



Agriculture and Sugar Industry Research

For External and Internal Use

— SEPTEMBER 2023



Key Takeaways

1 The agriculture and farming industry is crucial to the U.S. economy.

Ninety-four percent of voters say the agriculture and farming industry is important to the United States economy, including 77% who say the industry is *very important* to the United States economy.

3 After learning more about the American sugar industry, voters prefer purchasing American made sugar rather than imported sugar.

Voters prefer purchasing American made sugar because it supports the American farmer and worker and has been produced with the highest environmental, labor, and safety standards in the world. This is true across the political spectrum and geographic regions.

2 Voters want their food supply to be less dependent on foreign suppliers.

Sixty-three percent of voters say that the domestic food supply should be less dependent on foreign suppliers. This is true across the political spectrum and geographic regions.

4 Voters support sugar provisions in the U.S. Farm Bill and believe it is important to include those in the reauthorization process later this year.

Seventy-one percent of voters support government involvement with sugar policy because it keeps sugar affordable and ensures a reliable supply, as well as protects farmers. Additionally, 86% of voters say it is important for Congress to include provisions in the U.S. Farm Bill that adequately support the sugar industry. This is true across the political spectrum and among every geographic region.



Table of Contents

- 1 Agriculture and Farming Industry**
- 2 Sugar Industry**
- 3 Sugar Policy and U.S. Farm Bill**

