

AMERICAN FARM BUREAU FEDERATION[®]
2019 IMPACT REPORT



AMERICAN FARM BUREAU FEDERATION[®]



This has been an exciting year for the American Farm Bureau Federation as we celebrate our centennial — 100 years of being the united voice for all farmers and ranchers, accomplishing together what none of us could achieve on our own. While we've looked back on our proud history, we've also looked forward to the next 100 years of Farm Bureau, ensuring that we continue to grow in membership, grassroots engagement, agricultural education, and communication and policy effectiveness.

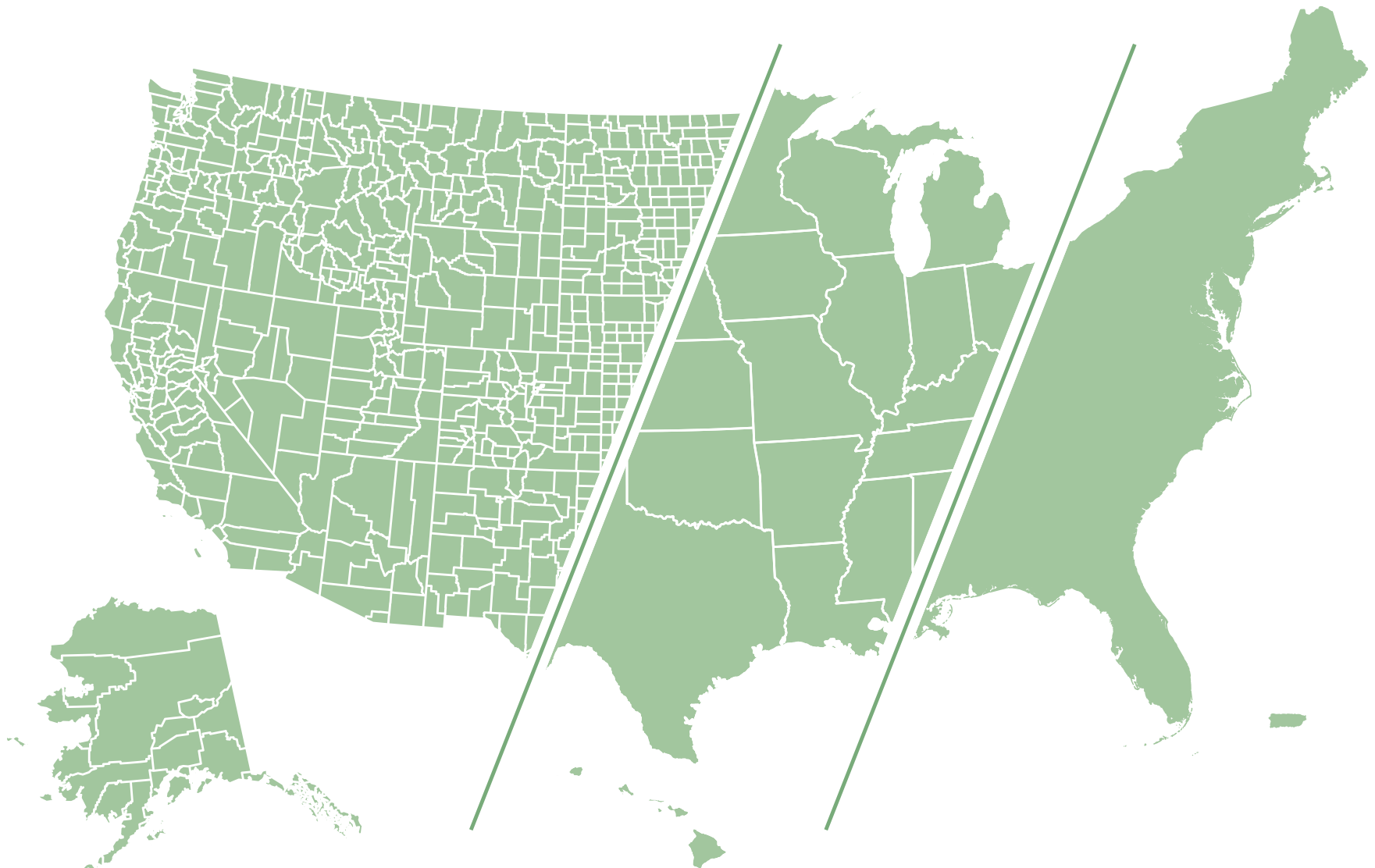
This Impact Report shows what we've harvested from our work. Trade has been a challenging issue, but it's also an area where we have had policy wins from the new Japan trade agreement to moving forward with the U.S.-Mexico-Canada Agreement. We have made progress on efforts to update federal regulations and ensure that farmers and ranchers can be productive and provide our nation's food, fiber and energy. These wins are due to the engagement of grassroots Farm Bureau leaders in all 50 states and Puerto Rico, who are informed, skilled, active and energized. The grassroots were the source of our strength 100 years ago, and they are the reason for our success today.

