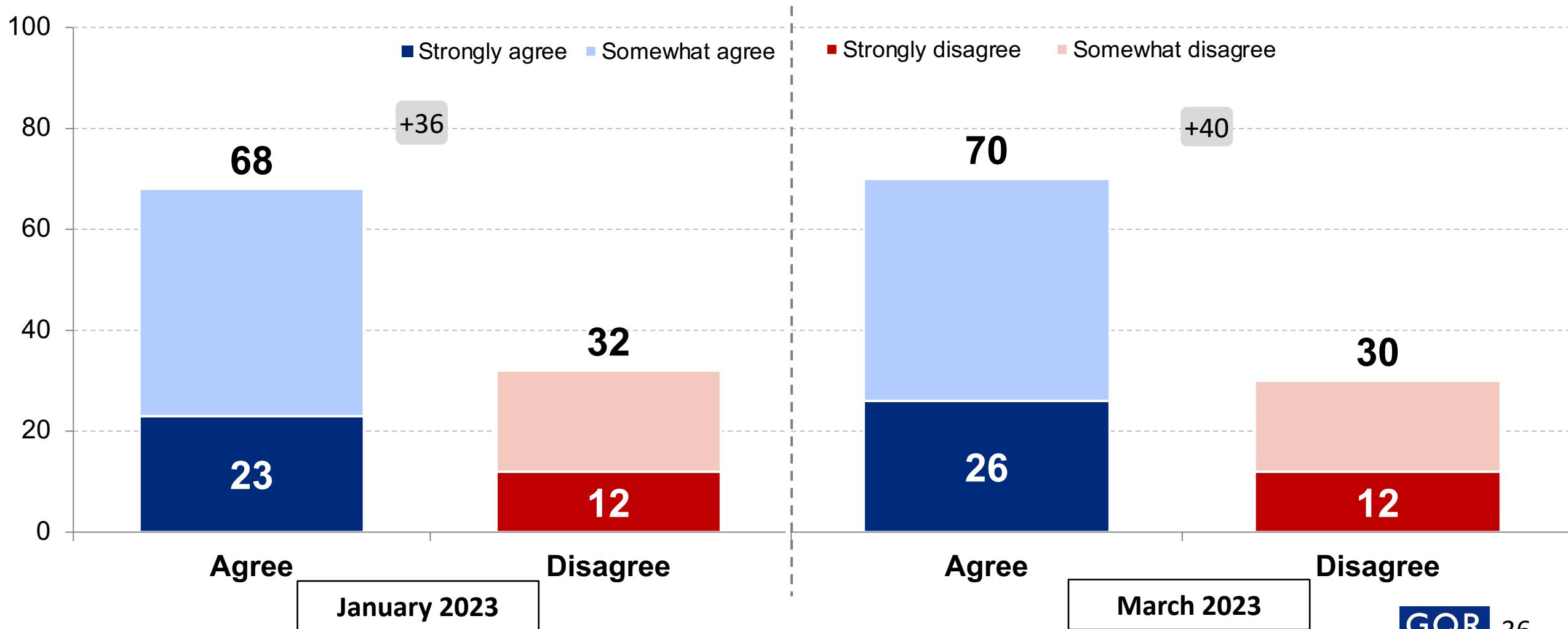
# Slight decrease from 2018 in willingness to pay more for food if it was grown locally

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.