|
AGENDA

Agriculture and Farming Industry

Sugar Industry

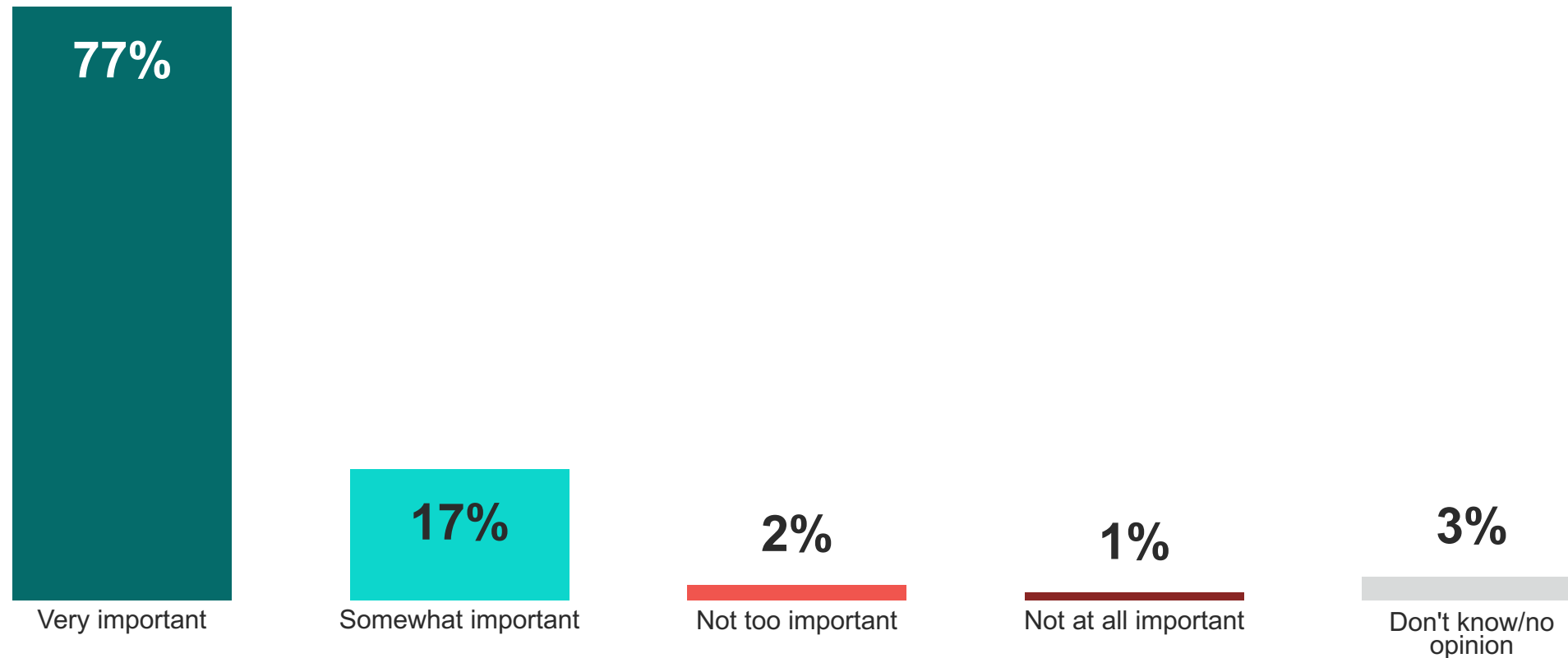
Sugar Policy and U.S. Farm Bill



AGRICULTURE AND FARMING INDUSTRY

Almost all (94%) voters say the agriculture and farming industry is important to the United States economy.

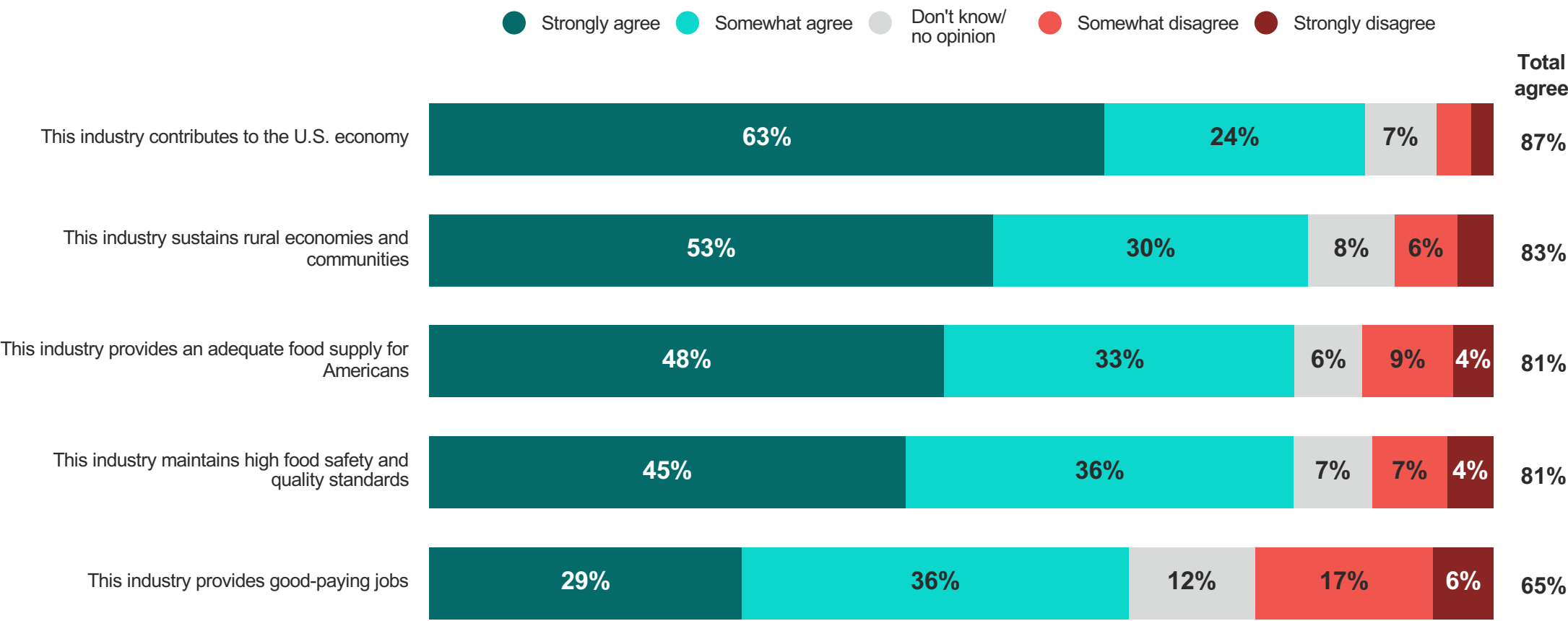
Thinking specifically about the agriculture and farming industry, how important, if at all, is the industry to the United States economy?



AGRICULTURE AND FARMING INDUSTRY

At least four-in-five voters agree that the agriculture and farming industry contributes to the U.S. economy (87%), sustains rural economies and communities (83%), provides adequate food supply for Americans (81%), and maintains high food safety and quality standards (81%).