We hope this Impact Report makes you proud and sparks your interest in some of the new things we're doing, such as new member benefits and new ways of sharing the farmer's and rancher's story. That's the Farm Bureau way — staying rooted in tradition while innovating to continue as an effective voice for farmers and ranchers, now and for many years to come.

God bless,

ZIPPY DUVALL
PRESIDENT





2,800
COUNTY FARM BUREAUS

50
STATE FARM BUREAUS
+ PUERTO RICO

NEARLY
6 MILLION
MEMBER FAMILIES

THE AMERICAN FARM BUREAU FEDERATION[®] IS THE VOICE OF AGRICULTURE[®]

We are farm and ranch families working together to build a sustainable future of safe and abundant food, fiber and renewable fuel for our nation and the world.

WORKING TOGETHER TO BUILD STRONG AGRICULTURAL COMMUNITIES SINCE 1919

Farm Bureau is an independent, non-governmental, voluntary organization governed by and representing farm and ranch families. Farm Bureau is local, county, state, national and international in its scope and influence and is non-partisan, non-sectarian and non-secret in character.


Through collaboration and partnership with state Farm Bureaus and operating with integrity, the American Farm Bureau Federation is the national advocate for farmers, ranchers and rural communities. This includes engaging consumers to build trust in, and share the story of, agriculture. AFBF also strives to develop programs and tools that help farmers and ranchers succeed in business and leadership.



POLICY DEVELOPMENT & IMPLEMENTATION

Active and engaged farmers and ranchers energize 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.

The power of AFBF begins with some of the most respected policy experts in the country who provide deep insight to members of Congress and federal agencies as they develop and implement policy. That foundation of expertise is leveraged by AFBF programs that develop leadership and engagement skills among our members, building an unparalleled network of effective advocates.

Focused strategic communications unite and amplify Farm Bureau voices and perspectives, reaching beyond elected leaders and government officials to engage consumers interested in learning more about how their food is produced. This comprehensive framework establishes AFBF as the Voice of Agriculture. 

POLICY DEVELOPMENT & IMPLEMENTATION

AFBF has a long and proud history of analyzing policy proposals, including their potential drawbacks and unintended consequences. 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 and anticipation of the challenges and opportunities facing agriculture in the coming year.

AFBF's Issue Advisory Committees provide avenues for Farm Bureau's grassroots leaders to contribute their expertise to the organization's policy development process. Committees focus on issues including farm policy, agricultural labor, water resources, energy, technology and animal care. Committee members provide advice and counsel to the AFBF board of directors, overall policy recommendations to the AFBF Resolutions Committee, and recommendations for state Farm Bureau policy development.



AFBF President Zippy Duvall was on hand to welcome President Donald Trump to New Orleans for Farm Bureau's 100th Annual Convention.

