



# **Agricultural Labor Promotional Toolkit**

## **Headline Messages:**

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- Farmers, ranchers and growers respect and rely on their employees who play a critical role in delivering a safe, healthy and affordable food supply to families across America.
- Many farms employ the same workers for years, even decades, and build a strong community as they work alongside each other.
- We are in the midst of an agricultural labor crisis.
  - America has lost approximately 200,000 farms since 2017, according to USDA.
  - Only 182 positions out of over 415,000 advertised on farms (less than 0.04%) received a domestic applicant in fiscal year 2025.
  - The demand for seasonal H-2A visa guest workers has risen to more than 400,000 in agriculture, yet the need is much greater and year-round.
- The current guest worker system is flawed. For decades, the federal government has failed to provide farmers, ranchers and growers with a modernized, streamlined system to sustain a workforce.
- Continued domestic labor shortages limit U.S. farmers' ability to grow the nutritious food our country depends on for our health and well-being.
- Farmers, ranchers and growers are going out of business or turning to less labor-intensive options because they can't find the workers they need.
- We urge Congress to pass meaningful farm labor legislation to deliver the certainty farmers need to continue producing healthy, affordable food, fuel and fiber for America's families.

## **Securing Agriculture's Workforce Act:**

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The Securing Agriculture's Workforce Act (HR 9535), introduced by House Agriculture Committee Chairman Glenn 'GT' Thompson (R-PA), delivers the comprehensive, long-overdue reform that American farmers, ranchers, and growers need to sustain a legal, reliable workforce that supports a stable food supply. Congress should pass this legislation immediately.

### **Expands Access**

- Removes the outdated requirement that work must be "seasonal" in nature, allowing year-round farm operations that have been left out of the current system to access the H-2A program.
- Retains the requirement that work be "temporary," defined as a job contract of 350 days or less.

- Modernizes the definition of “agricultural labor or services” to address the full diversity of today's farm sector, with authority to further define this transferred to the Secretary of Agriculture.

## **Controls Costs**

- Codifies the Adverse Effect Wage Rate (AEWR) methodology as recently reformed, providing farmers and workers with certainty and stability instead of ongoing rulemaking and litigation.
- Reduces administrative and compliance costs by simplifying program requirements across the board.
- Continues to ensure U.S. workers are not adversely affected.

## **Streamlines & Modernizes**

- Mandates creation of a centralized online platform for timely employer-agency interactions and correspondence.
- Clarifies the roles of federal agencies to eliminate duplication and ensure consistent interpretation and implementation.
- Provides commonsense flexibilities for the dynamic nature of agricultural production while maintaining strong, rules-based standards.

## **Social Media Messages:**

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- Many farms employ the same workers for years, even decades, and build a strong community as they work along side each other. <https://bit.ly/3Tda9xW>
- Agricultural labor challenges are impacting farmers, ranchers and the nation's food supply. <https://bit.ly/3Tda9xW>
- Continued ag labor shortages limit U.S. farmers’ ability to grow the nutritious food our country depends on for our health and well-being. Learn more about the challenges facing farmers and ranchers across the country. <https://bit.ly/3Tda9xW>
- Families want fresh, American-grown food. But that only happens if farmers have the workforce to produce it. Learn more. <https://bit.ly/3Tda9xW>
- We are in the midst of an agricultural workforce crisis. The current guest worker system is flawed. For decades, the federal government has failed to provide farmers, ranchers and growers with a modernized, streamlined system to sustain a workforce. <https://bit.ly/3Tda9xW>

## Social Media Graphics:



### **Addressing the Labor Crisis**

America has lost approximately  
175,000 farms since 2017,  
according to USDA.

[AgWorkforceCoalition.Org](http://AgWorkforceCoalition.Org)

The background of the entire page is a photograph of farm workers in a field. In the foreground, a man in a dark jacket and a blue baseball cap is bent over, working in the soil. Behind him, several other workers are visible, some wearing hats and bright clothing like a yellow shirt. They are all engaged in manual labor, likely harvesting, in a large, open field under a cloudy sky. A white truck is partially visible in the background on the left.

## **Addressing the Labor Crisis**

We urge Congress to pass meaningful farm labor legislation to deliver the certainty farmers need to continue producing healthy, affordable food, fuel and fiber for America's families.

