Join the Nation in Celebrating National Farmworker Awareness Week  
U.S. Farmworkers #AlwaysEssential

MEDIA RELEASE  
Contact: NAME, PHONE, EMAIL

CITY/STATE, March 4, 2024 – March 25 kicks off of National Farmworker Awareness Week, in honor of farmworkers that make having access to fresh, high-quality food every day of the year possible for Americans.

National Farmworker Awareness Week is a call to action for communities to help raise awareness of the millions of essential workers that plant, raise, grow, handle, harvest, pack and ship the food we consume. It emphasizes the important and essential contributions they make to the food supply chain. This commemorative week is observed from March 25 to 31.

The pandemic, followed by ongoing supply chain shortages and increasing food prices continues to shine a light on the realities of our food supply chain, including agriculture’s frontline workers. Consumers continue to take a real interest in where their food comes from and the workers who help bring that food from farm to table.

There are more than 21 million agriculture and food-related jobs in the United States and 2.6 million of those jobs belonged to farmworkers working daily on farms and ranches performing hard and skilled labor. Many of those work in the fresh produce industry and harvest most fresh fruits and vegetables that we eat by hand. *(THIS STATEMENT CAN BE CUSTOMIZED FOR YOUR AREA OF AGRICULTURE)*. These noble workers are the backbone of our food economy and we owe them our gratitude.

*INSERT INFORMATION ABOUT YOUR BUSINESS & INDUSTRY OR FARMWORKERS CONTRIBUTIONS TO YOUR LOCAL ECONOMY HERE*

INSERT QUOTE – Example: “Although supply chain challenges have wreaked havoc on every industry, the skilled men and women of the food industry, specifically farmworkers, have shown us their fortitude and ability to rise to the occasion every day and meet the needs of a hungry consumer,” said NAME/TITLE. “The men and women of agriculture and the food industry take their work seriously and these farmworkers bring a level of skilled professionalism that is truly essential and should be valued and celebrated by every consumer.”

Join the nation in celebrating National Farmworker Awareness Week by using the hashtags #FarmworkerAwareness2024 #FarmworkerAppreciation #FarmworkerAwareness #Farmworkers #ThankAFarmworker. For more information, please visit [equitablefood.org/farmworkerawareness](https://equitablefood.org/farmworkerawareness).

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**About Your Company**

Include some information about your organization here as boilerplate

## Media

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| [Farmworker Awareness Week logo](https://equitablefoodinitiative.box.com/s/0lxhlf7rb6qf8xa7etmr6l60jfvsdrre):  A picture containing text, clipart  Description automatically generated | Include photos from your farming operation, company logo, etc. |
| More graphics and images are available in the Farmworker Awareness Week [Communications Toolkit](https://equitablefood.org/farmworker-awareness-week-toolkit/) | |