



American Farm  
Bureau Federation®

# 2025

## IMPACT REPORT





America's farmers and ranchers remain steadfast in our mission to feed and fuel the world. While we are facing a serious economic storm across farm country with significant trade disruptions, historically low crop prices and record high prices, Farm Bureau remains committed to finding

solutions to keep our farms and our food supply secure. We know that families across this country are counting on family farms like ours to keep innovating and growing.

Farm Bureau stands together as farm and ranch families working together to strengthen agriculture and our rural communities. Across our federation, Farm Bureau members—from farms of all sizes—work every day to advocate for responsible policies and serve their communities. Farm Bureau's grassroots advocacy begins right on the farm, and because our policies are cultivated straight from the field, they reflect the real-world challenges we face as we work to provide a safe and sustainable food, fiber and renewable fuel supply. Your dedication and our collective efforts make Farm Bureau the Voice of Agriculture®.

This past year, we powerfully demonstrated the strength of grassroots advocacy. We engaged lawmakers at every level by advocating in Washington, D.C., and working directly

with congressional offices at home to advance American agriculture. Our tireless efforts sent a clear message on critical issues like the farm economy, taxes, trade, labor and the need for a new farm bill, all to strengthen our farms, our rural communities and our nation's food supply.

Farm Bureau's impact reaches far beyond policy. We're cultivating the next generation of agricultural leaders through dynamic leadership development programs, fueling rural innovation with the Ag Innovation Challenge and strengthening communities through initiatives like Harvest for All. These efforts reflect our deep commitment to build a vibrant future for agriculture and rural America.

To my fellow Farm Bureau members: thank you for your unwavering dedication and meaningful contributions over the past year. Your commitment drives our mission forward, and we deeply value the time, energy and leadership you contribute to our organization.

To our partners and supporters: we're excited to continue working together to secure the long-term success of American agriculture.

For those not yet involved with Farm Bureau, consider this report an invitation to join us. Together, we can build a bright, sustainable future for agriculture and the communities that depend on it.

God bless,

ZIPPY DUVALL, PRESIDENT

2,  
COUNTY





## 2025 IMPACT REPORT

Farm Bureau is the trusted Voice of Agriculture® and the leading grassroots membership organization advocating for all farmers, ranchers and rural communities.

Farm Bureau brings members together at the county, state and national levels to speak with a united voice, support one another and give back to our communities.

We all depend on the success of American agriculture, and Farm Bureau stands with farmers and ranchers as we work together to keep our nation's food, fiber and renewable fuel supply safe, sustainable and secure.

Farm Bureau welcomes and includes all types of farmers and serves all types of farms in 50 states and Puerto Rico, for the benefit of families everywhere.



800

FARM BUREAUS

NEARLY  
6M  
MEMBER  
FAMILIES

50 STATE FARM  
BUREAUS +  
PUERTO RICO



American Farm Bureau Federation®

## POLICY DEVELOPMENT, ANALYSIS & IMPLEMENTATION

Active and engaged farmers and ranchers are the power behind the American Farm Bureau Federation. Our influence is unmatched when state and county Farm Bureaus and grassroots members unite with us to advocate for public policies that advance agriculture and strengthen rural communities. Their voices are also critical to telling agriculture's story at a time when the public is more curious than ever about where their food comes from.

AFBF has a long and proud history of analyzing policy proposals, including their potential benefits, drawbacks and unintended consequences. Our respected policy experts provide deep insight to members of Congress and federal agencies as they develop and implement policy.

Since its inception in 1919, AFBF has been defined by a true grassroots policy development process. Every January, farmer and rancher delegates set AFBF's formal policy agenda after deliberation on the challenges and opportunities facing agriculture in the coming year.

*President Duvall shared Farm Bureau's priorities and challenges facing farmers with lawmakers throughout the year.*



## 2025 ACHIEVEMENTS

AFBF's 2025 goals were advanced through meetings in Washington, D.C., at state events and on farms across the country. Action alerts spurred grassroots advocacy, and Farm Bureau's priorities were shared through media engagement and digital amplification. Highlights of achievements, progress and advocacy for 2025 follow.