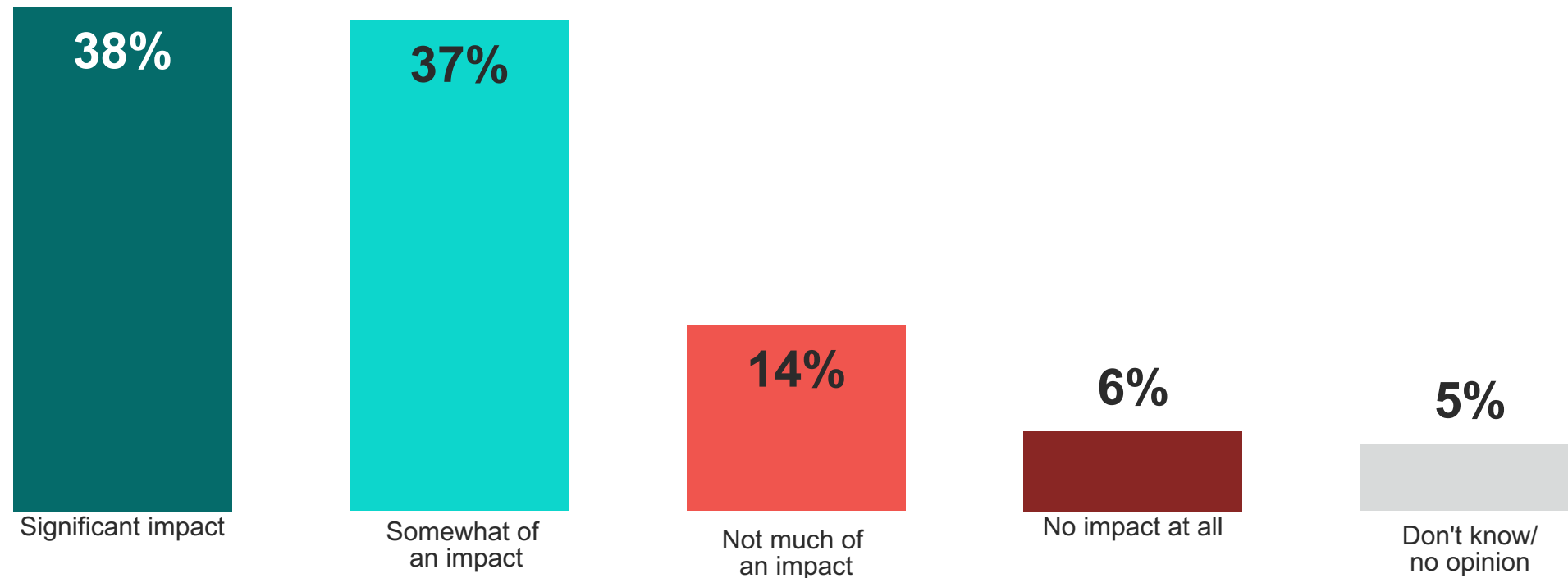
Please indicate if you agree or disagree with the following when it comes to the agriculture and farming industry.



AGRICULTURE AND FARMING INDUSTRY

The overwhelming majority (75%) of voters say that global supply chain disruptions and COVID-19 had an impact on their food purchases – including 38% who said it had a *significant impact*.