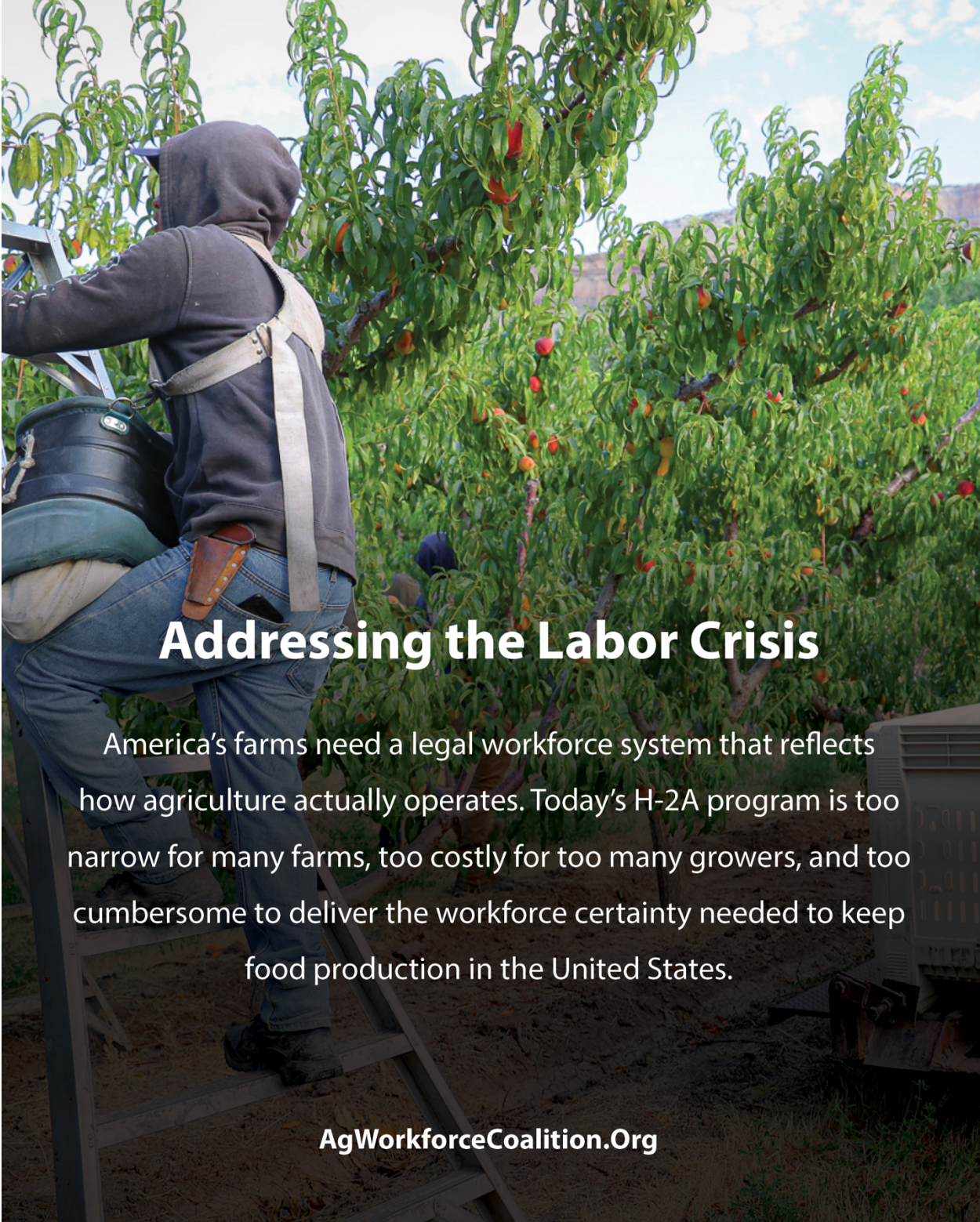
**[AgWorkforceCoalition.Org](http://AgWorkforceCoalition.Org)**

The background of the entire page is a photograph of an orchard. In the foreground, there are several trees with green leaves and some ripe, reddish-orange fruit. Two workers are visible in the mid-ground, reaching into the trees to harvest. One worker is wearing a blue jacket and a dark cap, and the other is wearing a light green shirt and a white cap. They are both wearing backpacks. The scene is brightly lit, suggesting a sunny day.

## **Addressing the Labor Crisis**

Farmers, ranchers and growers respect and rely on their employees who play a critical role in delivering a safe, healthy and affordable food supply to families across America.

**[AgWorkforceCoalition.Org](http://AgWorkforceCoalition.Org)**

The background of the entire page is a photograph of a worker in an orchard. The worker is seen from the side, wearing a grey hoodie, blue jeans, and a tan safety harness. They are standing on a metal ladder or scaffolding, reaching into a tree filled with green leaves and small red fruit. The sky is blue with some clouds. The text "Addressing the Labor Crisis" is overlaid on the lower half of the image.

## Addressing the Labor Crisis

America's farms need a legal workforce system that reflects how agriculture actually operates. Today's H-2A program is too narrow for many farms, too costly for too many growers, and too cumbersome to deliver the workforce certainty needed to keep food production in the United States.

**[AgWorkforceCoalition.Org](http://AgWorkforceCoalition.Org)**