### Taxes

Sound tax policy is essential to helping families build and sustain strong farms. Farm Bureau worked to ensure that several critical provisions from the 2017 Tax Cuts and Jobs Act were extended instead of being allowed to expire in 2025 including the Section 199A qualified business income deduction, bonus depreciation and a higher estate tax exemption.

Through persistent advocacy and deep policy engagement, Farm Bureau helped secure one of the most impactful tax relief packages in decades for American agriculture via the One Big Beautiful Bill Act. Improvements to and the continuation of these key provisions prevented an average annual tax increase of \$5,125 for farm families nationwide.

*Perspectives from the Field:  
Farmer and Rancher Views on the  
Agricultural Economy, Part I*

### Farm Labor

Farm Bureau influenced improvements to the H-2A wage rate, helping reduce labor costs that often make up nearly half of farm production expenses. This win was made possible by strategic engagement across all branches of government and the active involvement of Farm Bureau members.

### Risk Management Programs

AFBF's longstanding advocacy for strong agricultural support programs and increased reference prices paid off with the passage of legislation that extends key programs — including crop insurance, Price Loss Coverage, Agriculture Risk Coverage, marketing assistance loans and Dairy Margin Coverage — through the 2031 crop year. It also delivers meaningful improvements for farmers and growers by increasing reference prices for major covered commodities by 10–21%, with additional increases scheduled to begin in 2031.

### Conservation

The same legislation extended authorization through 2031 and increased baseline funding for key conservation programs by incorporating resources from the Inflation Reduction Act into the permanent farm bill baseline. This long-term investment supports major Farm Bureau-backed initiatives including: the Environmental Quality Incentives Program, Conservation Stewardship Program, Agricultural Conservation Easement Program and Regional Conservation Partnership Program.



Workers harvesting sweet potatoes at the farm of North Carolina members Harrell and Lorenda Overman.



## Make America Healthy Again (MAHA)

The Make America Healthy Again campaign renewed America's interest in where and how food is grown. Farmers welcomed the curiosity, but they became concerned when the MAHA Commission's initial report sowed seeds of doubt and fear about the country's food system. Members, staff and leaders from AFBF and state Farm Bureaus engaged with the commission on the role farmers play in the nation's stable food supply. The final MAHA strategy recognized agriculture's efforts and emphasized the importance of fresh fruits and vegetables and dairy. Farm Bureau will continue to engage with the commission and policymakers at all levels, to ensure a full understanding of the scope and implications of the recommendations and impact on our food supply chain.

## WOTUS

Farm Bureau's advocacy for clarity in the ambiguous Waters of the U.S. Rule led to a significant victory in the effort to establish a fair and durable framework for water regulation. The current administration issued updated guidance that rescinded problematic implementation directives from the previous administration and addressed concerns related to surface water.

Farm Bureau continues to collaborate with the administration as it develops a new rule to protect the nation's waters while ensuring clarity and fairness for farmers and ranchers.



## Trade

President Duvall led an AFBF delegation to the North American/EU Agricultural Leaders Conference in Italy, joining farm leaders from Canada, Mexico and Europe to discuss production, trade and innovation.

AFBF continues to advocate for improvements to existing trade agreements and the pursuit of new ones to help close the agricultural trade deficit. In 2025, eight new trade frameworks

*President Duvall met with Ambassador Warren Stephens during a trip to the U.K. to advocate for finalization of the U.S.-U.K. trade deal.*

## Advocacy

In 2025, targeted issue fly-ins and in-person meetings between farmers and ranchers and lawmakers delivered strong results. Thirty-six state Farm Bureaus held more than 500 meetings with lawmakers on key issues such as a five-year farm bill, agriculture labor, trade and the overall farm economy.

were announced, including expanded market access to the European Union — an important step toward strengthening global opportunities for U.S. farmers and ranchers.

Farm Bureau also urged the administration to resolve ongoing tariff disputes and ensure free and open access to current trading partners, which is essential for maintaining a competitive agricultural economy.

*Farm Bureau leaders Phillip Hunter of Alabama, Kim Skellie of New York and Mike McCarthy of Oregon shared insights about agricultural labor issues facing farmers with Department of Labor and USDA officials during a June fly-in to Washington, D.C.*



Additionally, Farm Bureau supported legislation that established the Agriculture Trade Promotion and Facilitation Program, providing \$285 million annually to support trade expansion and market development efforts.