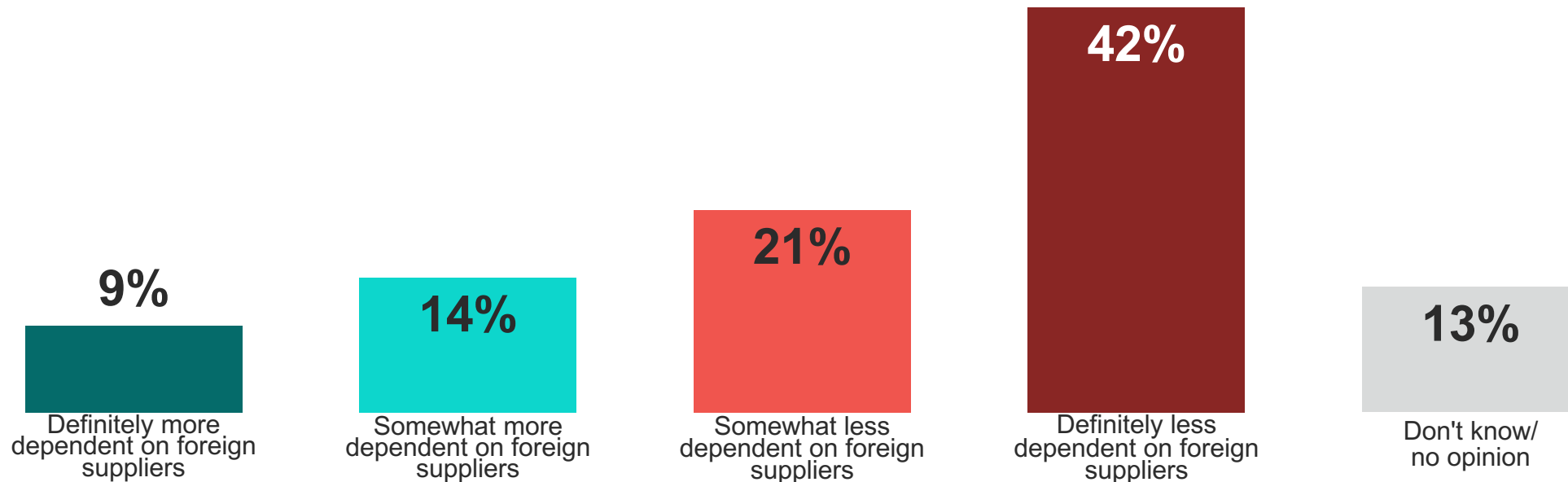
Thinking specifically about the production and supply of food, what level of impact have global supply chain disruptions and COVID-19 had on your food purchases?



AGRICULTURE AND FARMING INDUSTRY

A majority (63%) of voters say that the domestic food supply should be less dependent on foreign suppliers – including 42% who say it should be *definitely less dependent on foreign suppliers*.

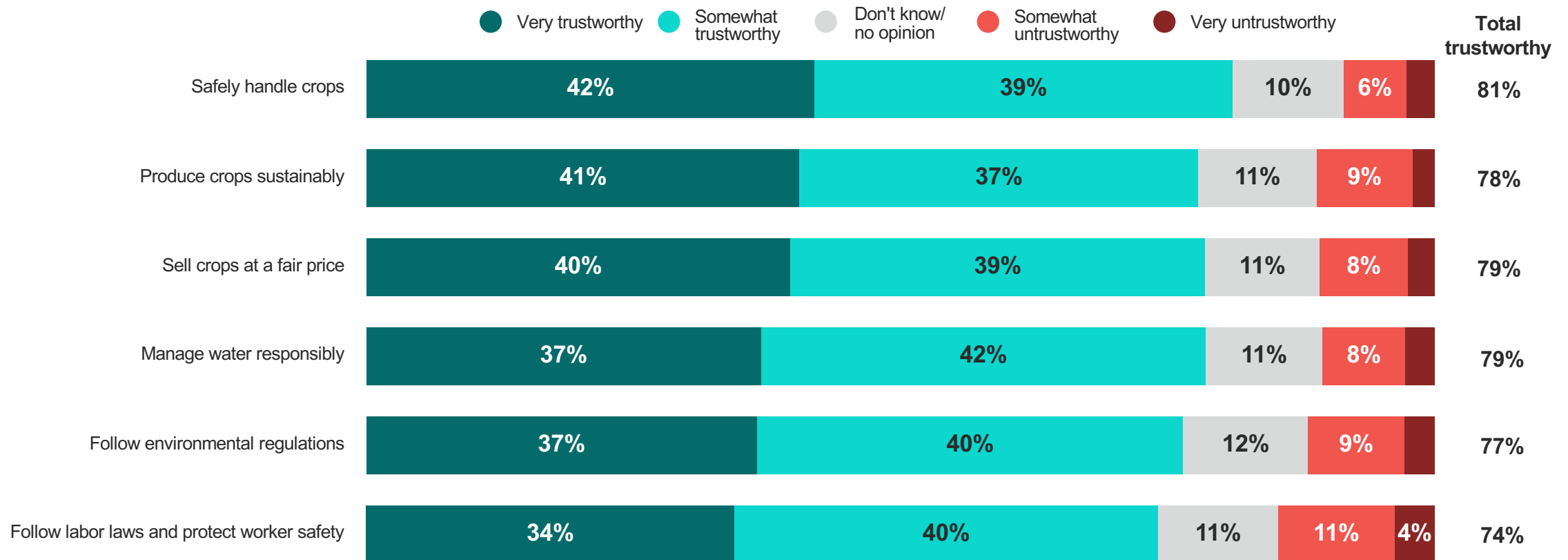
Based on what you know or have experienced, do you think domestic food supply should be more or less dependent on foreign suppliers?



