



# CRAFTING A COMPELLING STATEMENT

*YOUR VOICE CAN HELP SHAPE THE DEBATE.*

## HOW STATEMENTS ARE AMPLIFIED BY BUSINESS FORWARD:

- Issue briefs and other education resources
- Identifying business leaders prepared to speak to the press and elected officials
- Joint statements to the Administration and Members of Congress
- Joint testimony to federal agencies during comment periods

## HOW TO FORMAT A STATEMENT:

**1**

Begin by stating your expertise and credibility as a business leader.



**2**

Then, spend 2-3 sentences explaining how the issue impacts your business.



**3**

If appropriate, end by stating your support for a specific solution, policy, or piece of legislation.



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**I've been working in agriculture for 20 years. I own a small farm in northern Michigan.**

Since I started in the industry, I've seen **rising temperatures, unpredictable weather patterns, and the heightened frequency of heavy rainfall cause volatile crop yields** for me and the other farmers in my community.

Climate change has already taken a toll on my bottom line by driving increasingly unreliable revenue streams — and it is **threatening jobs, exports, and the competitiveness of U.S. agriculture more broadly.**

As supply chains for food distribution grow more global, specialized, and move on shorter timelines, **disruptions from severe weather grow more expensive.** And the worse it becomes in the U.S., the harder it gets to compete in global markets.

The investments in clean energy and climate-smart agriculture included in **the Build Back Better Act are critical to stabilizing our farmers' and ranchers' supply chains and small businesses.**

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