### Highly Pathogenic Avian Influenza

Farm Bureau urged USDA to support farmers in combating Highly Pathogenic Avian Influenza, a growing threat to livestock health. In response, USDA committed up to \$1 billion toward a comprehensive five-part strategy that includes enhanced biosecurity measures, financial relief for affected farmers and accelerated vaccine research.



### Market Intel

When lawmakers, journalists and the public need clarity on complex agricultural issues, they turn to AFBF economists. Farm Bureau's Market Intel reports are a trusted source for timely, expert analysis on the factors shaping agricultural markets and farm viability. In 2025, our economists generated Market Intel analysis that focused on important topics like the farm economy, trade, farm labor and avian influenza.

## MARKET INTEL BY THE NUMBERS

**80+**  
MARKET INTELS  
IN 2025

**8,000+**  
MENTIONS AND ECONOMIST  
INTERVIEWS IN STORIES  
ACROSS THE U.S.

**14.7B**  
MEDIA IMPRESSIONS



## LEGAL ADVOCACY

AFBF is the leading national voice for farmers and ranchers in the courts, working to shape laws and regulations that impact agriculture. Whether defending against government overreach or promoting fair policies, Farm Bureau's legal efforts help ensure farmers can continue their work as responsible stewards of the land and contributors to rural communities.





### Court Victory Preserves Farm Exemption

In a significant and hard-fought victory for farmers, the D.C. District Court ruled that routine animal manure emissions do not trigger emergency reporting requirements designed for industrial chemical spills. The Environmental Protection Agency's 2019 Emergency Planning and Community Right-to-Know Act rule, which exempted farms from filing reports, was legally challenged. AFBF and other groups successfully defended the rule.

### Supreme Court Limits EPA Overreach on Water Permits

The Supreme Court ruled that EPA cannot hold farmers and other permit holders responsible for the overall quality of water bodies, which can be affected by many factors. Instead, the agency must clearly outline what can be discharged and steps to comply.

Farm Bureau played a key role in this outcome. The Court's majority opinion closely followed arguments made in Farm Bureau's legal brief, reinforcing the organization's position that EPA had overstepped its authority.



### Supreme Court Narrows Scope of Environmental Reviews

AFBF filed a legal brief urging the Supreme Court to narrow the scope of environmental reviews under the National Environmental Policy Act. The Court agreed, ruling that NEPA had become an overly broad tool used to block projects and reaffirming that federal agencies should receive strong judicial support in how they apply NEPA.

Importantly, the Court clarified that agencies are not required to evaluate environmental impacts that are distant in time or location from the project itself — helping prevent unnecessary delays and uncertainty for agricultural and infrastructure projects.

*AFBF amplifies farmers' voices on key legal issues nationwide, including at the U.S. Supreme Court in Washington, D.C.*



### Federal Court Blocks Unfair Rule

AFBF led efforts to block an unfair farm labor rule. It resulted in a federal court ruling that halted key provisions and prompted the Department of Labor to pause enforcement and begin revising the rule.

# COMMUNICATIONS & OUTREACH

Part of AFBF's mission is to serve as the Voice of Agriculture. This requires a strategic approach to communications, including a clear focus on earning media coverage, a commitment to expanding our digital audiences, and a relentless willingness to explore new communications frontiers in order to tell the story of agriculture in the most effective ways possible. We achieved success in 2025 following an aggressive outreach effort at a time of high public interest in food prices, immigration/farm labor and the MAHA movement.

AFBF's digital audience continues to grow and with it our brand awareness and affinity. Collaborations with content creators and tapping into social media trends have been an integral part of meeting our audience where they are.

In 2025, AFBF put a special focus on showcasing the commitment of farmers and ranchers to taking care of the soil and other natural resources while producing healthy food for

America's families. This message was amplified through the launch of Growing a Healthier America, a collaborative public engagement campaign developed in partnership with leading agricultural organizations.