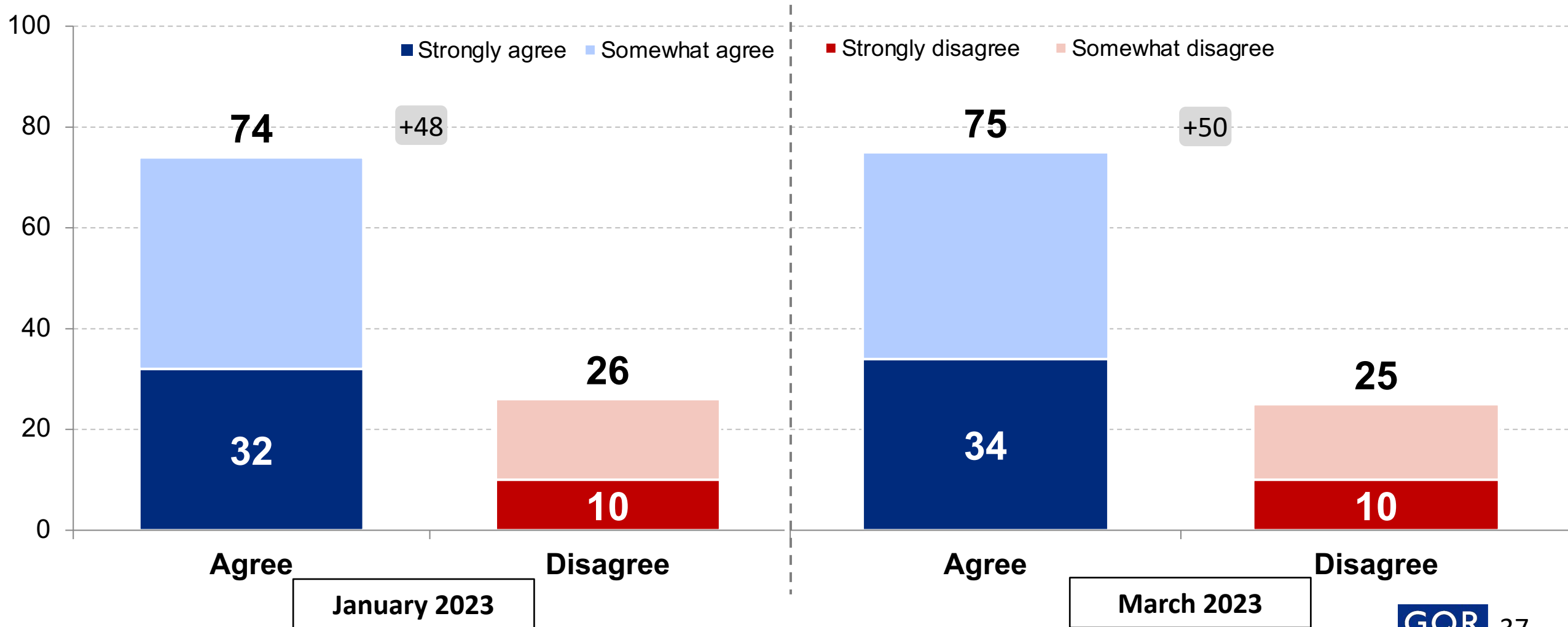
# But willing to pay more for food if it was grown through sustainable practices

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.



# And 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 food if animals are not raised in overcrowded conditions and instead in smaller, family-owned farms.