LEVERAGING MEDIA TO ACHIEVE STRATEGIC GOALS

Part of the mission of the American Farm Bureau is to serve as the Voice of Agriculture. This requires a clear focus and strategy to earn media coverage, which paid off in 2019 with more than 23,000 placements in print and broadcast.

AFBF was mentioned by top-tier media outlets such as the New York Times, Wall Street Journal, CNN and Fox News more than 500 times – an all-time record.

As digital platforms increase in reach and influence, AFBF focused on growing our online audiences. By enhancing the variety and volume of posts, we successfully increased the number of people who engaged with our content by 76% compared to 2018.



President Duvall joined EPA Administrator Wheeler on Sept. 12 at the National Association of Manufacturers headquarters in Washington, D.C., to announce the repeal of the 2015 WOTUS rule.

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IN THE NEWS

CLEAN WATER, CLEAR RULES

Reuters quoted AFBF's Don Parrish, senior director of regulatory relations, in an article on the need for a new clean water rule. "Part of our problem with the 2015 rule was that nobody knew how to interpret it, it was so broad and overreaching. We think a better rule is one that defines (waterways) clearly but yet gives the farmers the opportunity to understand how to comply," Parrish told Reuters.

2019 ACHIEVEMENTS

AFBF's 2019 goals were advanced through a mix of in-person meetings, action alerts sparking grassroots advocacy, media engagement and digital amplification. Highlights of achievements, progress and advocacy for 2019 are below.

REGULATORY REFORM

WOTUS/Clean Water Rule:

In 2015, the Environmental Protection Agency and Army Corps of Engineers finalized a rule that significantly expanded the definition of "waters of the United States" under the Clean Water Act, and Farm Bureau has been fighting ever since for repeal of this unlawful rule. On Sept. 12, 2019, EPA Administrator Andrew Wheeler signed into law a final rule to repeal the 2015 WOTUS rule, paving the way for a new clean water rule that will provide a clear and reasonable definition of "waters of the United States" within the limits set by Congress.

This year, Farm Bureau and its members reached millions of people through digital platforms and generated more than 10,000 letters, emails, postcards, phone calls and comments to congressional lawmakers and administration officials in support of repealing the 2015 rule. In recognition of this achievement, AFBF created print ads for state Farm Bureau publications, thanking our grassroots members for their continued advocacy.

Endangered Species Act:

Farm Bureau has always believed that endangered and threatened species can be more effectively protected by providing incentives to private landowners and public land users than by imposing land use restrictions and penalties, and has continually advocated for reforms to the Endangered Species Act. After considering more than 200,000 public comments including strong support from Farm Bureau grassroots members, the administration finalized three rulemakings in 2019 designed to update and modernize sections 4 and 7 of the ESA. These regulations bring common-sense improvements to the law, providing greater clarity to farmers, ranchers and landowners in how it is administered. As a result, the public will be assured greater transparency in federal ESA decisions resulting in increased efficiency and effectiveness of the law for years to come.

Conservation Compliance:

For decades, the Agriculture Department’s Natural Resources Conservation Service has been denying farmers and ranchers due process in its enforcement of conservation compliance, threatening eligibility for government programs and creating roadblocks to obtaining vital operating loans and crop insurance. In August 2019, the Court of Appeals for the Seventh Circuit issued a scathing rebuke of NRCS for its failure to follow applicable law and agency standards, which AFBF highlighted in a letter to Agriculture Secretary Sonny Perdue asking him to enact long-overdue reforms in the agency.


AG LABOR

As farmers face the heartbreaking reality of leaving crops unharvested in fields, the shortage of agricultural workers - both seasonal and year-round - has become a crisis in many states. As applications for H-2A visas continue to rise, Farm Bureau persists in advocating for a solution that modernizes and reforms the current guest-worker program and meets demand for both year-round and seasonal farm work. Farmers need a solution that recognizes the critical importance of current workers and gives them a path to legal status.



