

# Promotional Media Kit



Missouri farmers are still rebuilding and recovering  
from last year's catastrophic flooding.

Now, looking ahead at potentially more flooding in 2020,  
what needs to be done to get farmers and our state

**Flood Ready?**

**#MOFloodReady**



# News Release

FOR IMMEDIATE RELEASE

February 26, 2020

## **Local, State, and Federal Agencies Partner to Host Public Meetings to Help Farmers Get Flood Ready for 2020**

JEFFERSON CITY, Missouri – Over 1.4 million acres of Missouri farmland went unplanted in 2019 due to flooding and excessive rain, according to the Missouri Department of Agriculture. Nearly a year later, farmers across the state are still struggling to rebuild their operations. Many roads and bridges still are in need of reconstruction, and crop insurance may be cost-prohibitive to obtain due to unrepaired levees. Now, looking ahead to potentially more flooding in 2020, farmers have many unanswered questions and need assistance to get Flood Ready.

Missouri Farm Bureau, the Missouri Levee & Drainage District Association, the Coalition to Protect the Missouri River, the Missouri Department of Natural Resources and the Missouri Department of Agriculture will host roundtable meetings across the state. These events will seek to identify problems, answer questions and provide resources for Missouri farmers as they continue to recover from 2019 flood damage and prepare for potential 2020 flooding. Both the public and the media are invited to attend the meetings.

### **Monday, March 2, 2020**

10:00 am - 12:00 pm: Atchison County Extension Building, 201 East US Hwy 136, Rock Port, MO

2:30 pm - 4:30 pm: East Hills Library, 502 N Woodbine Rd, St. Joseph, MO

### **Tuesday, March 3, 2020**

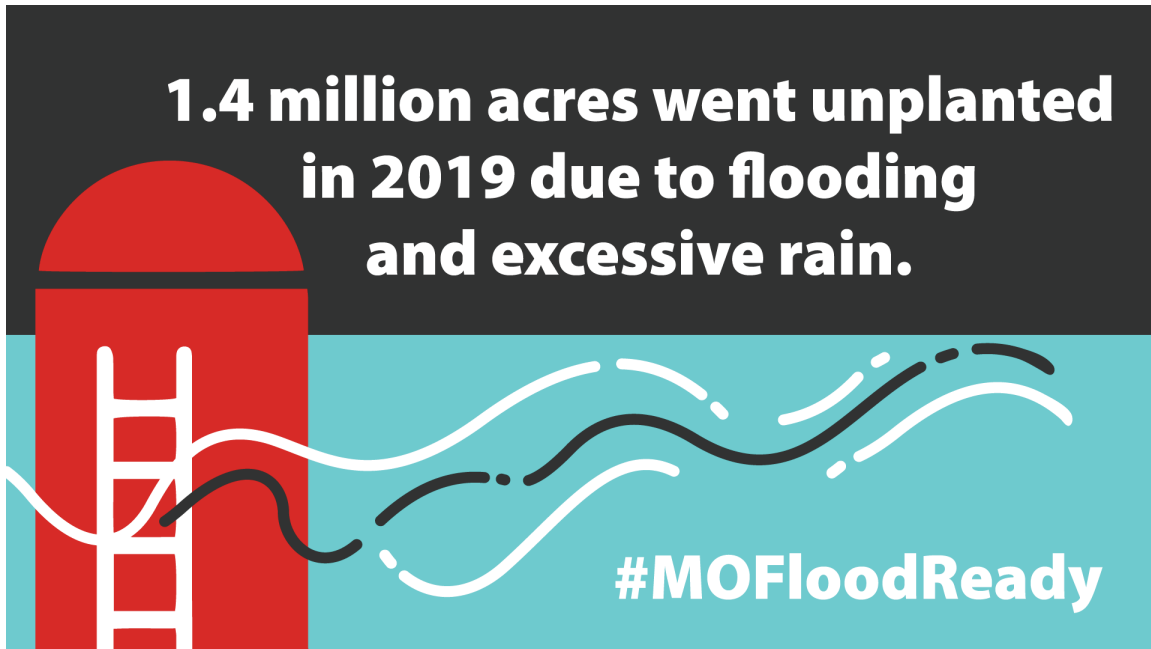
9:00 am - 11:00 am: Knight and Rucker Banquet Hall, 119 E Broadway St, Brunswick, MO