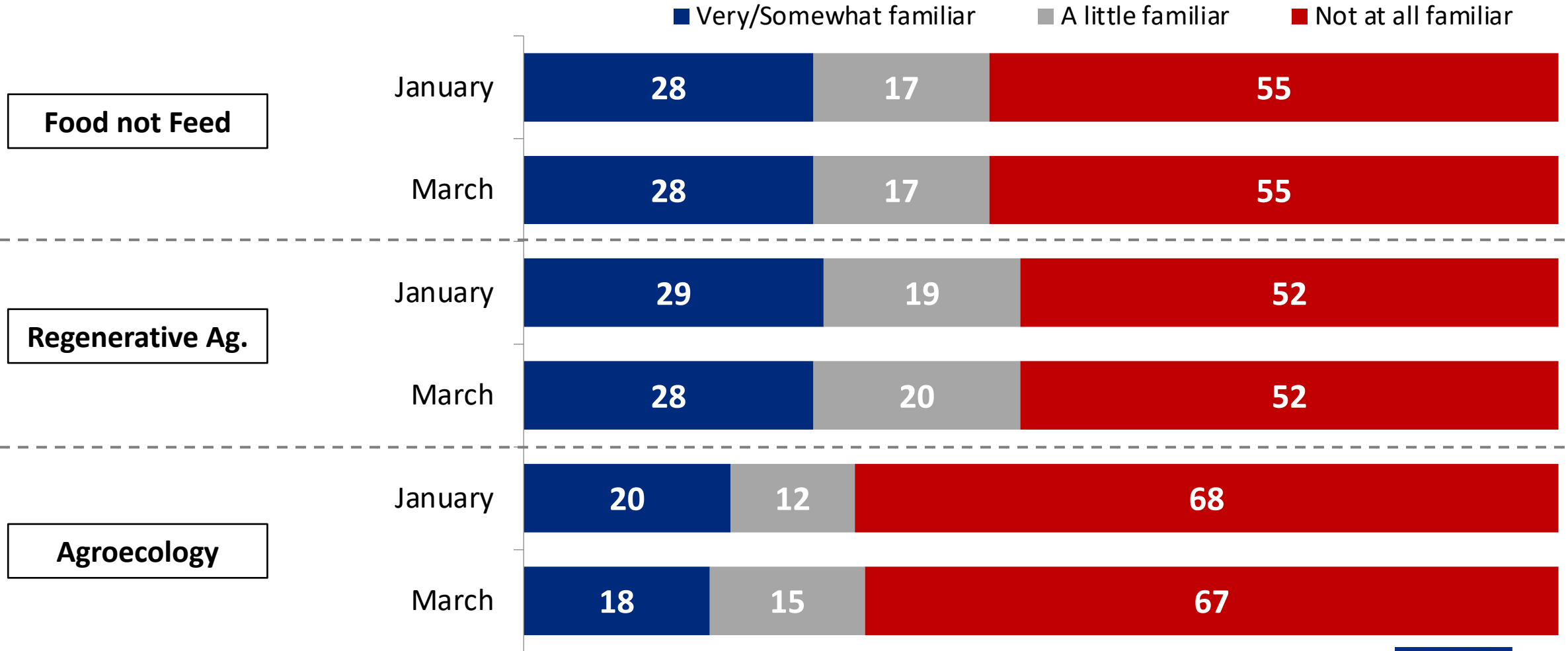
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## **Familiarity with terms**

