



**nebraska Farm Bureau Federation®**

5225 S. 16th St., P.O. Box 80299, Lincoln, NE 68501 Phone: (402) 421-4400 FAX: (402) 421-4439

September 26, 2013

Steve Ells  
Chairman and Co-Chief Executive Officer  
Chipotle Mexican Grill, Inc.  
1401 Wynkoop Street, Suite 500  
Denver, CO 80202

Dear Mr. Ells:

As farmers and ranchers who serve on the Nebraska Farm Bureau Federation (NFBF) Board of Directors and as representatives of farm and ranch families across Nebraska, we are writing today to express our extreme disappointment and concern about Chipotle's "Scarecrow" marketing campaign. For clarification, the Nebraska Farm Bureau is Nebraska's largest, voluntary membership organization representing farm and ranch families from across our state.

While we are sensitive to and believe in the rights of companies to market their products, the images and message of Chipotle's "Scarecrow" campaign plays fast and loose with the truth about how food is raised and more importantly, the ethics and morals of the people who are involved. More to the point, we believe this campaign disparages many of our members by the insinuations that it makes about American farmers, American agriculture and the American food system.

The "Scarecrow" campaign perpetuates two of the greatest fallacies of modern food production. The first being the myth of the American "factory farm," the second being that people involved in raising food only care about profit and do so at the expense of their animals and our natural resources.

Nebraska Farm Bureau represents farmers and ranchers who produce a wide array of agriculture products and do so using a variety of farming practices whether traditional or non-traditional in nature. These farm families have for generations and continue today to serve as the backbone of our state and our country and play an integral part of providing food both here in the United States and abroad. They are the same people who support their local communities, local food pantries, and fill our churches on Sundays. They are people of high moral character who care not only for their animals and the land for which they are entrusted, but the people they seek to serve in raising food.

The "Scarecrow" campaign is narrow minded in scope and is quite frankly an oversimplification of food issues that go well beyond simply serving burritos to the customers who walk through Chipotle's doors. There are very real issues of hunger, food insecurity and challenges of feeding a growing world



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population. These challenges are reflected in the various methods in which food is raised to ensure there are food choices for people at a variety of price points. Yet, Chipotle in its “Scarecrow” video portrays these very real issues as if they are manufactured only to serve corporate greed from a nameless and faceless corporate food system.

We are writing you today to clarify the fact that those individuals disparaged by your video do in fact have faces. They do in fact have families. And they do in fact care about the well-being of their fellow man and have done so for generations. From our vantage point the Chipotle “Scarecrow” video and marketing plan is in many ways hypocritical in that it seeks to profit from a public which has never been further removed from agriculture but has been fed a steady diet of misinformation from groups seeking to profit from this gap in informational exchange.

Chipotle claims it is about “Food with Integrity.” Ironically enough, our organization and its members share in that belief even though we may be arriving at that belief from different starting points. Despite our displeasure and distaste for the “Scarecrow” campaign, we remain open and willing to start a dialogue about how “Food with Integrity” is defined and what that truly means for all people who remain in need of the crops and livestock we produce.

We appreciate your consideration of the concerns we have expressed. With that said it is our experience that conversation and open dialogue can be beneficial in situations such as this and we would welcome the opportunity to discuss this matter with you at a more involved level. Please contact Nebraska Farm Bureau President Steve Nelson or Nebraska Farm Bureau’s Vice President of Issue Management Craig Head if you would like to further dialogue on this subject.

Sincerely,

Steve Nelson  
President  
Axtell, NE

Mark McHargue  
1<sup>st</sup> Vice President  
Central City, NE

Sherry Vinton  
Whitman, NE

Shelly Thompson  
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Myles Ramsey  
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Tanya Storer  
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Andy Devries  
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Cc: Montgomery F. Moran, Co-Chief Executive Officer