



Contact for questions:
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Radio ad scripts from South Dakota Farm Bureau

“Federal Dietary Guidelines”

(30-second ad)

Hi, this is Kristin with the South Dakota Farm Bureau. The USDA is asking for comments on its new Federal Dietary Guidelines, and my main comment is... “Where’s the beef?” The new guidelines are telling Americans to eat less red meat, and it even goes so far to say we should all adopt a “plant-based diet.” What’s more, these guidelines affect federal nutrition policy – including school lunch. It bothers me that they’re ignoring the role of lean beef in a healthy diet, and that this might short-change our kids some much-needed protein. If you’re a mom like me, or if you raise cattle like we do, please join me in submitting comments to USDA by May 8th. Visit South Dakota Farm Bureau online for the comments link.

“May is National Beef Month”

(30-second ad)

Can you hear it? The sizzle of a steak on the grill. There’s just nothing better! May is National Beef Month, and the South Dakota Farm Bureau would like to give a shout-out to all of the hard-working families who raise the delicious, and nutritious, beef for our tables. There are 29 cuts of beef that are certified “Lean” or “Extra Lean,” giving you an awesome punch of protein with less than 4-and-a-half grams of saturated fat. Visit the South Dakota Farm Bureau website for links to recipes and more details about the nutrition of today’s beef.

“Food in Progress”

(30-second ad)

It’s that time of year again – Spring. The farmers are busy, busy, busy getting the crop in the field. And sometimes they do have to take the main roads to get there. You’ve probably gotten stuck behind one of those slow-moving orange triangles a time or two. This spring, the South Dakota Farm Bureau would like to remind everyone to slow down, be careful, and drive safely. These men – and women – are planting the food for our tables. So next time you get behind a farmer on the way to the field, just give him – or her – a little wave. It’s just “food in progress.”

“Power of the Two Percent – Script 1”

{Voice 1} Farmers and ranchers, stand by for an important message from the South Dakota Farm Bureau:

{Voice 2} Statistics can sometimes serve as a wake-up call. Like this one, for example: Did you know that farm and ranch families make up less than two percent of the American population? We may be a small group, but we can be mighty.... if we work together. Join Farm Bureau today and have a strong voice through membership in the nation’s largest family farm & ranch organization. Instead of feeling outnumbered, let’s make agriculture the power of the two percent.

{Voice 1} Visit the South Dakota Farm Bureau Federation online at Sdfbf.org.

“Power of the Two Percent – Script 2”

{Voice 1} Farmers and ranchers, stand by for an important message from the South Dakota Farm Bureau:

{Voice 2} EPA. HSUS. PETA. Sometimes it seems like an alphabet soup of groups trying to dictate how we raise our crops and livestock. What can we do? Let’s throw two more letters in to the mix: “F” and “B.” Farm Bureau. Through membership in Farm Bureau, you stand with six million farm and ranch families across the nation who are united to maintain our rural way of life. We in agriculture might only be two percent of the population, but together we can be a powerful two percent.

{Voice 1} Join today at Sdfbf.org.

“Farm Safety Month – Script 1”

(30-second ad)

Farmers and ranchers, you work hard every day. South Dakota Farm Bureau would like to say thank you for everything that you do! In America we are blessed to have the safest, most abundant food supply in the world, thanks to the efforts of farm and ranch families like yours. Farm Bureau would also like to remind you that March is Farm and Ranch Safety Month. So, farmers and ranchers, keep doing the great work that you do – but, please, do it safely. Remember, farm safety is your best investment!

“Farm Safety Month – Script 2”

(30-second ad)

Farmers and ranchers, you have a lot invested in your operation – seed, livestock, machinery, and more. But how much have you invested in safety? South Dakota Farm Bureau reminds you that March is Farm and Ranch Safety Month. Visit our website for a free Farm and Ranch Safety Checklist that will help you evaluate the safety of your equipment, your shop, and your farm yard. Spending just 15 minutes with this checklist could help you identify ways to prevent accidents before they happen. Find the checklist at Sdfbf.org. Remember, farm safety is your best investment!

“Member Benefits – Script 1”

(30-second ad)

Are you a member of the South Dakota Farm Bureau? Fourteen-thousand families in South Dakota are, and they're all eligible for great member benefits! \$500 off a new GM vehicle. Hotel and rental car discounts. Discounts and free shipping on all products from Grainger. Rebates on Chief and Sioux Steel grain bins. And many more! So if you have Farm Bureau insurance, or if you're a farm or ranch member of the organization, take advantage of these savings today! Visit the South Dakota Farm Bureau Federation online at www.sdfbf.org to learn more.

“Member Benefits – Script 2”

(30-second ad)

South Dakota Farm Bureau members saved an average of 31 percent on prescriptions this year through a partnership with ScriptSave. They saved an average of 22 dollars on each prescription! This is just one of the many benefits South Dakota Farm Bureau offers to say “thank you” for being a member. Other healthcare-related benefits include discounts on mobile screenings from LifeLine, and savings on hearing services through Stanford Hearing Aids. So whether you're a Farm Bureau insurance policyholder or a farm and ranch member of South Dakota Farm Bureau, you can start saving today on prescriptions and so much more! Visit Sdfbf.org for full details.

“Do you know where your food comes from?”

(30-second ad)

Do you know where your food comes from? Would it surprise you to know that the majority of your food comes from family farms? The South Dakota Farm Bureau wants you to know that farms may be big or they may be small, but most are run by hardworking families... just like yours. Farmers are your neighbors, sharing the same values as you. Through planning and passion, they provide safe food to feed you, and to feed their own children. For more discussion about your food, visit FoodDialogues.com. Farm Bureau: partnering with you in feeding your family!