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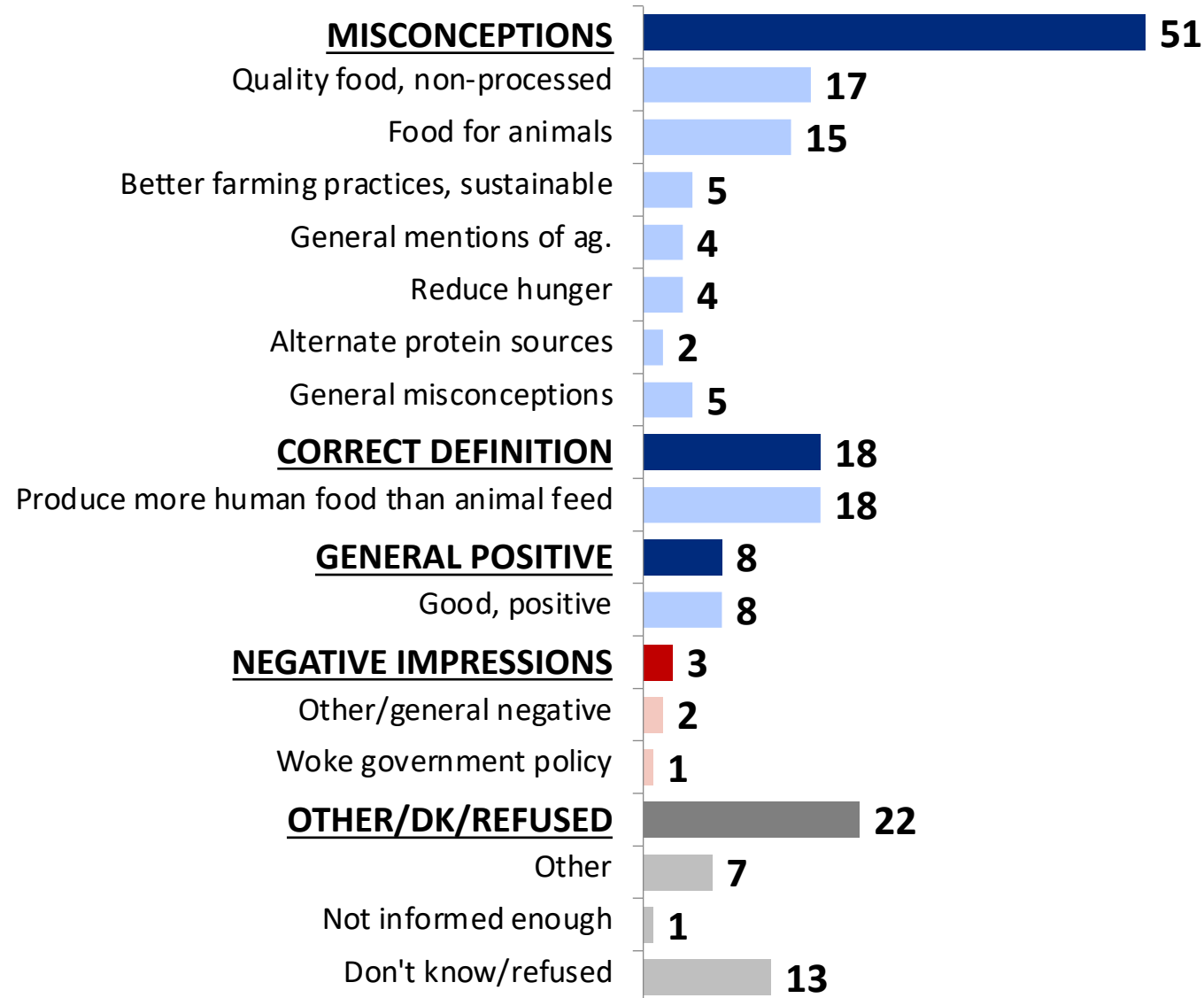
# Most are not familiar with more technical agricultural terms

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.