Farm Bureau is working diligently to help find a solution for the farm labor crisis.



Working with state Farm Bureaus, AFBF launched a video campaign to illustrate farmers' stories of recurring abuses at the hands of NRCS. Its first video, which launched in September, tells the story of an Illinois farmer's costly five-year battle with the agency. 

IN THE NEWS
FARM LABOR SHORTAGE

The Los Angeles Times ran an op-ed by AFBF President Zippy Duvall on America's farm labor shortage. "American agriculture relies on hundreds of thousands of skilled workers to plant the fields, tend the crops, harvest the produce and pack it for markets both here and abroad. We don't have enough of those workers," Duvall wrote.



President Duvall spoke passionately about the tens of thousands of family farmers who depend on trade at the Rally for Passage of USMCA on the National Mall in Washington, D.C.

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IN THE NEWS

TRADE AND TARIFFS

Stuart Varney of Fox Business News interviewed AFBF President Zippy Duvall about challenges facing farmers. "Farmers want to get their income from the marketplace, but to do that we need to get these trade wars over and finish some deals."



The announcement of a U.S.-Japan trade deal that further opens markets for both countries is a positive step forward for America's farmers and ranchers. President Duvall attended a White House signing ceremony for the new agreement.

Official White House Photo by Tia Dufour

TRADE

Japan Trade Deal:

Farm Bureau continues to urge the Trump administration to press forward on the Japanese trade deal announced in September, which further expands markets for both countries and counts agriculture among the biggest beneficiaries. Japan is American agriculture's fourth-largest export destination and vital to the livelihood of hundreds of thousands of farms and farm families. The agreement will lower tariffs and put U.S. farmers and ranchers on a level playing field to compete in Japan with countries that participate in the Trans-Pacific Partnership.

U.S.-Mexico-Canada Agreement:

Led by AFBF President Zippy Duvall, Farm Bureau members came to Washington, D.C., in September to press for passage of the USMCA and remind their elected officials that trade is a lifeline for tens of thousands of family farms. This followed visits to the Capitol by many state Farm Bureaus throughout 2019, in addition to letters, emails and phone calls advocating for finalization of the USMCA. The benefits of the agreement are clear. Estimates indicate that U.S. agriculture will gain more than \$2 billion in additional farm exports and the U.S. economy will gain \$65 billion in gross domestic product once the agreement is in place. Final approval is anticipated in early 2020.

Trade Assistance:

The Agriculture Department’s much-needed short-term financial relief for farmers facing the loss of markets, severe weather events, low commodity prices, mounting debt and a lack of available labor was welcomed. Farm Bureau continues to emphasize the importance of trade, restoring markets and ending the trade war and tariffs impacting U.S. agriculture.

INFRASTRUCTURE

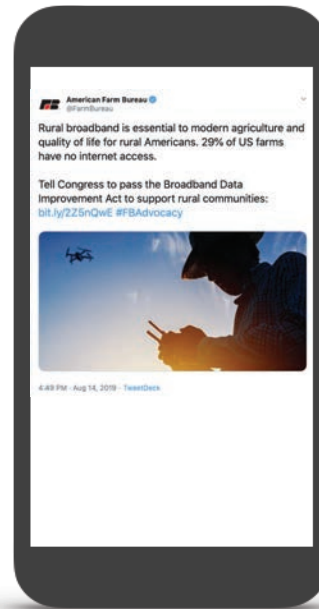
Broadband Data Improvement Act:

Farm Bureau urged members of Congress to support the Broadband Data Improvement Act. This bipartisan bill enhances the accuracy of broadband coverage maps, a key step toward boosting high-speed internet access in rural areas. The bill corrects the current method of gathering broadband coverage data by requiring broadband providers to report data that is significantly more accurate, granular and transparent. More granular and accurate maps are critical to successfully target and distribute federal broadband programs.