*Maryland members Alan and Rachel Eck and other farmers across the country share the goal of wanting to see improved health outcomes for America's families and communities.*



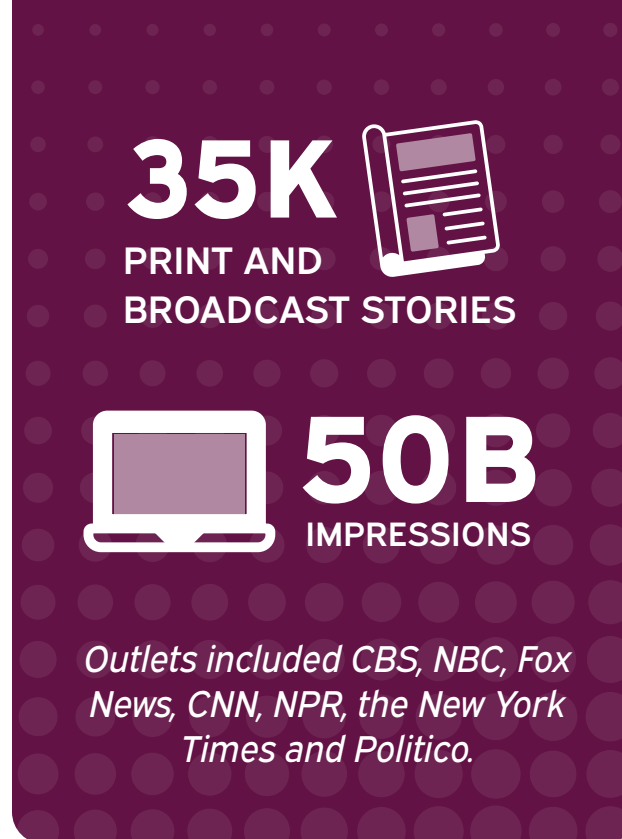




### Holiday Meal Cost Surveys

Our widely covered holiday meal cost surveys serve a valuable purpose beyond providing interesting food price data for a July Fourth cookout and Thanksgiving meal. They establish American Farm Bureau as a “go-to” source of information and provide a platform to put policy priorities and agricultural realities in context for consumers.

We leveraged the July survey to share the relatively small share of the food dollar that goes back to farmers, while the Thanksgiving Dinner Cost Survey highlighted the current farm economy. Coverage included more than 200 references to the challenging economic conditions farmers are facing.



### Farm Dog of the Year & People's Choice Pup

Through the popular Farm Dog of the Year contest and People's Choice Pup award, we celebrated the special bond between farmers and their canine companions – sparking joy and engagement across rural and urban audiences alike. Now in its eighth year, the contest garners attention on several social platforms and has reached nearly half a million people since it was launched.