AGRICULTURE AND FARMING INDUSTRY

Voters view farmers as trustworthy to safely handle crops (81%), sell crops at a fair price (79%), manage water responsibly (79%), produce crops sustainably (78%), follow environmental regulations (77%), and follow labor laws and protect worker safety (74%).

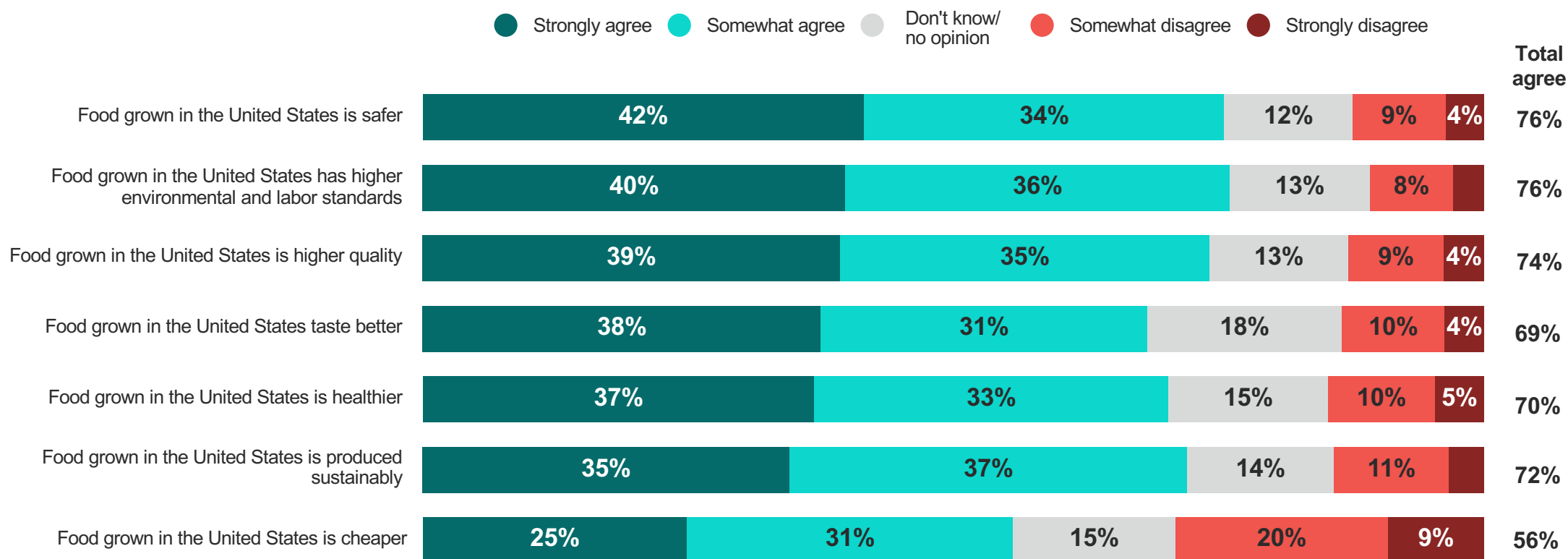
Based on what you know, how trustworthy, if at all, are farmers to do the following?



AGRICULTURE AND FARMING INDUSTRY

A majority of voters agree that food grown in the United States is safer (76%), has higher environmental and labor standards (76%), and is higher quality (74%).