# 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?



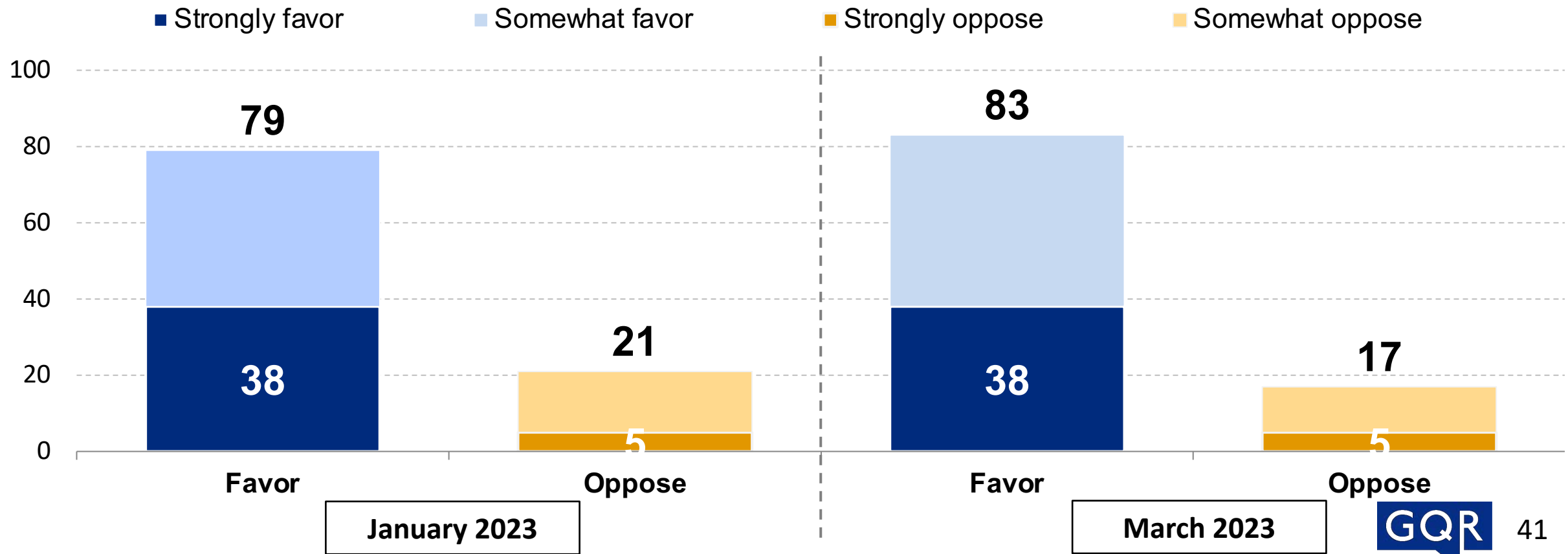


# But strong support after learning about Food Not Feed

*Now here is some more information about Food not Feed.*

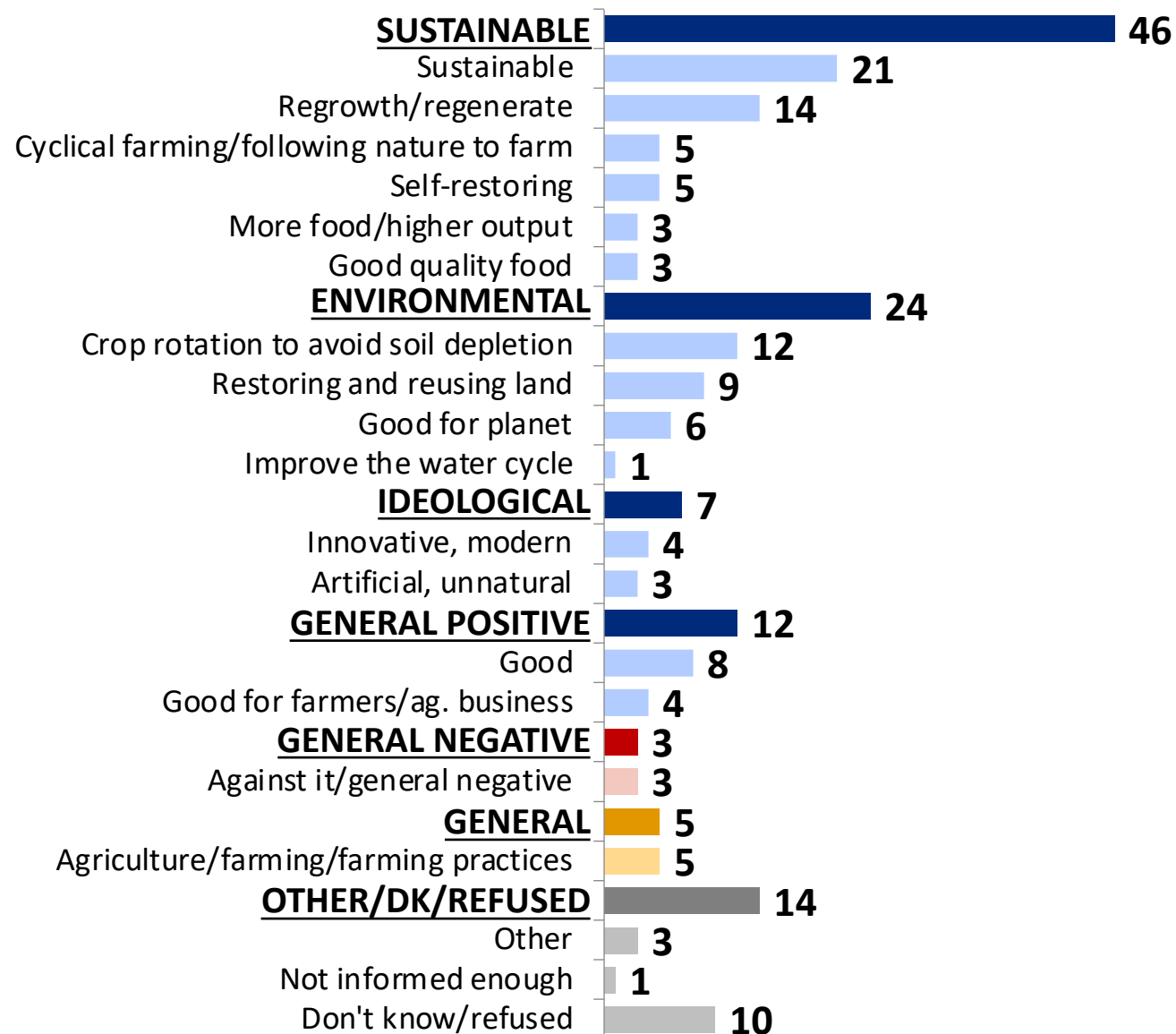
*Food not Feed is a campaign that includes a broad coalition of farmers, consumers, healthcare professionals, small businesses, and advocates striving to change the current industrial agricultural landscape from prioritizing feed for animals to prioritizing healthy and sustainable food for Americans.*