*Livestock guardian dog Sirius was recognized as the 2025 Farm Dog of the Year.*

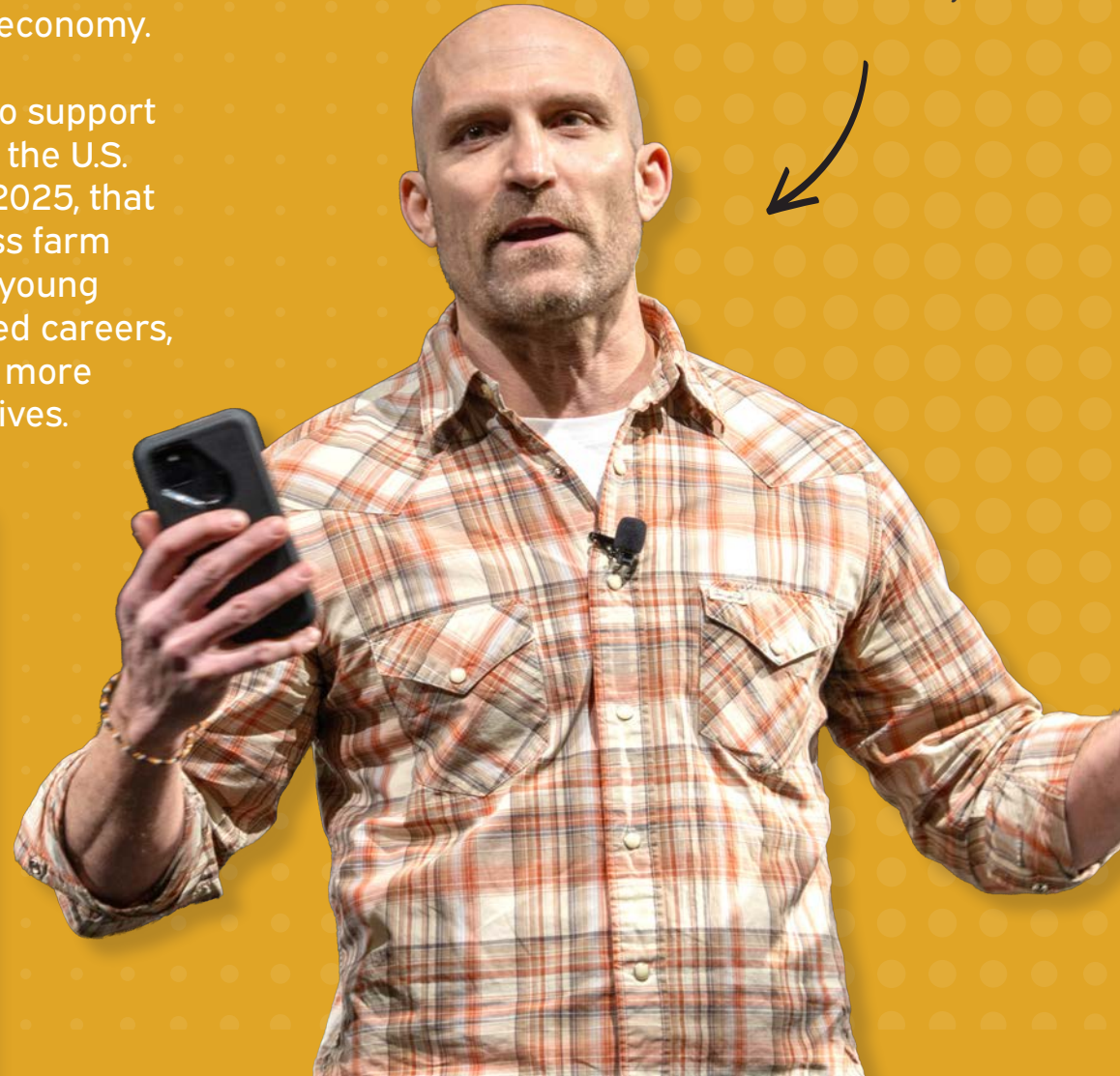


# INITIATIVES & COLLABORATIONS

AFBF's programs and initiatives enrich the rural communities where grassroots farmer and rancher members live and work. These farm and ranch communities are the backbone of America, playing an important role in our nation's economy.

Continuing to work together to find creative ways to support these rural communities, which are home to 14% of the U.S. population, is important for future generations. In 2025, that commitment included sharing resources to address farm stress and mental health concerns, engaging with young people who are interested in agriculture and related careers, and encouraging rural entrepreneurs. Read on for more details about these and other programs and initiatives.

*Tracey Wiedmeyer, an Indiana Farm Bureau member, led Gripp to victory in the 2025 Ag Innovation Challenge.*



## Ag Innovation Challenge

Innovation remained a priority through the Ag Innovation Challenge, which spotlighted entrepreneurial solutions to agricultural challenges and provided \$145,000 in startup funds. Gripp, the 2025 winner, offers farmers a simple way to keep records of assets in combination with communication tools to keep everyone connected.





## Rural Mental Health

During Mental Health Month (May), the Just One Step campaign encouraged farmers and ranchers to take just one step when feeling overwhelmed, emphasizing that a single healthy decision can significantly improve the outcome for someone who is struggling. Later in the year, AFBF began managing the newly rebranded Farm State of Mind Alliance, which brings together diverse stakeholders to support and promote the mental health wellness of farm families and rural communities across the U.S. through free resources that range from peer support to professional counseling.

*The Ag Innovation Challenge focuses exclusively on rural entrepreneurs.*



## Youth and Diversity

Our engagement with organizations including FFA, 4-H, Agriculture Future of America and the National Society for Minorities in Agriculture, Natural Resources, and Related Sciences helped cultivate future leaders and ensure agriculture reflects the richness of our communities. These partnerships strengthen membership value for each of the organizations through collaboration on projects.

