



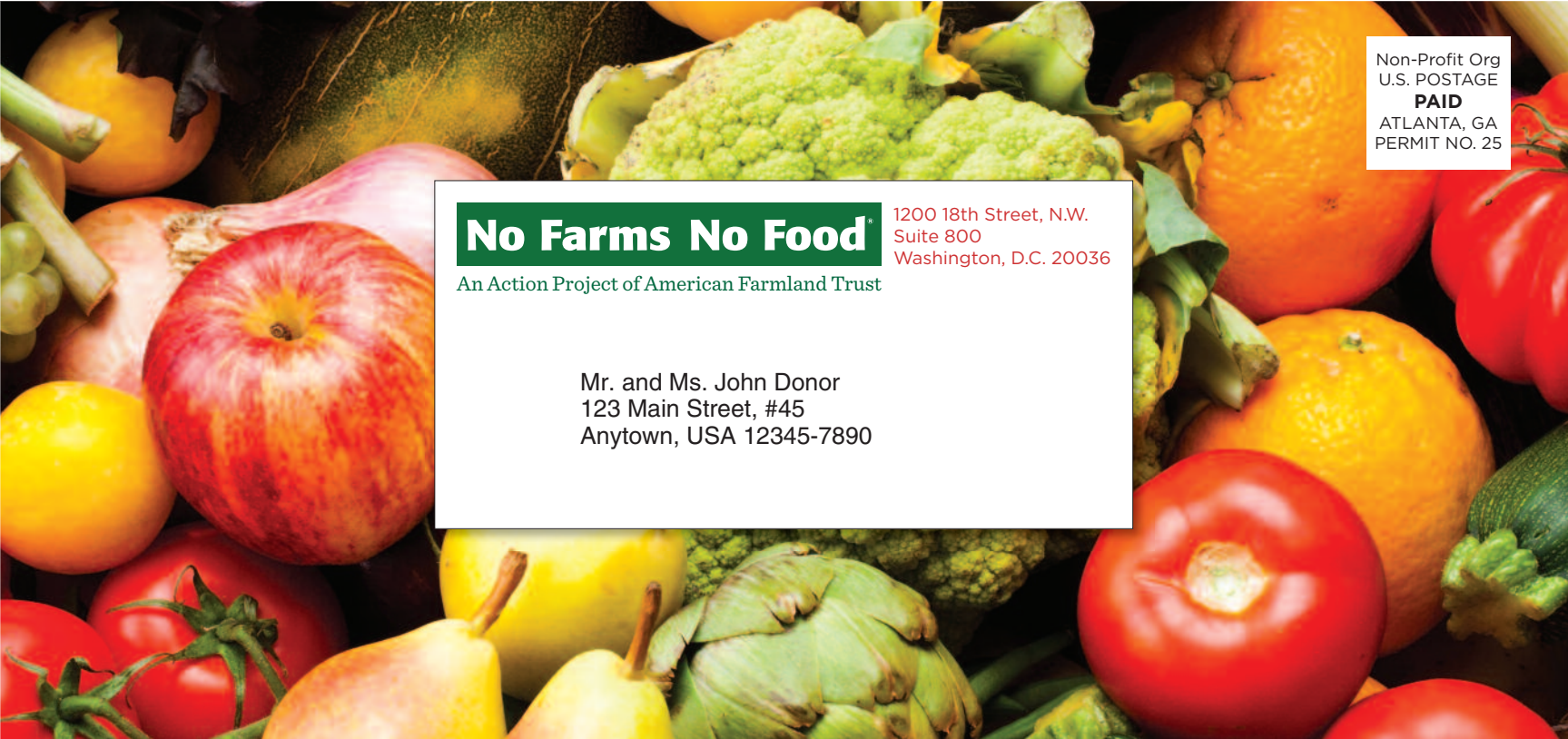
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No Farms No Food®

An Action Project of American Farmland Trust

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Washington, D.C. 20036

Mr. and Ms. John Donor
123 Main Street, #45
Anytown, USA 12345-7890




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America has been losing more than an acre of precious farmland every minute. And with it, the source of local, nutritious foods we need to be healthy.

YOUR GIFT WILL BE DOUBLED — HELP SAVE FAMILY FARMS AND FARMLAND

Yes Jon: I AGREE! We must do more to save family farms and protect our fertile farmland. To make that happen, here's my special tax-deductible contribution to AFT's \$300,000 matching gift campaign. I know my gift will be matched, dollar for dollar:

\$50 \$100 \$250 Other \$ _____
= \$100 = \$200 = \$500 when matched, your gift will be doubled!

