



FOR IMMEDIATE RELEASE
2.6.2018

CONTACT:
press@farmersandfamiliesfirst.com

New TV Ad Urges President Trump to Block the Monsanto Merger

WASHINGTON, D.C.— Farmers and Families First today launched a television ad campaign highlighting the negative impact the proposed Bayer AG-Monsanto Company merger will have on hard-working American farmers and middle-class families. The issue advocacy ad, "[Save the Heartland](#)," will begin airing on key Fox News shows in the Washington D.C. media market immediately.

"The \$66 billion merger would hatch a crushing blow to America's rural communities, potentially forcing many farmers out of business and drastically increasing grocery costs for families," said Dan Conston, president of Farmers and Families First. "The American heartland has stood in lockstep with President Trump. President Trump should stand with the American heartland and stop this deal."

The ad follows the release of a recent [white paper](#) which concludes that the merger would decrease competition in the seed market and raise aggregate seed prices by 5.5 percent and cottonseed prices by more than 20 percent. American consumers could see their food prices increase between 2 percent and 18 percent according to a study by Texas A&M.

Conston added, "We're strongly urging the Department of Justice and President Trump to carefully review the facts and oppose this merger."

[Click here](#) to view the ad.

SCRIPT:

The American heartland is under attack.

A global conglomerate wants to seize control of America's farming.

It's a 66 billion dollar merger for Monsanto. And a crushing blow for America's farmers.

Drastically raising costs. Even forcing some farmers out of business.

But there's hope...

The heartland has stood with President Trump and Trump's heartland opposes this deal.

And now he can save the heartland.

President Trump, stand with America's farmers and please stop the Monsanto merger.

###

Farmers and Families First, Inc. is a 501(c)(4) that advocates for free market-based policies to help the American farmers who grow our nation's food and help the American families who consume that food. Our primary goal is to put ideas into action that promote innovation, lower costs through competition, and fairness for farmers and families. For more information, visit www.farmersandfamiliesfirst.com.