Please indicate if you agree or disagree with the following statements about food that is grown in the United States.



|
AGENDA

Agriculture and Farming Industry

Sugar Industry

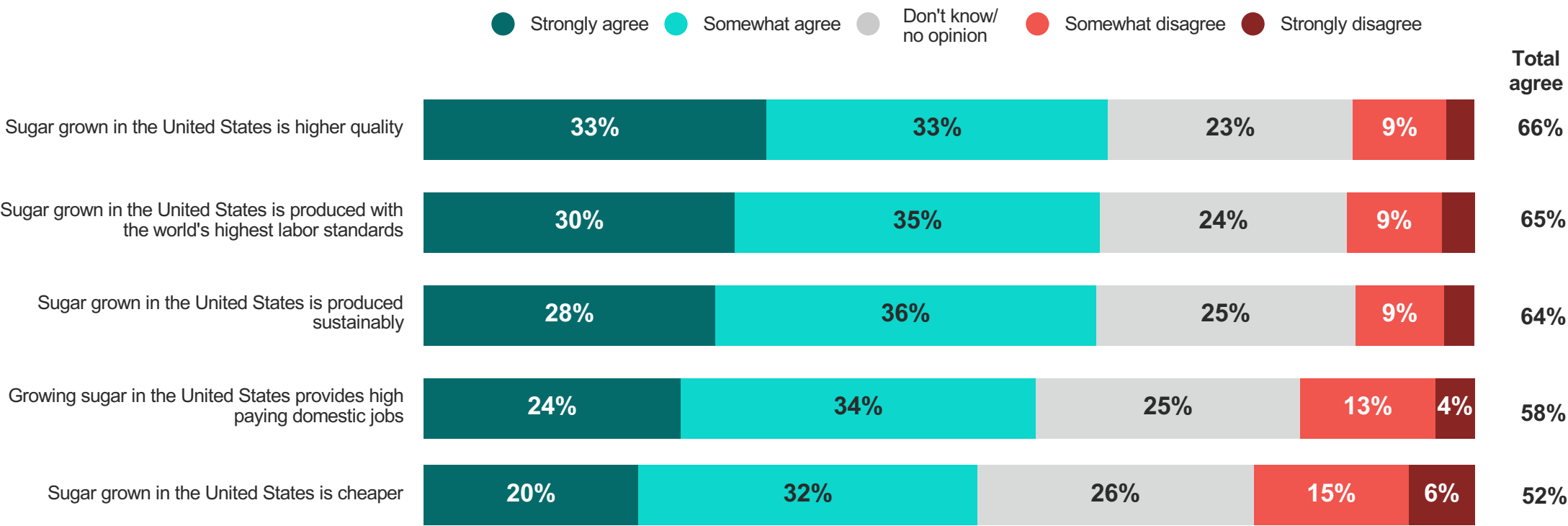
Sugar Policy and U.S. Farm Bill



SUGAR INDUSTRY

A majority of voters agree that sugar grown in the United States is higher quality (66%), produced with the world’s highest labor standards (65%), and is produced sustainably (64%).

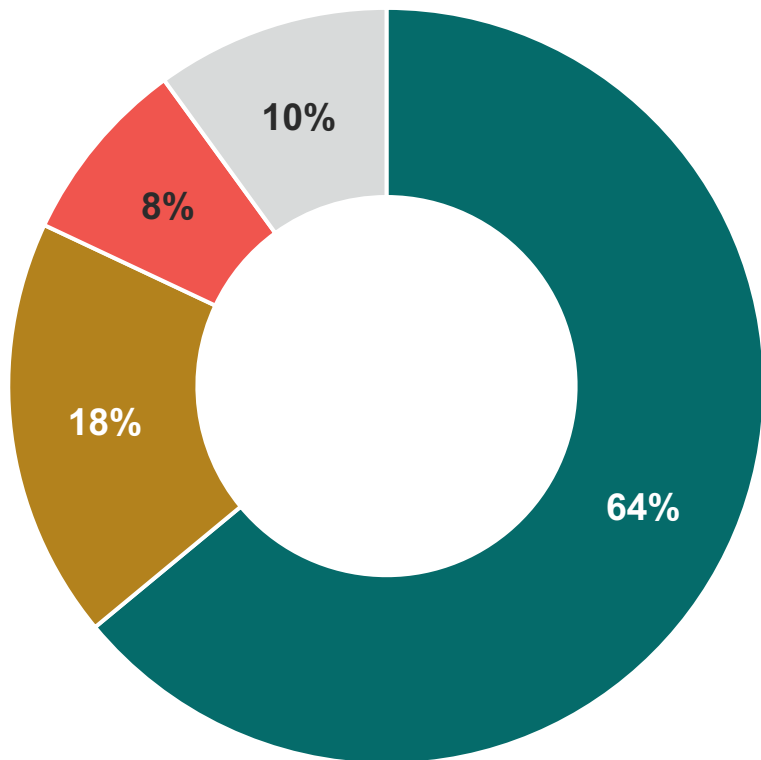
Based on what you know, please indicate if you agree or disagree that the following accurately describes sugar that is grown in the United States.