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Anytown, USA 12345-7890



Make your check payable to "American Farmland Trust" and return it with this form in the enclosed postage-paid envelope; charge your gift (see the back of this form); donate online at farmland.org/give; or call 1-800-431-1499.

1200 18th Street, N.W., Suite 800 • Washington, D.C. 20036 • www.farmland.org

**No Farms
No Food®**

Help AFT Secure \$300,000 for More Farmland Protection!

Dear Mr. and Ms. Donor,

The delicious, nutritious farm-fresh food that brought you this letter was grown by America's family farmers.

Day after day, season after season, these hard-working families turn seed and soil into the tomatoes, squash, corn, lettuce, and other vegetables we love. Their orchards produce our fruits and nuts. Their dairies produce our milk, cream, and butter.

Invisible to us yet part of our daily lives, family farmers take on whatever nature can throw at them to produce harvests we can count on — and even take for granted.

All that delicious goodness, from farm to plate, is one of the treasures of American life. **But the family farms that produce our freshest and healthiest fruits, vegetables, dairy products, and other bounty are fast disappearing — even as you read this letter!**

As a loyal supporter of American Farmland Trust, you know the terrible statistics: More than an acre of precious farmland lost every minute ... to greedy developers, poor planning, ruinous inheritance taxes, rising costs and shrinking profits, drought and now floods — all of which combine to make it increasingly difficult for many family farmers to survive.

To help stem the loss of more family farms, a very generous donor has come forward with a \$300,000 challenge to encourage your special donation today. If you and other AFT supporters give a total of \$300,000, this donor will match every dollar of your gift — generating \$600,000 for farmland protection.

So your tax-deductible gift of \$50 will mean \$100 for AFT programs to keep farmers on their land. Your gift of \$100 will mean \$200 for AFT's conservation initiatives. And your gift of \$250 will yield \$500 for AFT's important work to support the next generation of family farmers as they inherit from their parents and families.

You know better than most that farm and ranch land is highly desirable for developers because it tends to be flat, well drained, and affordable. And with many farmers in dire economic straits, the deep pockets of developers offer a powerful incentive to walk away from a lifetime of 18-hour days and vanishing profit margins.

For many dairy farmers in particular, skyrocketing prices for feed have been enough to drive them out of a business they've loved and sacrificed for all their lives.

Second generation family farmer John De Maria was fighting to keep his 120 acre farm from foreclosure. He learned that New York's innovative farmland protection program (a program that AFT helped make possible) would protect his working farm forever.

"I thought it was the happiest day of my life. I figured we could finally get out from under the mortgages. It was finally my day," John said.

(over, please)

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I prefer to give by credit card:

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A copy of the latest Financial Report and Registration filed by this organization may be obtained by contacting us at: AMERICAN FARMLAND TRUST, 1200 18th Street NW, Suite 800, WASHINGTON, D.C. 20036, (202) 331-7300 or by contacting any of the state agencies: Florida – State registration number is SC00895. 100% of each contribution is received and retained by this organization. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free, within the state 1-800-HELP-FLA. Registration does not imply endorsement. Kansas – State registration number is 240-566-0. 100% of each contribution is received and retained by this organization. Annual financial report is filed with the Secretary of State: First Floor, Memorial Hall, 120 SW 10th Avenue, Topeka, KS 66612-1594, 785-296-4564. Maryland – State registration number is 103. 100% of each contribution is received and retained by this organization. For the cost of copies and postage: Office of the Secretary of State, State House, Annapolis, MD 21401. Mississippi – State registration number is C-0479. 100% of each contribution is received and retained by this organization. The official registration and financial information of American Farmland Trust may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. Registration by the Secretary of State does not imply endorsement by the Secretary of State. New Jersey – State registration number is CH0270300. 100% of each contribution is received and retained by this organization. INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING 201-504-6215. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. New York – State registration number is 49589. 100% of each contribution is received and retained by this organization. A copy of the latest annual report may be obtained from the organization or from the Charities Bureau, Department of Law, 120 Broadway, New York, NY 10271. North Carolina – State registration number is SLO00034. 100% of each contribution is received and retained by this organization. Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-733-4510. The license is not an endorsement by the state. Pennsylvania – State registration number is 508. 100% of each contribution is received and retained by this organization. The official registration and financial information of American Farmland Trust may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement. Virginia – 100% of each contribution is received and retained by this organization. Financial statements are available from: State Division of Consumer Affairs, Department of Agricultural and Consumer Services, PO Box 1163, Richmond, VA 23218. Washington – State registration number is 171. 100% of each contribution is received and retained by this organization. Charities Division, Office of the Secretary of State, State of Washington, Olympia, WA 98504-0422, 1-800-332-4483. West Virginia – 100% of each contribution is received and retained by this organization. Residents may obtain a summary from: Secretary of State, State Capitol, Charleston, WV 25305. Registration with any of these states does not imply endorsement.