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



# 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?

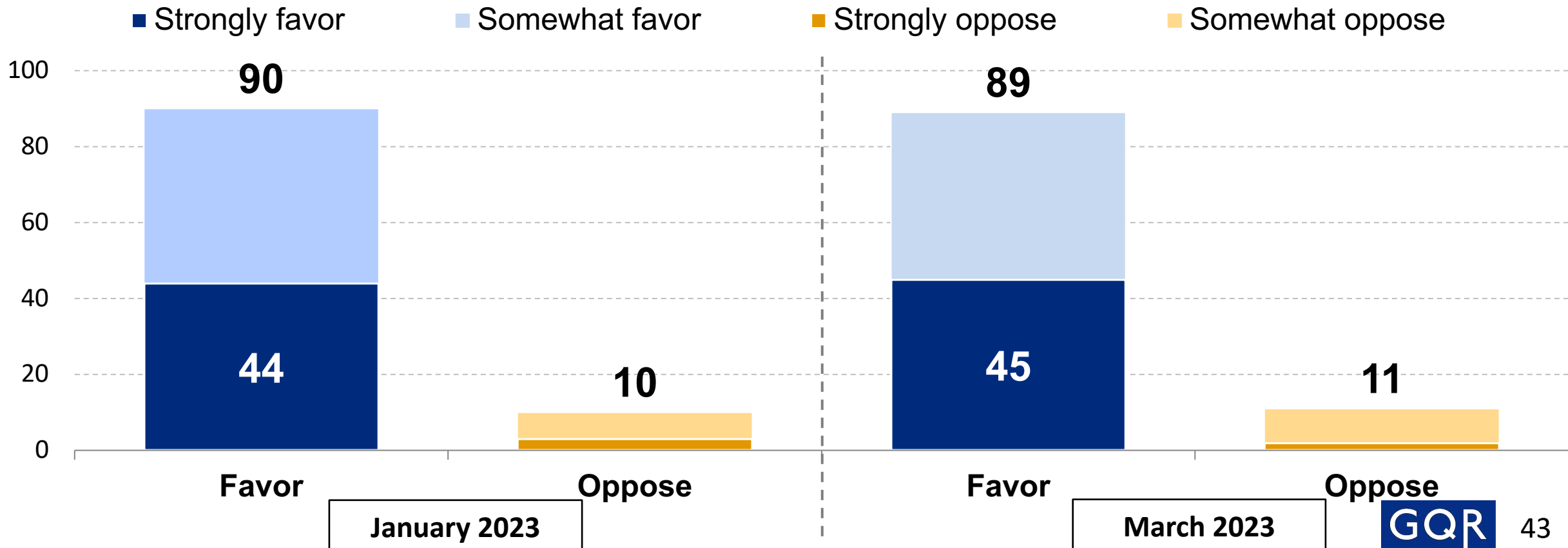


# Support for regenerative agriculture high when voters learn what it is

Now here is some more information about regenerative agriculture.

