

ARMADILLO RACES

Agricultural Summit & Field Tour Case Study

Harvesting Progress: Nurturing Agriculture & Rural America

At a glance

The Congressional Western Caucus Foundation and pugnacious partnered with pugnacious to create the first ever Texas Agriculture & Farm Summit, which was a three-day event surrounding the renewal of the Farm Bill. The summit was crafted to bring attention to the need for support of the Ag community and rural America. Together with the Western Caucus Foundation, pugnacious brought in over 30 members of Congress and senior staff, major western brands, media and local officials for this event. The summit consisted of Ag tours, ranch activities, a VIP networking event, and a live taping of the summit that aired on both RFD and The Cowboy Channel.

Key metrics



30

Congressional members/ senior staff



3

Days surrounding the renewal of the Farm Bill.

2

Live tapings for Cable Network stations reaching over 55MM households



120

Radio Spots on two local stations

PROJECT INFORMATION

Project Name: **Agricultural Summit & Field Tour**

Location: **Fort Worth, Texas**

Year: **2023**

Prime Contractor: **Western Caucus Foundation**

CONTACT INFORMATION



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CHALLENGES

The Texas Agriculture & Farm Summit, a collaborative effort between pugnacious and The Congressional Western Caucus Foundation, faced challenges in coordinating the participation of over 30 members of Congress, senior staff, prominent brands, media, and local officials for the three-day event focused on renewing the Farm Bill. Ensuring seamless execution while addressing the specific needs of the agricultural community and rural America was crucial.

SOLUTIONS

To overcome challenges, pugnacious meticulously planned logistics and engagement strategies. Our team coordinated schedules, provided clear communication channels, and employed event management tools. Additionally, we leveraged our network to secure participation from Congress members and effectively showcased the summit's significance through impactful media coverage and broadcasting on RFD and The Cowboy Channel. We also made sure Texas Representatives were there greeting guests at each event.

BENEFITS

Benefits One

1

Stakeholder Engagement and Awareness: The Texas Agriculture & Farm Summit facilitated engagement with over 30 members of Congress, senior staff, prominent brands, media representatives, and local officials. This diverse participation created a platform for networking, collaboration, and awareness-building, fostering support for the agricultural community and rural America.

Benefits Two

2

Amplified Advocacy through Media: The event's media coverage and live broadcasting on RFD and The Cowboy Channel significantly expanded its impact. With reaching over **55MM** households, this exposure amplified advocacy efforts by reaching a wider audience, sparking conversations, and generating heightened awareness about the importance of supporting agricultural and rural interests.

Benefits Three

3

Strategic Policy Influence: By centralizing discussions around the renewal of the Farm Bill, the summit strategically influenced policy conversations. Engagement from policymakers, industry leaders, and media contributed to shaping policy narratives, potentially leading to favorable policy outcomes that address the needs of the agricultural sector and rural communities.