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IN THE NEWS
THE DIGITAL DIVIDE

The Associated Press published an op-ed by AFBF President Zippy Duvall in which he explained the importance of broadband for farmers and how to bridge America’s digital divide. “The FCC’s reports are used to allocate billions of dollars in federal funding for loans and grants that support rural broadband deployment. Inaccurate data can lead to duplicative efforts in some communities and cause others to remain locked behind the digital divide,” he wrote.



**AFBF LEGAL ADVOCACY:
A RESPECTED VOICE FOR FARMERS
IN THE COURTS**

AFBF is a powerful advocate in precedent-setting litigation affecting farmers and ranchers. During Supreme Court oral arguments in March 2019, in a widely followed case about the power of federal agencies, Justice Neil Gorsuch interrupted the U.S. solicitor general and chastised him for claiming that more deference to agencies actually helps the regulated community. Before a packed courtroom, Justice Gorsuch exclaimed that private parties before the Court had taken a different position, “and it’s not just the Chamber of Commerce—it’s the Farm Bureau.”

STRENGTHENING RURAL AMERICA INITIATIVES & COLLABORATIONS

AFBF's programs and initiatives beyond the policy arena enrich the rural communities where grassroots members live and work. These are a few of the highlights from 2019.




Eye-catching graphics to interpret data help tell the story of U.S. agriculture's contributions to water quality, soil health and the reduction of greenhouse gas emissions. Content in this post reached 172,550 people.


FARMERS FOR A SUSTAINABLE FUTURE

AFBF led the formation of a new coalition, Farmers for a Sustainable Future, which is committed to sharing the facts about how U.S. agriculture is producing the world's food, feed, fuel and fiber supply in a sustainable way that continues to reduce agriculture's environmental footprint. The coalition was created to serve as a resource to elected officials, media and the public regarding climate policy and sustainable practices.

RURAL RESILIENCE

AFBF is identifying and sharing resources to help farm families who are under stress that may affect their mental wellness. This includes launching a joint partnership with Farm Credit Council and National Farmers Union on a unique training program developed by Michigan State University Extension. The program instructs participants in how to recognize signs of stress and connects farmers to resources, and also teaches them to become trainers to develop these critical skills in others. AFBF launched a Rural Resilience webpage with information and resources. 

FARM TOWN STRONG

AFBF and National Farmers Union launched the Farm Town Strong campaign in 2018 to join in the fight against opioid addiction. One year later, the campaign has had a significant, measurable impact in reducing stigma and influencing public opinion about addiction in rural America, and has been recognized with numerous awards for public service communications. 

In June, the Public Relations Society of America honored the campaign with three Silver Anvil Awards of Excellence for its impact on perceptions and attitudes about the crisis. And in September, Farm Town Strong earned the prestigious Institute for Public Relations Research Award and the Best in Show Award at the PRSA National Capital Chapter's annual awards program recognizing outstanding strategic public relations programs and components developed and produced in the greater Washington, D.C. area.

AG INNOVATION CHALLENGE

Farm Bureau entrepreneurs competed for \$145,000 in startup funds in the 2019 Ag Innovation Challenge, which focuses exclusively on U.S. rural entrepreneurs launching food and agriculture businesses. The 2019 Farm Bureau Entrepreneur of the Year, FarmlandFinder, aims to make the world's farmland-availability information accessible. 

YOUTH ORGANIZATIONS

In 2019, AFBF collaborated with FFA and National 4-H to raise up leaders and strengthen agriculture. AFBF and the National 4-H Council cross-promoted various initiatives including the Foundation's "Right This Very Minute: a table-to-farm book about food and farming" and National 4-H Council's poultry curriculum.



Finalists in the Ag Innovation Challenge compete in front of a live audience for the Farm Bureau Entrepreneur of the Year and People's Choice awards.