INTERNATIONAL YEAR  
OF THE WOMAN FARMER



## International Year of the Woman Farmer

In preparation for the International Year of the Woman Farmer (2026), we encouraged participation in a new Women in Agriculture Survey, which aims to increase understanding of the experiences, leadership pathways and future needs of women in agriculture. Insights are sought from women working in production agriculture, agribusiness, education and advocacy, as well as from men and others in related fields who can offer perspectives on women's roles in agriculture. Findings will be shared at the AFBF-hosted International Year of the Woman Farmer ACE Summit in Washington, D.C., in June 2026.



*Veterans participating in Project Victory Gardens learn hands-on agricultural skills.*

## Veteran Farmer Award of Excellence

Retired Army Command Sgt. Maj. Matthew Rutter of South Carolina was recognized as the second recipient of the Veteran Farmer Award of Excellence. The award recognizes military veterans who continue to serve through agriculture. Rutter co-founded the nonprofit Project Victory Gardens to help veterans transition to civilian life with renewed purpose and hands-on agricultural skills. He also developed a nationally recognized training program for veterans interested in learning about agriculture, in addition to serving as founding president of the South Carolina Farmer Veteran Coalition.



# CULTIVATING LEADERS & GRASSROOTS ADVOCACY

AFBF provides intensive leadership development and effective outreach training, strengthening the ability of farmers and ranchers to connect with others in an impactful manner. The skills members learn are applied at the local, state and federal level. Together, these initiatives reflect our commitment to cultivating strong leaders and empowering grassroots advocates who shape the future of agriculture.



## Women's Communications Boot Camp & Ag ConnectHER

The Women's Communications Boot Camp continued to be a cornerstone of our leadership development efforts, providing intensive, hands-on training for women in agriculture to become confident, compelling communicators. The program has 328 graduates and is open to all women involved in Farm Bureau. Graduates use their training to strategically support issues important to farmers and help tell agriculture's story. This includes participating in local media opportunities, sharing information with elected officials and joining social media campaigns that spotlight modern agriculture.

AgConnectHER online events held throughout the year fostered meaningful connections and mentorship among women in agriculture, creating a vibrant community of support and shared growth. This initiative spotlights prominent women all across agriculture—from top leaders of ag organizations to government officials and elected leaders.







Excellence in Agriculture Award winners Marshal and Taylor Sewell of Florida with President Zippy Duvall, former YF&R Chair Kevin Lussier and Josephine Krzesak, representing sponsor Ford.

### YF&R Competitive Events

Each year at the AFBF Convention, Young Farmers & Ranchers competitive events highlight the talent and potential of emerging agricultural voices. These dynamic programs help participants sharpen their skills, share bold ideas and forge lasting connections with peers nationwide. We proudly honor their commitment to quality through the Achievement Award, Excellence in Agriculture Award and Discussion Meet — recognizing individuals who are driving innovation, demonstrating leadership and inspiring passion across the agricultural landscape.

*Cynthia Doise, a Louisiana Farm Bureau member, sharpened her skills at Women's Communications Boot Camp.*



Members of PAL Class 12 will graduate in 2026.

### Partners in Advocacy Leadership

The Partners in Advocacy Leadership program is a premier, intensive training experience designed for farmer and rancher members who are passionate about making a difference. Over the course of two years, participants complete four rigorous modules focused on communication, advocacy and leadership development.

PAL Class 12, set to graduate in 2026, exemplifies dedication to elevating agriculture's voice. AFBF applauds these outstanding individuals for their commitment to effective engagement and celebrates their impact as influential advocates at the local, state and national levels. Their journey reflects the power of preparation, passion and purpose in shaping the future of agricultural advocacy.



Members Katie and Lily Iverson of Oregon.

### iFarmiVote

To support civic engagement, we enhanced the iFarmiVote webpage, offering streamlined access to voter resources and tools that help members make informed decisions and participate in the democratic process. In addition to encouraging participation, civic tools like iFarmiVote help cultivate a culture of informed advocacy and leadership.



## FARM BUREAU GIVES BACK

Farm communities have always embodied the spirit of working together and helping others. Across the Farm Bureau family, members continue to rise to meet challenges — volunteering time and resources to provide meals, rebuild after disasters and support those in need. That tradition of service continued in 2025.