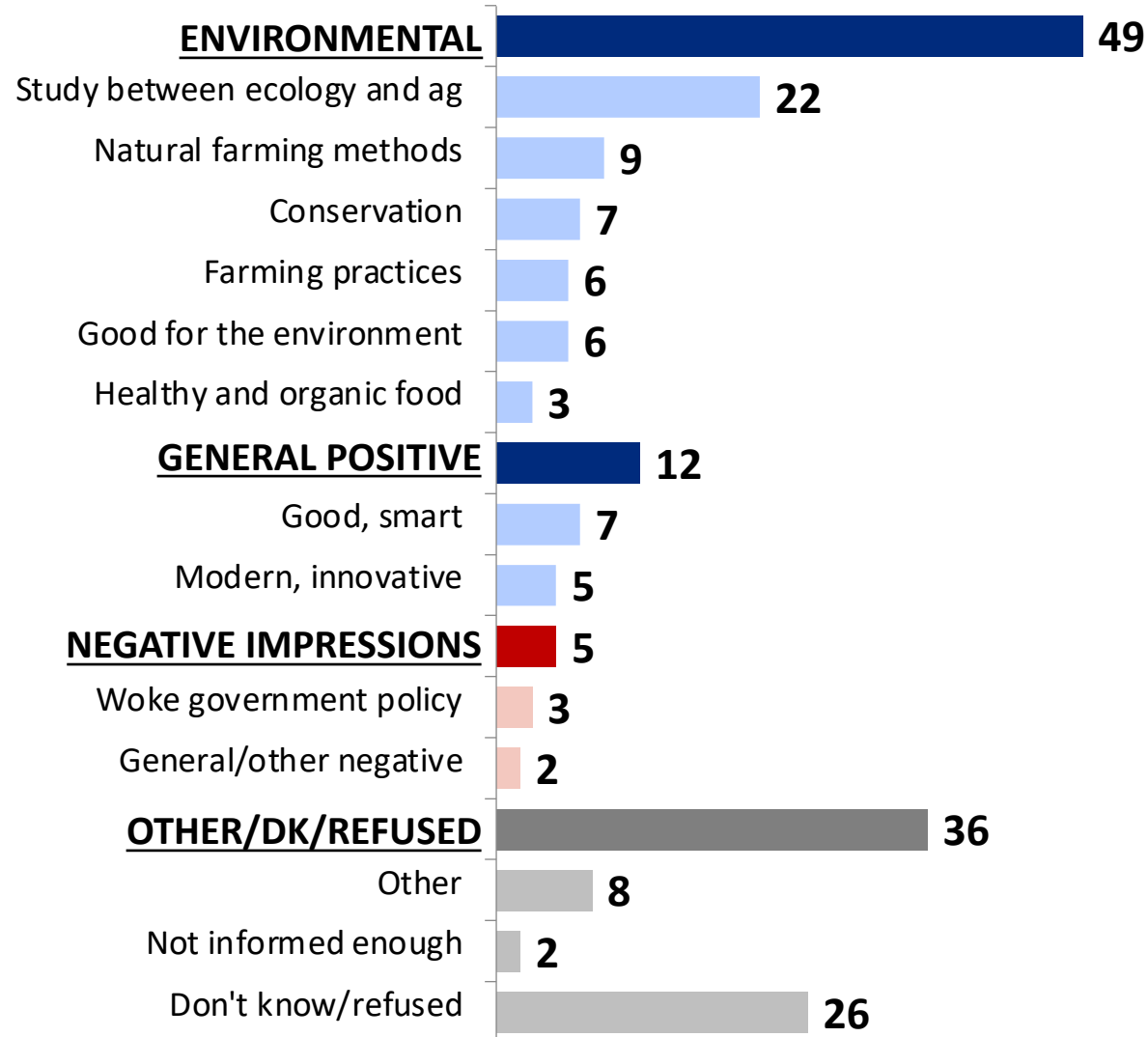
Regenerative agriculture seeks to build upon and restore natural ecosystems and includes reducing disturbance of the soil, minimizing chemical inputs, and increasing crop and animal diversity.