American Farmland Trust 1200 18th Street, N.W. Suite 800 Washington, D.C. 20036 www.farmland.org

With dramatic cuts to the state’s farmland protection budget, the money didn’t come through for months. Sixty-four other farmers were also waiting for the promised farmland protection dollars to permanently secure their land for future generations.

AFT’s staff reacted quickly and helped pressure the state to deliver the long overdue protection funds. And when the check finally arrived, it wasn’t a moment too soon, as John had received a foreclosure notice only the week before!

With your contribution to our \$300,000 match campaign, AFT can fight harder in serious predicaments like this, and against other threats to America’s family farmers and their land. And we’ll provide innovative solutions that will benefit family farmers and consumers alike. Your tax-deductible gift will enable us to:

- **advocate for federal, state, and local laws** that help farmers stay on their land, and make it economically feasible for their heirs to continue the family farming legacy;
- **expand public and private funding for farmland conservation** and help farmers adopt cutting-edge practices that combat drought and protect rivers, streams, and other waters;
- **work directly with struggling farmers** — especially the rising numbers of women who own or inherit farms — to help them adopt conservation practices that steward the land for the future and bolster their economic security;
- through our No Farms No Food® campaign, **educate more Americans about the importance of farmland** for air quality, renewable energy, wildlife habitats, flood control, tourism, jobs — and especially our ability to eat fresh, nutritious domestically-grown food!

With the support of thoughtful, caring people like you, AFT has built a 32-year track record of fighting for family farms, supporting farmers on the ground, helping to protect farm and ranch land (more than five million acres saved forever since 1980), promoting sound conservation practices, farmers markets, and much more.

But the pressures on family farmers grow more intense every day. Unless we redouble our efforts, farmland loss will reach a tipping point: more dairy farmers will be forced to sell off their herds; more widows and widowers will be forced to stop farming and sell their land; more children will decide that farming is just too much effort for too little reward.

It doesn’t have to be that way. And it won’t be, with your special support for AFT today.