CULTIVATING LEADERS & GRASSROOTS ADVOCACY

At a time when 3 in 4 Americans want to know more about how their food is produced, and the public interest in sustainability is driving rapid change, it's more important than ever for farmers and ranchers to feel comfortable engaging with the public, policymakers and media.

AFBF provides intensive leadership development and effective outreach training, strengthening the ability of farmers and ranchers to connect with others in an impactful manner.

Skills learned are applied at the local, state and federal level, including through FB Advocacy, the network developed to help members of Congress and the administration understand how public policies impact farmers and ranchers, consumers and agriculture as a whole.

GRASSROOTS OUTREACH (GO) TEAM

Members of the Grassroots Outreach (GO) Team put their high-level AFBF training to work by engaging with lawmakers and regulators on policy issues, as well as media and the public to tell their stories and share the phenomenal story of U.S. agriculture. The GO Team is made up of hundreds of farmer and rancher members who participate in focused advocacy efforts throughout the year.

WOMEN'S COMMUNICATIONS BOOT CAMP

Women's Communications Boot Camp, an intensive three-day course conducted for a total of 30 agriculture leaders in June and October, featured hands-on sessions in public speaking, working with the media and engagement. The AFBF Women's Leadership Committee and staff hosted and provided the training. A total of 210 Farm Bureau women have completed this training and are now engaging in more effective ways to help satisfy the public's hunger for information about how their food is produced. 




Dotty Jensen of Utah sharpens her media interviewing skills during a Boot Camp training session.



Friendship and teamwork are a hallmark of Women's Communications Boot Camp.



The Promotion & Education Committee hosted the Field to Fork Face-Off Game Show at Annual Convention, which challenged contestants to share their knowledge about agriculture with attendees. 

CULTIVATING LEADERS & GRASSROOTS ADVOCACY

PAL GRADUATES FROM SEVERAL CLASSES CONTINUE TO SERVE AGRICULTURE IN A VARIETY OF ELECTED AND APPOINTED LEADERSHIP POSITIONS.




Chris Chinn is director of the Missouri Department of Agriculture.



Matt Lohr (on left), chief of USDA's Natural Resources Conservation Service, visiting employees at the Oregon state office.

PARTNERS IN ADVOCACY LEADERSHIP

One of the most intensive training programs offered to farmers and ranchers is AFBF's Partners in Advocacy Leadership. In 2019, members of the 9th PAL class graduated after completing four learning modules over two years. Also in 2019, the 10th PAL class was selected. AFBF applauds their commitment to effective engagement and celebrates the inroads they are making in their local communities, as advocates at the state and federal levels, and engaging with media on issues of importance to farmers and ranchers. 




AFBF selected members of its 10th Partners in Advocacy Leadership Class in April.



Jackie Mundt of Kansas, Discussion Meet winner, with her new pickup, courtesy of sponsor Ford.

YOUNG FARMERS & RANCHERS

AFBF's commitment to highlighting the talents and successes of the next generation is embodied in our Young Farmers & Ranchers competitive events – Achievement Award, Excellence in Agriculture Award and Discussion Meet. This recognition of outstanding YF&R members is a nod to the bright future awaiting U.S. agriculture. 

DIGITAL ADVOCACY

A refreshed digital advocacy tool kit empowered members to advocate for Farm Bureau issues. The kit features recommendations on increasing effectiveness as an advocate for agriculture in 10 key areas.



Jake and Melissa Raburn of Florida won the 2019 YF&R Excellence in Agriculture Award.

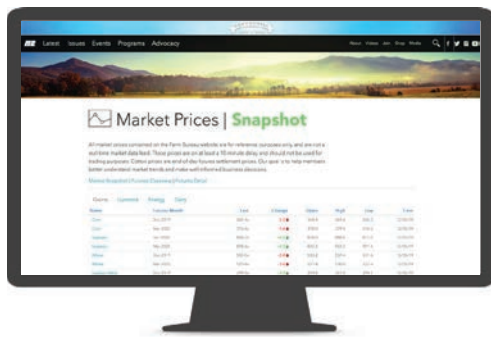


Justin and Erica Edwards of North Carolina, winners of the 2019 YF&R Achievement Award.




