



Farmers Launch New Campaign to Highlight Growing Crisis of Labor Shortages for U.S. Agriculture

WASHINGTON – Today, a broad coalition of U.S. farmers launched Grow It Here, a new advocacy campaign focused on bringing attention to mounting agricultural labor shortages, which imperil American family farms and lead to higher food prices. With spokespeople from across the country, representing commodities from livestock to dairy to produce, Grow It Here will elevate farmer voices to speak on the need for ag labor reform and the importance of a robust workforce for the success of American farms.

“A strong and stable agricultural workforce is essential for keeping farms in business and food affordable for American families,” said Kristi Boswell, Grow It Here advisor and former senior USDA official under the first Trump administration. “Farmers are currently experiencing a labor crisis that is jeopardizing the profitability and future of family farms throughout the country and across commodities. Without a dependable workforce, we risk losing these farms and moving more of our food production overseas – forcing Americans to rely on imported produce. Modernizing our agricultural workforce policies is critical to supporting local farms, strengthening rural economies, and ensuring that American consumers can continue to enjoy safe, affordable, and locally grown food.”

Per the U.S. Department of Agriculture, from 2020-2022, nearly 70 percent of crop farmworkers were foreign born, and the number of seasonal H-2A agricultural visa workers has increased more than sevenfold from 2005-2022 - highlighting the shortage of domestic farmworkers. A Labor Department document issued last week [noted](#) that policies that weaken the stability of this agricultural workforce threaten domestic food production and could lead to higher food prices for American consumers.

“The biggest threat to my farm isn’t the weather or the markets, it’s a lack of workers,” said Brandon Batten, a Grow It Here spokesperson and owner of Triple B Farms, in Johnston County, NC. “We can’t plant, harvest, or pack crops without enough hands in the field. Every year it gets harder to find the labor we need, and that uncertainty puts the future of our operation, and our community, at risk.”

Grow It Here and its farmer network will serve as a quick and forceful resource, providing on-the-ground perspectives on the need for a robust workforce. The organization will also drive the

narrative proactively, through listening sessions and conversations with farmers and policymakers at events throughout the country in the coming months.

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About Grow It Here:

Grow it Here is working to provide a voice of reason on the impact of policies that undercut American agricultural competitiveness. The campaign will amplify on-the-ground expertise from farm economy experts, support practical approaches from Congress and the administration to address this issue, and organize listening sessions and fact-finding information gathered from conversations with farmers across the nation.

Together, these efforts aim to ensure that American agriculture remains strong, sustainable, and supported by policies that reflect the realities of the modern farm economy.

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