THE FARM TO TABLE CONNECTION: *How Crop Protection Tools Keep Grocery Prices Down*

CONSISTENT LABELS REDUCE RISK FOR FARMERS AND STICKER SHOCK FOR FAMILIES

Americans are in the middle of an affordability crisis, and nowhere is it felt more acutely than at the grocery store. When surveyed, **50%** of Americans say they are more worried about being able to afford groceries than the rising cost of housing or health care.

This financial pressure is hitting the middle class especially hard: **64%** of families earning between $75,000 and $100,000 annually say it has become more difficult to afford the amount and quality of food their households need. With nearly **1 in 7** households facing food insecurity, it's clear families are stretching every dollar.

At the same time, farmers are being pushed to the financial brink.

- Bankruptcies are rising
- Margins are shrinking
- Half of U.S. farmers say they won't turn a profit this year.

Because agriculture is a pass-through system with no margin for losses, lower yields or unstable access to crop protection tools quickly translate into reduced production, tighter supply, and higher prices for families.

Crop protection tools are central to keeping costs in check, directly impacting Farm bill programs like SNAP benefits and school lunch programs.

1. Farmers' per-acre costs could more than double without the most commonly used pesticide.
2. Food inflation could more than double, adding up to $10 billion per year, more than doubling food inflation.
3. Nutrition programs—from SNAP to school lunches—would face billions in new pressures.
4. Fruits and vegetables could face 50–90% yield losses without modern crop protection tools.
5. Prices could increase another 35–45% on top of existing inflation.

THE GOOD NEWS: WE CAN FIX THIS.

Affirming that EPA-registered labels meet safety requirements restores farmer certainty, ends today's regulatory patchwork, reins in litigation chaos, and protects access to proven tools. More certainty means higher yields, lower food prices, and a stronger farm economy without raising taxes or requiring new spending. It's one of the fastest, simplest ways to support both families and farmers.

BOTTOM LINE:

American families can't afford higher grocery bills, and farmers can't afford more uncertainty. A consistent, science-based labeling standard strengthens the food supply and delivers affordability gains when they're needed most.