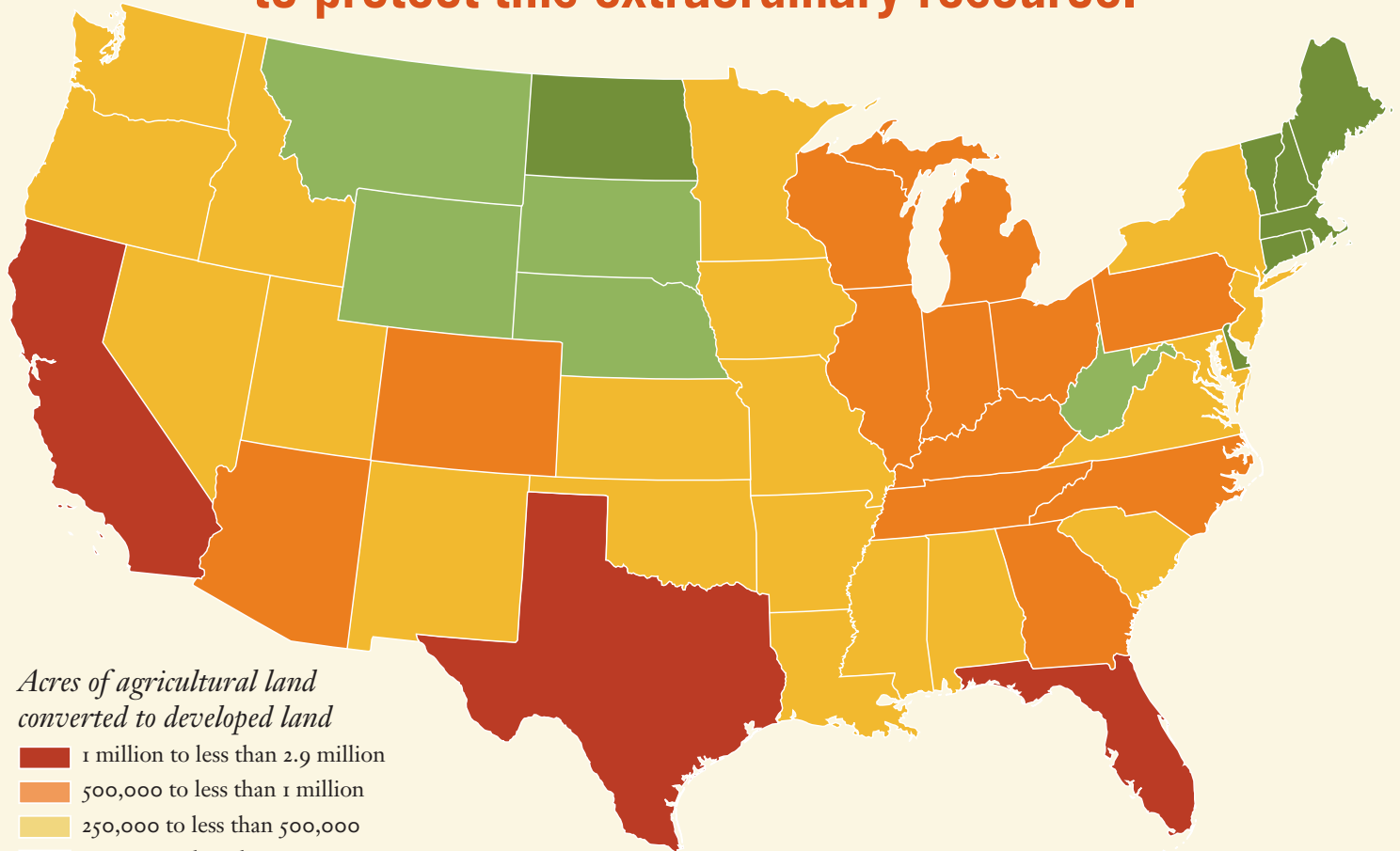
Sincerely,

Jon Scholl, President

P.S. Together we can prevent the loss of more family farms. Support AFT’s \$300,000 challenge campaign today. Your contribution will be matched, dollar for dollar. Please be especially generous! And thank you.



Every state in our nation has been losing farm and ranch land. AFT needs your renewed support to protect this extraordinary resource.



Acres of agricultural land converted to developed land

- 1 million to less than 2.9 million
- 500,000 to less than 1 million
- 250,000 to less than 500,000
- 100,000 to less than 250,000
- 10,000 to less than 100,000

NOTE: Estimates for Alaska and Hawaii are not currently available.

Your support does make a difference!

Here are just a few examples of AFT's wide-ranging work:

California

- AFT is heavily involved in farmland conservation in the San Joaquin Valley Blueprint, a regional “smart growth” plan that will save 120,000 acres of farmland.
- We are a force behind the San Francisco Bay Area Agricultural Economic Development Strategy, designed to raise capital to expand locally grown food products.

The Northwest

- AFT funding enabled Pioneers in Conservation to receive matching funds from the USDA, benefitting farmers in the Snoqualmie Valley of western Washington.

Farm Belt States

- AFT is engaging a new generation of women farmers through our Women Landowners Learning Circles, which help women improve their farming abilities, become active in the farmland preservation movement, and otherwise increase their odds of keeping their farmland in profitable production.
- AFT works with corn and soybean farmers in the Upper Salt Fork watershed in East Central Illinois to adopt innovative approaches to improve water quality.

Ohio River Basin

- Through AFT initiatives, leaders from state agencies in Ohio, Indiana, and Kentucky signed the nation's first interstate water quality pilot trading plan, a collaboration to improve water quality in one of the nation's most important watersheds, and to keep area farms thriving.

The Northeast

- In New England and New York, AFT guides farm-to-institution programs that create new markets for regional food products produced by family farms.
- AFT is working with Tufts University on the New England Milkshed Assessment, which urges consumers to consciously choose dairy products from New England farms.

No Farms No Food®

America has been losing more than an acre of farmland every minute, so the need to accelerate preservation is more urgent than ever. That's because most fruits, vegetables, berries, dairy, and poultry products are produced in urban-edge areas — fertile land that is too often in the path of destructive development.

That's why AFT helps communities create plans that save precious local farmland.

AFT's slogan, No Farms No Food®, highlights the central role of family farmers in maintaining America's food supply. The imperative to protect endangered farmland is clear.

FACT: Much of the food we eat comes from farms near urban areas.

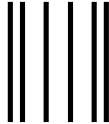



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**RUSH:
Matching Funds Enclosed**

*Your stamp saves AFT
much-needed funds!* →

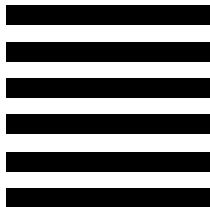


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