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Trump Names Rollins for USDA

Nomination highlights loyalty and experience with "America First" policies

Monday, November 25, 2024



President-elect Donald Trump announced on Saturday the nomination of Brooke L. Rollins to lead the United States Department of Agriculture (USDA). In a statement, Trump described Rollins as "a loyal patriot" and highlighted her political and strategic experience, particularly during his first term in the White House. The nomination, which requires Senate confirmation, positions Rollins as the second woman to head the department, following Ann Veneman, who served from 2001 to 2009 under President George W. Bush.

Rollins, 52, was born in rural Texas and has been closely associated with the "America First" policies championed by Trump. Over the past four years, she founded and served as CEO of the America First Policy Institute (AFPI) and America First Works (AFW), two organizations that promote the former president's initiatives. According to Trump, Rollins led a team focused on implementing what he described as a transformative agenda aligned with the principles of his first administration.

Her experience includes membership in Trump's Economic Advisory Council in 2016 and several roles within his administration. These included serving as director of the Domestic Policy Council, director of the Office of American Innovation, and assistant to the president for strategic initiatives. In these capacities, she played a key role in designing and executing various national policies.

If confirmed, Rollins will oversee a department with approximately 100,000 employees and a structure comprising 29 agencies and offices. The USDA is responsible for programs ranging from food security and rural development to agricultural research and natural resource conservation.

Rollins will face several immediate challenges, including international trade negotiations. A priority will be the renegotiation of the United States-Mexico-Canada Agreement (USMCA), scheduled for next year. She will also address agricultural tariff policies, a promise from Trump that could impact the import of certain farm products. Additionally, Rollins will be tasked with advancing initiatives to protect American farmers, whom Trump has called "the backbone" of the nation.

The selection of Rollins underscores Trump's commitment to his "America First" strategy, which prioritizes self-reliance and the protection of national interests. Rollins' rural background and extensive experience in conservative policymaking align with the president-elect's vision for the agricultural and rural development sectors in the United States.