

NEWS
RELEASE

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For Immediate Release



Gardner Hatch Joins NAFB Staff as Executive Director

PLATTE CITY, Mo. (May 21, 2024) – The NAFB board of directors has approved the hiring of Gardner Hatch as the next executive director of the National Association of Farm Broadcasting (NAFB). years of experience in public

Hatch brings 30-plus relations, agriculture marketing, and strategic communications to the role, having worked with some of the ag industry’s leading companies. Most recently, he was strategic marketing lead at Woodruff, an integrated marketing company specializing in agriculture. He also has held public relations and management positions at other ag marketing firms, including Bader Rutter, G&S Business Communications, and Fleishman Hillard. Hatch holds a Bachelor of Journalism from the University of Missouri.

Additionally, Hatch recently completed a two-year term as an Allied Industry Council representative on the NAFB board of directors.

“We believe Gardner is the top candidate to fill the role of NAFB executive director for many reasons. His background in ag communications and his knowledge of the ag industry, along with his management style and leadership qualities, will serve him well in the role,” says Carah Hart, Brownfield Ag News. As the 2024 NAFB president, Hart led the working group and hiring committee to fill the executive director vacancy.

Hatch’s primary roles will be to oversee NAFB staff in their various roles as well as overall budget management for the association. He also will serve as the staff lead to the NAFB board of directors, responsible for providing adequate and timely information to the board on NAFB practices, budget, programs, and issues/concerns.

“Farm broadcasting has long been and continues to be a trusted source of timely and locally relevant information for America’s farmers, ranchers, and rural communities,” Hatch said. “The future has never been brighter for NAFB. I am truly honored and tremendously excited to work with the and board of directors to build on the success of NAFB and secure an even brighter future for the membership, the association, and farm broadcasting.”

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Hatch's first day in the executive director role will be Tuesday, June 4, 2024. He will work remotely and also from the NAFB home office in Platte City. He may be reached by phone at 816/431-4032, x103; his email address is ghatch@nafb.com.

NAFB is a 501(c)(6) 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.

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