SUGAR INDUSTRY

A majority (64%) of voters prefer purchasing American sugar over imported sugar because it supports the American farmer and has been produced with the highest standards.

Foreign governments subsidize their sugar farmers and then dump excess supplies on to the world market, U.S. sugarcane and sugar beet farmers receive no direct payments from the U.S. government while adhering to labor, environmental and safety standards far beyond those of most foreign suppliers. Sugar grown by foreign suppliers is often produced with lower labor, environmental, or safety standards when compared to sugar growers here in the U.S. Many foreign sugar suppliers also enjoy subsidies, which allow them to sell sugar at lower prices. After learning more, which of the following statements best describes your opinion of purchasing sugar imported from foreign sources?



- I prefer purchasing American sugar because it supports the American farmer and because I know it has been produced with the highest environmental, labor, and safety standards in the world.
- I personally do not care where the sugar I consume is grown
- I prefer purchasing cheaper imported sugar regardless of the subsidies or the environmental, labor, and safety standards of foreign countries where it was produced.
- Don't know/no opinion

|
AGENDA

Agriculture and Farming Industry

Sugar Industry

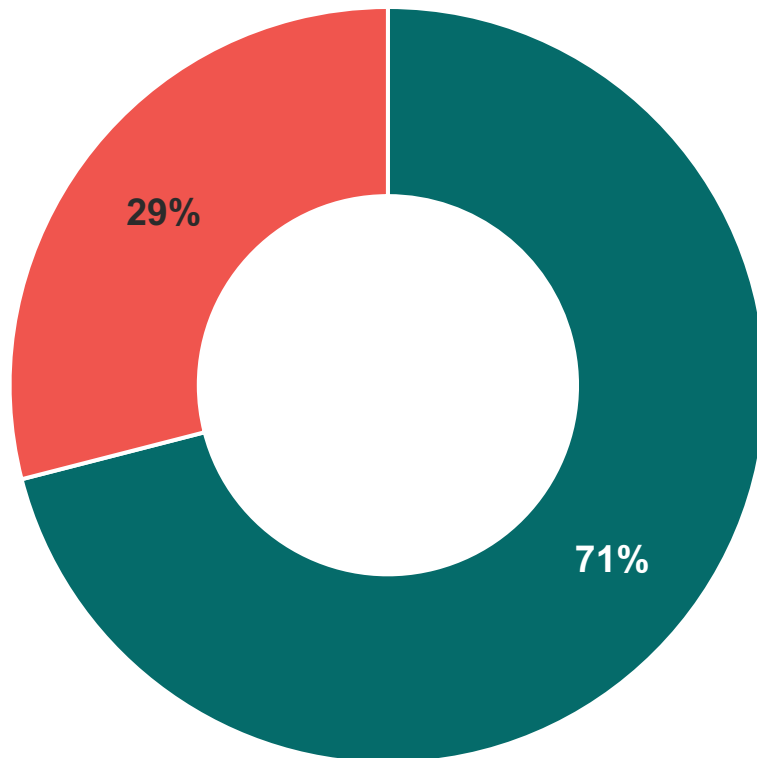
Sugar Policy and U.S. Farm Bill



SUGAR POLICY AND U.S. FARM BILL

Seventy-one percent of voters support government involvement with sugar policy, because it keeps sugar affordable and ensures a reliable supply, as well as protects farmers.

Next you will read two statements about provisions in the U.S. Farm Bill that support the sugar industry. Please indicate which statement you agree with more, even if neither is exactly right.