NEW IN 2019

AFBF aims to provide grassroots farmer and rancher members with new tools, communication channels and causes for celebration. These are a few of the highlights from 2019.




MARKET INTEL EXPANDS WITH MARKET PRICES|SNAPSHOT

The economics department's popular Market Intel series provides market and policy insight and analysis for farmer and rancher members nationwide, as well as policymakers on Capitol Hill. Available on the Voice of Agriculture website, Market Intel garnered an impressive 400,000 pages views in 2019 – more than doubling the number of page views in 2018. Subscribers can also get the latest updates delivered to their inboxes.


Market Intel expanded in 2019 with the addition of Market Prices | Snapshot online, featuring commodity market futures prices for grains, oilseeds, livestock, dairy and soft products (e.g. cotton, sugar, orange juice). The site helps users better understand market trends and make well-informed business decisions. This includes commodity futures market prices for multiple contract months. Users can interact with data to view the price history of commodities and will be able to review daily price changes on at least a 10-minute delay. 

FARMSIDE CHAT PODCAST


The Farmside Chat podcast takes a close look at modern farming in America, explores the latest agricultural innovations and brings listeners alongside the people who are growing our food, fuel and fiber. On this monthly podcast, AFBF President Zippy Duvall chats with farmers, leaders and lawmakers around the country about what goes into growing a safe and sustainable food supply. Find Farmside Chat on popular podcast platforms including Apple iTunes. 



WOMEN IN AG SURVEY

An informal online survey of more than 3,000 women revealed that women are active advocates for agriculture and successful business owners interested in filling leadership roles. AFBF conducted the survey to determine the goals and achievements of women in agriculture. 

FARM DOG OF THE YEAR CONTEST

The Farm Bureau Farm Dog of the Year contest celebrates farm dogs who work alongside their people to bring nutritious food to our tables and our pets' bowls. Woody, an Australian Shepherd owned by Texas Farm Bureau members Joe and Mary Sheeran, was honored as the 2019 Farm Bureau Farm Dog of the Year. 



Joe Sheeran (center), accepts the award for 2019 Farm Bureau Farm Dog of the Year from Bill Salzman of Purina and President Duvall.

AMERICAN FARM BUREAU FEDERATION 1919 -2019

DOCUMENTARY

“The Voice of Agriculture 1919 - 2019” documentary film takes a look back at the history of the American Farm Bureau Federation, explores its impact as the leading national farm organization, and sets the stage for the next 100 years of the Voice of Agriculture.

SOCIAL MEDIA

Centennial-themed social media videos earned 39,302 views on Nov. 12 (the official date of the founding of American Farm Bureau in 1919), with 167,000 impressions and 6,244 engagements on social media across all platforms. The hashtag #AFBF100 was featured in 385 unique tweets, including 33 from members of Congress.



FARM BUREAU GIVES BACK

The spirit of farm communities has always been one of working together and giving back. In 2019, as part of the 100-Day Centennial Challenge, Farm Bureau and grassroots members continued this tradition by giving their time, talents and resources to lift their communities and help local charities.



Member volunteers packaged simple, nutritious meals for local hunger relief programs.

FEEDING THE HUNGRY

At the 100th Annual Convention in New Orleans, Farm Bureau members from across the nation helped fight hunger in the local community by participating in a food-packaging event organized by the Outreach Program. Members packed 10,000 meals to assist those in need.

HARVEST FOR ALL

For the 17th year, AFBF's Young Farmers & Ranchers Committee put food on the tables of those in need through volunteer time and donations to local food banks and soup kitchens. Since Harvest for All was launched, Farm Bureau families have gathered 306 million pounds of food, logged more than 179,000 volunteer hours and raised \$7.8 million in donations.



