

EARTH DAY CONTENT GUIDE

APRIL 22, 2023

PRESENTED BY  **Wisconsin Farm Bureau**
FEDERATION



ABOUT EARTH DAY

Earth Day is an annual celebration that raises awareness of the need to protect the Earth's natural resources for future generations. Farmers make up less than 2% of the population and care for 40% of the land while carrying the responsibility of feeding the entire population. On Earth Day, we recognize farmers' commitment to providing safe, sustainable food while protecting and preserving resources for future generations.

The theme for Earth Day 2023 is **"Invest in our planet."**

KEY MESSAGES

➤ We all have a responsibility to use our resources wisely.

➤ Now is the time to act boldly, innovate broadly and implement creatively to protect and preserve our natural resources.

➤ Farm families are committed to doing what is right on Earth Day and every day.

➤ Farmers are among the first to adopt practices that reduce emissions, enrich the soil and protect the water all while producing more food, fiber and fuel than ever before.

➤ Farmers are the original conservationists. Being good stewards of resources has always been a priority on the farm.

➤ Farmers are working hard today to meet the needs of tomorrow.



INVEST IN OUR PLANET

EARTH DAY 2023

CONTENT IDEAS

FACEBOOK

- Use #EarthDay2023
- Promote events in your community
- Share a photo of your farm with a quote about what sustainability means to you.

TIK TOK

- Use #EarthDay2023, #nature
- Showcase efforts to reduce waste and pollution
- Raise awareness for on-farm conservation practices that sequester carbon.

INSTAGRAM

- Use #EarthDay2023
- Create a carousel post with fast facts about agriculture and sustainability.
- Share updates from the field or farm on your story.

FAST FACTS

- Approximately one billion people recognize Earth Day every year.
- Nearly one-third of the food produced in the United States is wasted.
- Approximately one-third of a dairy cow's diet consists of byproducts from food production.
- Each person in the United States generates almost five pounds of waste per day.
- One acre of corn has the ability to sequester eight tons of carbon from the atmosphere.
- Methane is a short-lived climate pollutant and exists in the atmosphere for 12 years before it's broken down.
- One-third of U.S. pasture and rangeland is unsuitable for growing crops but ideal for raising cattle.



ADDITIONAL RESOURCES

- [Gather Wisconsin](#)
- [Wisconsin Farm Bureau Federation](#)
- [American Farm Bureau Federation](#)
- [Dairy Farmers of Wisconsin](#)
- [Farmers for Sustainable Food](#)
- [NRCS Wisconsin](#)
- [Wisconsin Beef Council](#)
- [Wisconsin Corn Growers Association](#)