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Contacts:

Bill Gross, Farm Rescue
Founder & President
billgross@farmrescue.org
(701) 252-2017

Dan Erdmann, Farm Rescue
Marketing Program Manager
dan@farmrescue.org
(701) 412-6926

Farm Rescue Continues Hay Hauling Relief Efforts for Nebraska, Oklahoma and Texas Wildfire Victims Thanks to Support from Anheuser-Busch Foundation

Nonprofit org. receives additional support for 'Operation Hay Lift' to provide relief efforts to farmers

HORACE, N.D., April 4, 2024 - Farm Rescue, a nonprofit organization that provides free planting, haying, harvesting, commodity hauling and livestock feeding assistance to farm families who have experienced a major illness, injury or natural disaster, is continuing hay relief efforts in response to recent wildfires in the states of Nebraska, Oklahoma and Texas. To aid in these efforts, the Anheuser-Busch Foundation has donated \$15K to support the transportation and delivery of much needed livestock feed to impacted areas.

Farm Rescue has activated "Operation Hay Lift" to deliver critical resources to ranchers affected by these natural disasters. Recent wildfires burned more than 70,000 acres of land in central Nebraska and over 1.5 million acres in the panhandle region of Texas and western Oklahoma. The organization is coordinating donated hay from surrounding states, which is being distributed on a first-come, first-served basis. The first of many truckloads was dispatched on March 19 from the Mack Ranch, near Scranton, ND. This hay was delivered to a family in Texas who lost more than 7,500 acres of vital grasslands in the blaze. Farm Rescue volunteers have been working continuously to deliver subsequent loads to ranch families in these impacted areas.

Anheuser-Busch is a longstanding supporter of Farm Rescue and the entire U.S. agricultural community. The brewer spends over \$700 million annually sourcing nearly all of the high-quality ingredients in its iconic American beers from more than 700 direct grower partners across the country, and recently announced that it is the first company ever to achieve [U.S. Farmed](#) certification for several of its products, indicating at least 95% of the ingredients in those products are sourced from U.S. farms. In addition, the brewer's Busch Light brand has been a proud partner of Farm Rescue since 2019, helping to raise \$1.2 million for the organization to date. In 2020, the release of Busch Light Corn Cans directly helped fund Farm Rescue's expansion into Kansas, and to this day, Busch Light continues to raise funds for Farm Rescue through its Corn Cans and tailored campaigns to support the farming and ranching communities that are near and dear to the brand's heart.

"American farmers are critical not just to our company, but to our country, and Anheuser-Busch has proudly supported them for more than 165 years – that's who we are," said Cesar Vargas, Chief External Affairs Officer, Anheuser-Busch. "Efforts like 'Operation Hay Lift' and [U.S. Farmed](#) are essential for ensuring the strength and sustainability of U.S. agriculture, and we are honored to stand by our nation's farmers in times of need and beyond."

Farm Rescue is calling for volunteer CDL drivers and hay donations in closer proximity to these impacted areas, as well as monetary gifts to help support the campaign. Operation Hay Lift will continue throughout the next several months, as funding and resources allow. Affected ranchers are asked to fill out an application for hay hauling assistance, which can be obtained at farmrescue.org.

"Our thoughts and prayers are with those affected by these devastating wildfires," said Bill Gross, Founder & President, Farm Rescue. "Please consider donating funds, hay or other livestock feed so we may deliver hope to these families in the midst of the crisis."

Those wanting to apply for assistance, sign up to be a volunteer CDL driver or make a monetary donation can visit farmrescue.org or call 701-252-2017.

About Farm Rescue

Farm Rescue was founded in 2005 and has helped more than 1,000 families since its inception. The organization's mission is to help farmers and ranchers who have experienced a major illness, injury, or natural disaster by providing the necessary equipment and volunteer labor to perform time-sensitive services. Applications for assistance are currently being accepted and can be obtained at www.farmrescue.org or by calling 701-252-2017.

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