

NEWS
RELEASE

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For Immediate Release



NAFB Partners with Feeding America to Help End Rural Hunger

PLATTE CITY, Mo. (June 17, 2025) – While food insecurity affects 47 million people in America, it has a disproportionate impact in rural areas of the country. To bring attention to this crisis and with a goal of providing one million meals for people facing hunger, the National Association of Farm Broadcasting (NAFB) is introducing the [NAFB Hunger campaign](#).

NAFB Hunger is designed to help provide food and resources for people facing hunger, including people living in rural communities, by directing donors to the Feeding America® network of partner food banks. NAFB station and network broadcast members are reaching rural audiences through public service announcements (PSAs) and other communications to drive donors to a dedicated website: nafbhunger.com.

NAFB President Jeff Nalley adds that through the campaign, NAFB broadcaster members will tell the stories of people experiencing food insecurity, highlighting how farmers nationwide are donating time and resources to help end hunger and encouraging others to join in the hunger relief effort.

“Farm broadcasting has long been a connector with farmers, ranchers and rural communities, and our recent farm radio listenership research validated the influence that local broadcasters have in their communities,” Nalley says. “While hunger is a problem in every part of this country, rural America experiences disproportionately higher rates of food insecurity compared to urban and suburban areas. Through the power and reach of farm broadcasters and others in our NAFB community, we’re striving to make a difference in the communities that we serve.”

In 2023, 13.5% of households were food insecure at some time, up from 12.8% the previous year, according to a [USDA-ERS report](#). In rural areas, food insecurity increased from 14.7% to 15.4% during the same period. Today, while rural areas comprise less than two-thirds of all U.S. counties, 9 out of 10 counties with the highest food insecurity are rural.

“Farmers are essential partners in ensuring people facing hunger across America can access the nutritious, culturally meaningful food they need to thrive,” said Linda Nageotte, Feeding America president and chief operating officer. “Yet, hunger weighs especially heavily on rural communities — where too many families are working hard but finding it hard to afford enough of the food they need. We are grateful to NAFB and

its members for shining a powerful spotlight on this urgent issue and rallying support to help neighbors facing hunger at such a critical time.”

Nalley notes that each dollar raised helps to provide 10 meals* to people facing hunger. The goal of the NAFB campaign is \$100,000, which will provide the monetary equivalent of one million meals. Through the dedicated nafb hunger.com site, donations will go directly support local Feeding America network food banks based on the donor’s zip code.

”Every child needs nutritious food to thrive, and so many people across America are working hard to bring meals home to their families. Through the NAFB Hunger Campaign, we’re taking a step to make that world closer to reality,” Nalley says.

** \$1 helps provide at least 10 meals secured by Feeding America on behalf of local member food banks.*

About NAFB

Founded in 1944, NAFB is a non-profit professional organization whose mission is to lead, promote, and support growth in agricultural and rural broadcasting for the benefit of its members, audiences, and industry. NAFB membership comprises farm broadcasters, ag media sales professionals, allied industry and students studying agriculture communications. For more information, visit nafb.com.

About Feeding America

Feeding America is committed to an America where no one is hungry. We support tens of millions of people who experience food insecurity to get the food and resources they say they need to thrive as part of a nationwide network of food banks, statewide food bank associations, food pantries and meal programs. We also invest in innovative solutions to increase equitable access to nutritious food, advocate for legislation that improves food security and work to address factors that impact food security, such as health, cost of living and employment. We partner with people experiencing food insecurity, policymakers, organizations, and supporters, united with them in a movement to end hunger. Visit FeedingAmerica.org to learn more.

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