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



# 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?

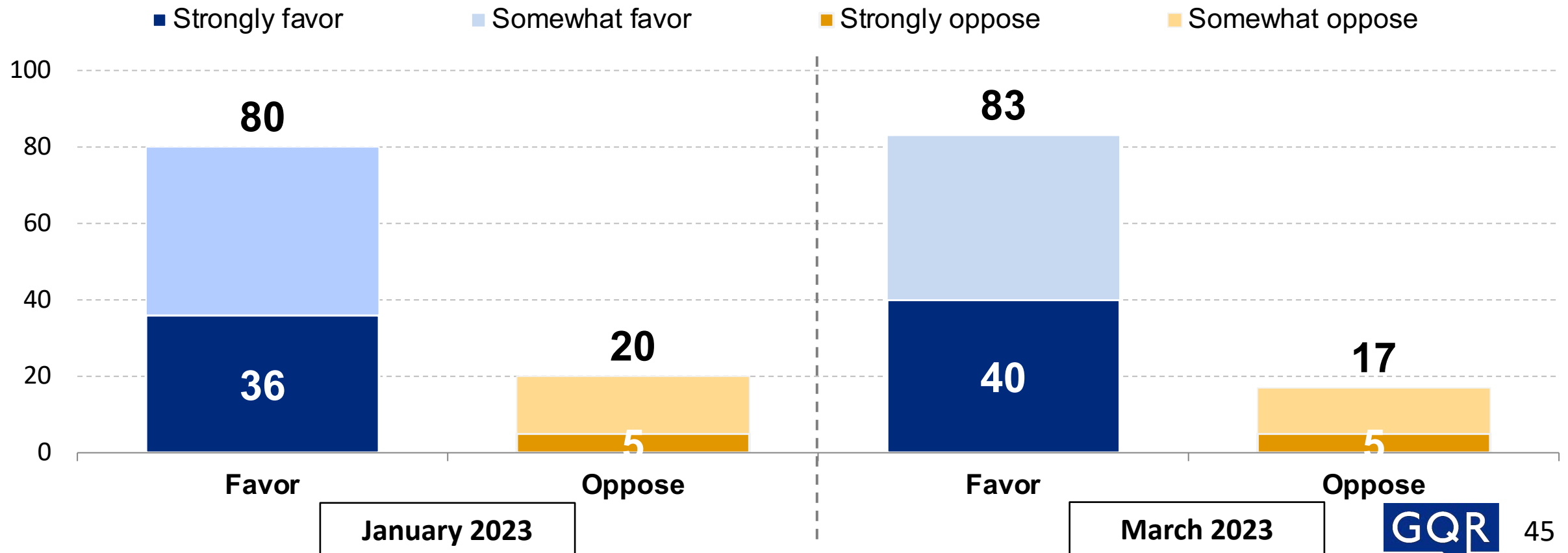


# When agroecology is explained, support is high

*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?*



# Key findings

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- Findings are incredible stable showing deep and broad support for sustainable practices and policies.
- Farm Bill:
  - Voters are not familiar with the Farm Bill, but they are favorable to policies that center around prioritizing healthy/locally grown food, protecting meatpacking workers, general market transparency, holding corporations responsible for pollution, and more accurate labeling.
- CAFOs:
  - A majority of voters (55 percent) support a CAFO moratorium. Support increases when framed with context from the EPA and in the context of other policies centered around sustainable and safe practices.
- Check Off Programs:
  - Most believe checkoff programs serve lobbyists and the largest producers, but it is important to include how farmers themselves are skeptical of these programs.
- Food Not Feed:
  - Voters clearly support growing food for their neighbors over producing food for livestock.



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# Thank you

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