

## **#FairTradeForFloridaFarmers - Social Media Toolkit**



On April 7, Florida growers of fresh fruits and vegetables will testify before U.S. trade officials and others of the severe economic losses they have suffered from 20 years of unfair competition from Mexico.

**Tuesday, April 7, 2020**  
**9:00 a.m. at the Grimes Family Agricultural Center**  
**2508 W Oak Ave, Plant City, FL 33563**

### **WHY IS THE HEARING BEING HELD?**

U.S. trade officials are holding the public hearing to learn directly from Florida farmers about the harm that Mexico's unfair trade practices have caused and seek feedback on how the Administration can remedy the harm.

For more than two decades, the Mexican government has funded elaborate aid programs subsidizing virtually all aspects of specialty crop production. Those subsidies, coupled with Mexico's cheaper, ample labor supply, have made Mexico the largest exporter of fruit and vegetable produce to the U.S. market during Florida's winter growing season.

Without effective and timely relief, multigenerational family farms will continue to shut down, and specialty crop production in the Southeast will ultimately disappear. American consumers will be forced to rely solely on foreign-sourced fresh fruits and vegetables during significant periods of the year. Florida growers are counting on the Administration to launch effective trade remedies to restore market fairness.

### **HOW CAN I HELP?**

We have prepared a convenient social media toolkit with pre-written Twitter posts and graphics for you to use to urge the public to attend this hearing in support of our farmers. The more people who are at the hearing, the bigger the impact. We are optimistic that with your help, we can secure a viable solution for Florida growers in an effective, timely manner.

### **WHEN SHOULD I POST?**

We recommend you post several times in advance of the hearing, from now through April 7. We also encourage you to tailor these posts to suit your experience as a farmer or as a consumer of fresh Florida produce.

**FOR MORE INFORMATION**, go to [www.ffva.com/trade](http://www.ffva.com/trade).

### **SAMPLE SOCIAL MEDIA POSTS:**

*Pair any graphic on the next page with any of the sample tweets.*

Florida farmers have lost production, acreage, sales and jobs from Mexico's unfair trade practices. Next will be their ability to produce fruits and vegetables. Show your support for Florida farmers on April 7 in Plant City.

#FairTradeForFloridaFarmers [www.ffva.com/trade](http://www.ffva.com/trade)

Florida fruit and vegetable farmers will testify to the Administration April 7 to describe the extreme losses they have suffered from 20 years of unfair competition from Mexico. Attend the hearing to show your support for #FairTradeForFloridaFarmers [www.ffva.com/trade](http://www.ffva.com/trade)

Help keep Florida fruit and vegetable production from disappearing: April 7 in Plant City. #FairTradeForFloridaFarmers [www.ffva.com/trade](http://www.ffva.com/trade)

Florida farmers have struggled to compete against Mexico's unfair trade practices for years. Now's our chance to change that. Show your support for #FairTradeForFloridaFarmers April 7 in Plant City. [www.ffva.com/trade](http://www.ffva.com/trade)

Florida fruit and vegetable growers are counting on a remedy to restore market fairness. Hear them testify for fair trade April 7 in Plant City. #FairTradeForFloridaFarmers [www.ffva.com/trade](http://www.ffva.com/trade)

#FairTradeForFloridaFarmers social media toolkit 3-06-20

Without trade relief, multigenerational family farms will continue to shut down. Show your support for #FairTradeForFloridaFarmers April 7 in Plant City. Learn more: [www.ffva.com/trade](http://www.ffva.com/trade)

Consumers shouldn't be forced to rely on foreign produce over fresh produce. Support #FairTradeForFloridaFarmers April 7 in Plant City. [www.ffva.com/trade](http://www.ffva.com/trade)

Mexico is now the largest exporter of fruits and vegetables to the U.S. due to an unfair trade advantage. Florida's farmers are fighting to stay in business. Support them as they testify April 7 in Plant City. #FairTradeForFloridaFarmers [www.ffva.com/trade](http://www.ffva.com/trade)

Support Florida fruit and vegetable farmers fighting against unfair trade practices: April 7 in Plant City. #FairTradeForFloridaFarmers [www.ffva.com/trade](http://www.ffva.com/trade)

**PUBLIC HEARING  
APRIL 7 AT 9:00 A.M.**  
2508 W OAK AVE  
PLANT CITY, FL 33563



**When farmers lose,  
we all lose.**



#FairTradeForFloridaFarmers  
LEARN MORE AT [WWW.FFVA.COM/TRADE](http://WWW.FFVA.COM/TRADE)

**PUBLIC HEARING  
APRIL 7 AT 9:00 A.M.**  
2508 W OAK AVE  
PLANT CITY, FL 33563




**Less Florida farmers =  
less fresh produce.**



#FairTradeForFloridaFarmers  
LEARN MORE AT [WWW.FFVA.COM/TRADE](http://WWW.FFVA.COM/TRADE)

**PUBLIC HEARING  
APRIL 7 AT 9:00 A.M.**  
2508 W OAK AVE  
PLANT CITY, FL 33563



**A nation is only as  
strong as its ability to  
feed its citizens.**



#FairTradeForFloridaFarmers  
LEARN MORE AT [WWW.FFVA.COM/TRADE](http://WWW.FFVA.COM/TRADE)

**PUBLIC HEARING  
APRIL 7 AT 9:00 A.M.**  
2508 W OAK AVE  
PLANT CITY, FL 33563



**When farmers lose,  
we all lose.**



#FairTradeForFloridaFarmers  
LEARN MORE AT [WWW.FFVA.COM/TRADE](http://WWW.FFVA.COM/TRADE)

View all available graphics here: <http://bit.ly/FairTradeGraphics>