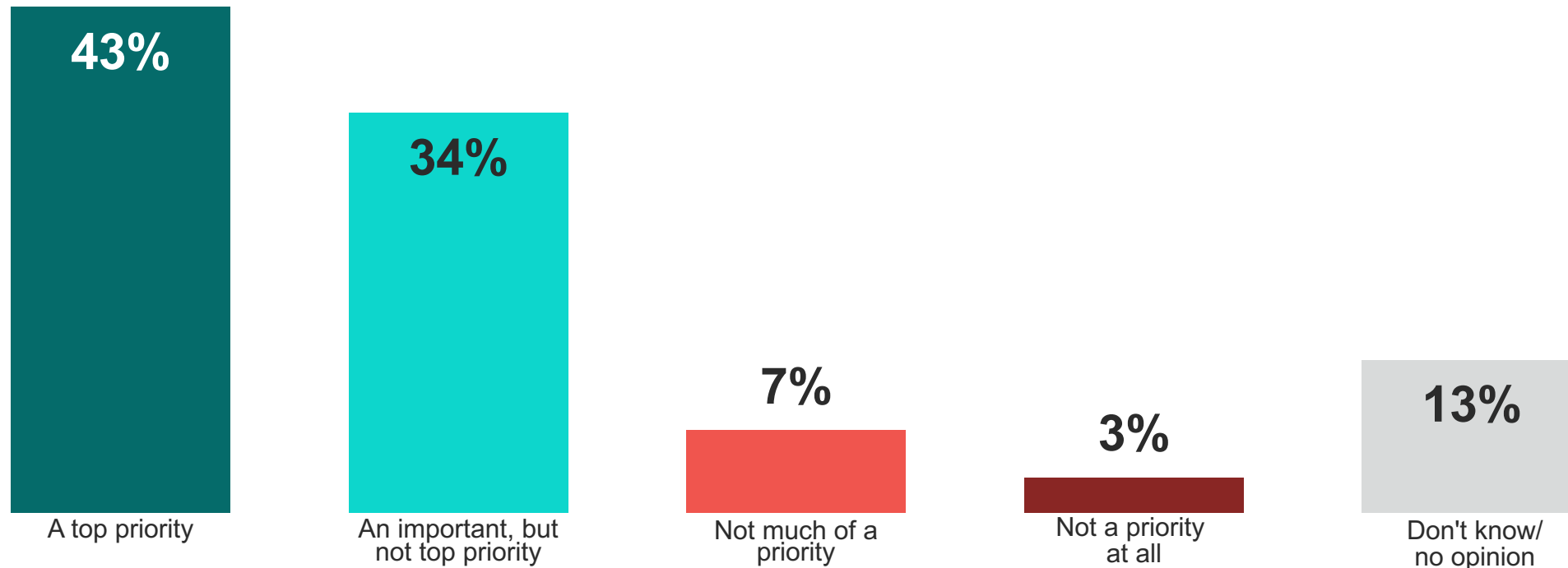


- Current sugar policy **keeps sugar affordable** and makes sure American consumers have a **reliable supply**. It provides American farmers with a safety net – just as we **provide for all farmers**. It prevents foreign countries from dumping subsidized sugar and displacing American farmers and workers. It operates at **no cost to the American taxpayer**.
- Government interference in the sugar market **hurts consumers** and food manufacturers by **driving up the price of sugar** and preventing them from getting more foreign sugar cheaper. These food manufacturers say the price of sugar due to sugar policy is **forcing them to relocate overseas**.

SUGAR POLICY AND U.S. FARM BILL

A strong majority of (77%) voters say it should at least be an important priority for Congress to reauthorize the U.S. Farm Bill, including 43% who say it should be a *top priority*.

Later this year, Congress will review and reauthorize the U.S. Farm Bill. The U.S. Farm Bill is a set of policies that provides assistance for growing food, fiber, and fuel; feeding people; and caring for our environment. Based on what you know, how much of a priority is it for Congress to reauthorize the U.S. Farm Bill?



SUGAR POLICY AND U.S. FARM BILL

An overwhelming majority (86%) of voters say it is important for Congress to continue to include provisions in the U.S. Farm Bill that adequately support the sugar industry in the United States.

After learning more about the sugar industry in the United States, how important, if at all, is it for Congress to continue to include provisions in the U.S. Farm Bill later this year that adequately support the sugar industry here in the United States?

