



**AMERICANS FOR  
FARMERS & FAMILIES**  
**STRONG FARMING MEANS JOBS**

**For Immediate Release:**

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**New Coalition Advocating For North American Free Trade  
Agreement Modernization Launches Campaign in  
Wisconsin**

*Food & Agriculture Sectors Support Over 1 Million State Jobs & Depend  
On Trade With Canada & Mexico*

**(Madison, WI)** - The Wisconsin chapter of Americans for Farmers & Families (AFF), a coalition working to ensure President Donald Trump and Congressional leaders understand the importance of preserving and modernizing the North American Free Trade Agreement (NAFTA) to America's agricultural and retail economies, today announced its formation. The local chapter is part of a broad-based national group of **more than 50 organizations** representing growers, refiners, producers, transporters, retailers, and consumers, and aims to undertake a robust educational campaign to highlight the positive impacts of NAFTA to the state and the country.

"Canada is the leading export market for cranberries and Mexican exports have grown by nearly 40 percent in the past five years," said Tom Lochner, executive director of the Wisconsin State Cranberry Growers Association. "We need those markets for our cranberry products. Without them, that will make it even tougher for our growers to achieve success and is a threat to all of Wisconsin agriculture."

Since taking effect in 1994, NAFTA's benefits have spread beyond America's agricultural community, helping grow over 43 million jobs, including more than 1 million in Wisconsin. However, it is rural communities that have been among the biggest winners under NAFTA, the very same areas that powered then-Candidate Trump's victory in 2016.

Ten percent of all land farmed in the United States produces exports to Canada and

Mexico. These exports have more than quadrupled under the trade agreement and now represent 25 percent of American exports. In addition, NAFTA has benefited all American consumers by helping keep grocery prices down in the United States. NAFTA has opened markets to America's farmers, grown domestic jobs and supported \$127 billion in annual economic activity. Lastly, under NAFTA, the U.S. food and agriculture industries support more than 43 million jobs throughout the nation.

For more information, visit <https://americansforfarmersandfamilies.com/>.

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