2:30 pm - 4:30 pm: The Corner Restaurant, 111 Bluff St, Rhineland, MO

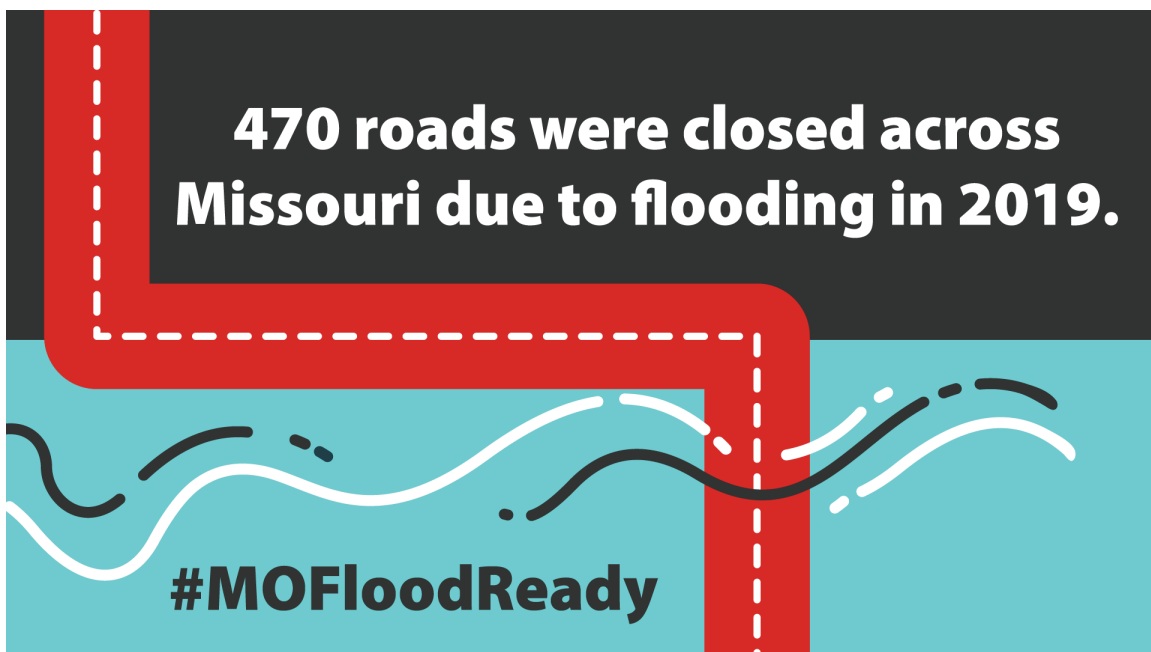
Following the meetings, resources will be available at [mofb.org/floodready](https://mofb.org/floodready).

# Social Media Posts

Use these share images and sample copy across social media platforms to raise awareness about the severity of last year's flooding.



USDA reported that 1.4 million Missouri acres went unplanted last year due to flooding. What can we do to help farmers and our state get flood ready for 2020? learn more at [mofb.org/floodready](https://mofb.org/floodready). #MOFloodReady



Infrastructure is vital for our state and agriculture. According to MODOT, 470 roads were closed across Missouri due to flooding in 2019 and many are still unrepaired. We are working together to help rebuild and get Missouri flood ready. Learn more at [mofb.org/floodready](https://mofb.org/floodready) #MOFloodReady

# Promotional Video

The video can be downloaded at [mofb.org/floodready](https://mofb.org/floodready) and shared on social media or published in broadcasts.



Missouri farmers are still rebuilding and recovering from last year's catastrophic flooding. Now, looking ahead at potentially more flooding in 2020, what needs to be done to get farmers and our state Flood Ready? [mofb.org/floodready](https://mofb.org/floodready) #MOFloodReady