*The San Antonio Food Bank benefited from 20,000 meals packed by Farm Bureau members at the 2025 AFBF Convention.*







### Harvest for All

Harvest for All helps address hunger in rural America by harnessing the collaborative power of grassroots farmer and rancher members, county Farm Bureaus, state Farm Bureaus and AFBF. Members involved in the organization's Young Farmers & Ranchers program take the lead in planning, coordinating and executing the initiative, often with involvement from local community leaders and supporters.

Historical totals for the program, launched 24 years ago, are impressive — 474 million pounds of donated food, \$12.2 million and 267,000 volunteer hours.

*Farmers and ranchers generously support their communities.*



### Fundraising & Food

The national Women's Leadership Committee and state Farm Bureau Women's Leadership programs annually raise tens of thousands of dollars to support Ronald McDonald Houses, which provide a "home away from home" for families with critically ill children. During the AFBF Convention in January, the committee donated items to the San Antonio chapter of Ronald McDonald House to fulfill current needs.

In addition, convention attendees came together to make a meaningful impact through a hands-on food packing event. In partnership with the San Antonio Food Bank, they packaged an impressive 20,000 meals for families in need throughout the San Antonio community. This collective effort not only demonstrated the generosity and compassion of Farm Bureau members,

but also highlighted the power of service and teamwork in addressing food insecurity. It was a proud moment of unity and purpose, reflecting our shared commitment to supporting the communities we visit.



*The Harvest for All program has helped address hunger in rural America for 20+ years.*

## HARVEST FOR ALL

17

# 474M

POUNDS OF DONATED FOOD

# \$12.2M

# 267,000

VOLUNTEER HOURS

## AFFILIATES

AFBF's affiliated organizations extended our mission by promoting agricultural literacy, fostering industry innovation and connection, and delivering exclusive value and services to our members. Highlights of three affiliates follow.

*Farmfest brings together the best in agribusiness from Minnesota and around the country.*

## IDEAg Group

IDEAg Group brings interactive, content-rich events to farmers and ranchers at three farm trade shows. Each event showcases agriculture-focused products, services and technologies while providing opportunities for attendees to network and learn to grow their farms and ranches.

Minnesota Farmfest takes place in August and brings together farmers, ranchers and ag professionals from Minnesota and across the upper Midwest.

Dakotafest, also held in August, reaches livestock growers and crop farmers from South Dakota, North Dakota, Minnesota and Nebraska. The Amarillo Farm & Ranch Show is held in December and attracts exhibitors and attendees from across the Texas panhandle, New Mexico, Oklahoma and Kansas.







AMERICAN FARM BUREAU  
FOUNDATION FOR AGRICULTURE



### American Farm Bureau Foundation for Agriculture

Through Feeding Minds Press, the American Farm Bureau Foundation for Agriculture publishes engaging, agriculture-themed children's books that spark curiosity and foster understanding from an early age. The Foundation's On the Farm STEM program brings educators together with farmers, ranchers and scientists to explore real-world agricultural applications of science, technology, engineering and math — equipping teachers with tools to bring

agriculture into the classroom. In addition, the Foundation has expanded its science education initiatives, helping shift the national conversation around agriculture by aligning resources with science standards and promoting accurate, research-based content. Together, these programs reflect the Foundation's commitment to building trust in modern agriculture through education.

### Member Benefits (American Farm Bureau Inc.)

American Farm Bureau Inc.'s member benefits program delivers meaningful value to Farm Bureau members nationwide. Through exclusive discounts and services across travel, farm equipment, vehicle savings, financial services, enterprise operations and more, the AFBF-managed member benefit programs generated approximately \$11 million in total member savings in 2025.

In addition to helping farm families and businesses save money, the program contributed an estimated \$1.4 million to support the Farm Bureau mission, reinforcing our commitment to advocacy, education and rural development. This included approximately \$700,000 in revenue returned to state Farm Bureaus. We welcomed two new member benefit partners in 2025, FieldClock and Gripp, expanding our offerings to better serve the evolving needs of agricultural businesses and members. Continuing partners are Avis, Budget, CAT, Case IH, Choice Hotels, GM Fleet, Grainger, John Deere, StoneX and Wyndham Hotels. This program is a vital part of the Farm Bureau experience — enhancing membership value while supporting the broader goals of the organization.





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