Members of the Promotion & Education Committee, including Stacey Lauwers of Michigan, collected kids' bandages to donate to Noah's Bandage Project.

NOAH'S BANDAGE PROJECT

AFBF's Promotion & Education Committee launched a new effort to collect bandages for kids, in addition to butter and cheese donations for food pantries.

RONALD MCDONALD HOUSE CHARITIES

The Women's Leadership Committee exceeded its goal of raising \$100,000 to support Ronald McDonald Houses, which provide a "home away from home" for families with critically ill children.



Farm Bureau leaders from around the nation donated food, money and children's books to Ronald McDonald House Charities in Louisiana. The American Farm Bureau Women's Leadership Committee and Louisiana Farm Bureau Women's Leadership Committee spearheaded the donation effort.


FUSION CONFERENCE ATTENDEES HELP THOSE IN NEED

At AFBF's 2019 FUSION Conference in Milwaukee, Farm Bureau leaders helped fight hunger by participating in a food-packing event organized by The Outreach Program. Members packed 10,000 meals for the program, which provides simple, nutritious food for those in need, particularly children, in the U.S. and abroad.

Also at FUSION, farmer and rancher members helped the local homeless community in Milwaukee by donating 1,000 pairs of socks and making "no-sew" fleece blankets.




THE AMERICAN FARM BUREAU FOUNDATION FOR AGRICULTURE

The American Farm Bureau Foundation for Agriculture strives to build awareness, understanding and a positive perception of agriculture through education. The Foundation offers a variety of fun and engaging, standards-based programs and activities at all grade levels for educators, volunteers and families. 



The Food and Farm Facts series includes a 32-page book, map, pocket guides, trivia cards and more. Content in this Facebook post reached 93,785 people.

FEEDING MINDS PRESS

Fortified by its own publishing company, Feeding Minds Press, the Foundation is leading the way when it comes to kids learning about agriculture through a collection of books and accompanying videos. 



MY AMERICAN FARM

As part of a commitment to finding innovative ways to reach kids and introduce them to agriculture, the Foundation creates online games that are capturing imaginations. Estimated total reach for the My American Farm online education platform came in at 1.3 million in 2019. 

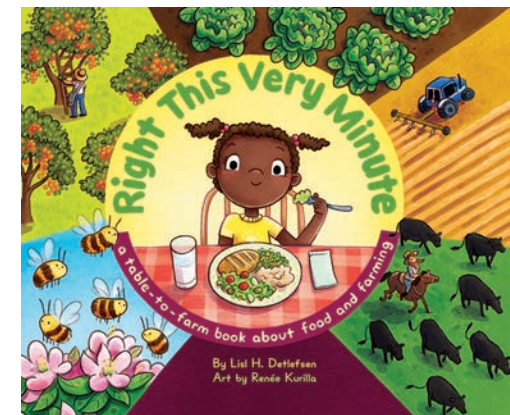




Illustrator Renee Kurilla (holding book) signed copies of “Right This Very Minute” at the trade show at the 100th Annual Convention in New Orleans.

FOUNDATION ACTIVITIES IN 2019:

- Published “Right This Very Minute: A table-to-farm book about food and farming,” the first book from Feeding Minds Press.
- Released the new Food and Farm Facts book and related products.
- Kicked My American Farm up a notch with the introduction of a STEM app featuring four games.
- Hosted two “On The Farm STEM Experiences” for 56 teachers and health professionals in Kansas and New York.
- Inspired kids and teachers to solve real-world agricultural problems by prototyping and testing solutions in the classroom as part of the “Purple Plow Challenge.”



The delicious celebration of food and farming from Foundation Book of the Year award winners Lisl H. Detlefsen and Renee Kurilla is sure to inspire readers of all ages to learn more about where their food comes from – right this very minute.

COVER IMAGE:
Bryan and Burton Jones, with
children Carter and Cameron,
are Farm Bureau members
in Florida.

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