

AMERICAN FARM BUREAU FEDERATION®

2021 *IMPACT REPORT*





The ongoing effects of the COVID-19 pandemic, especially from the supply chain disruptions, have affected nearly every sector, leaving many farmers, suppliers, manufacturers, retail outlets and consumers frustrated. Then there are the twists and turns that come with being a farmer or rancher – weather challenges, regulations, trade disputes and volatile markets, to name a few.

Through it all, Farm Bureau proudly works on behalf of the families who keep our pantries stocked, the shirts on our backs and the biofuel in our cars.

Key to our success are the thousands of farmers and ranchers across all 50 states and in Puerto Rico who actively participate in our grassroots policy development process and engage with their representatives in Congress and policymakers at all levels.

When Farm Bureau put out the call to action on a proposal to eliminate stepped-up basis, thousands of farmers and ranchers made sure their lawmakers knew how important that provision is to help ensure we can pass our farms along to the next generation.

The next generation: for many of us, that's what farming is all about. We take great care to make sure our farm is in better shape for the next generation than when we received it. We've always done so, but now we're talking about it a lot more, and implementing new solutions to protect the land and water we rely on for our lives and our livelihoods.

As you'll see in this Impact Report, Farm Bureau's work goes well beyond policy issues. We're committed to engaging the next generation of farmers and helping them develop as leaders. We encourage rural entrepreneurs solving real-world agriculture problems through the Ag Innovation Challenge and we jump at the chance to give back to those in need through the Harvest for All program and many other initiatives.

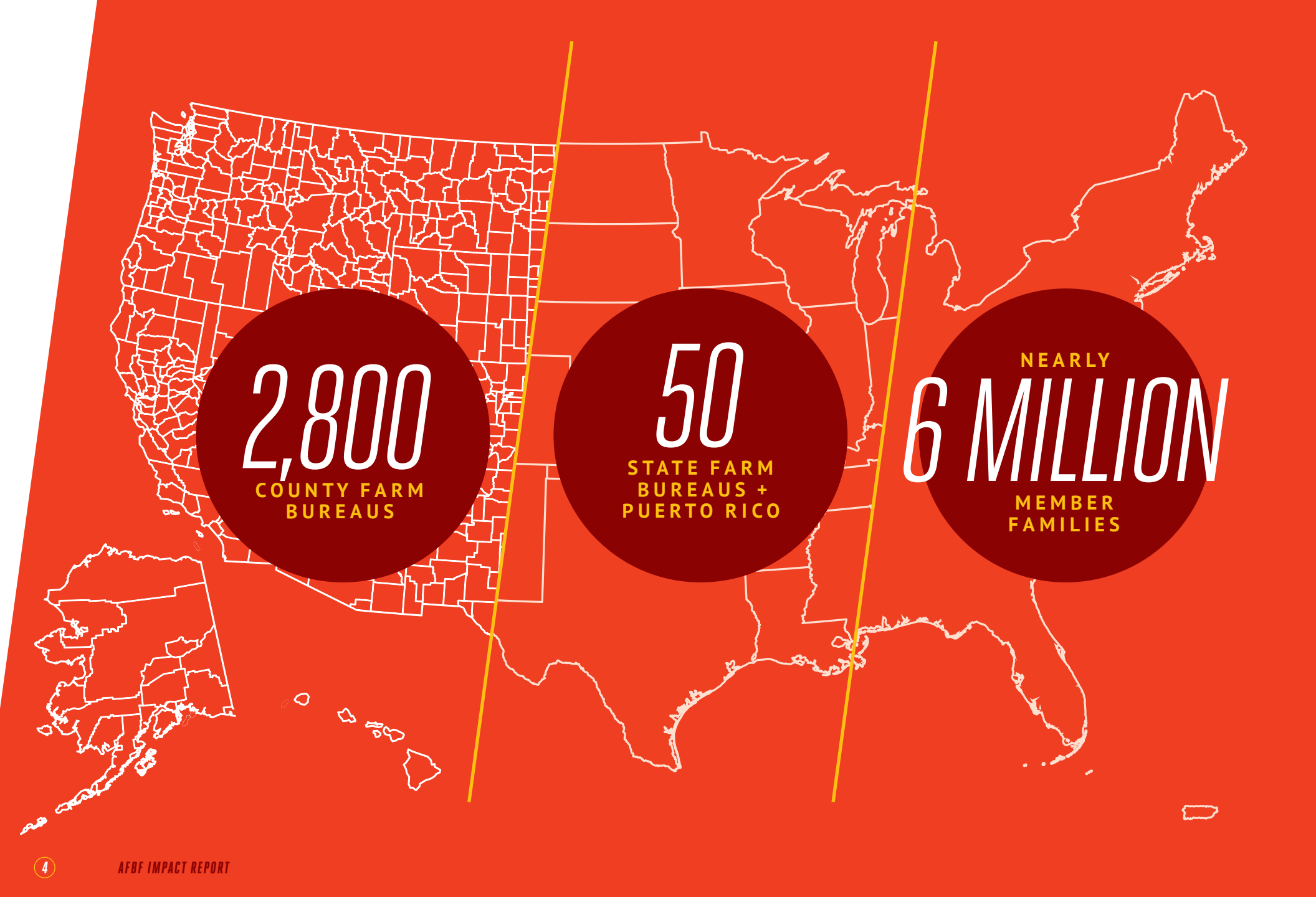
As a Farm Bureau leader reading the 2021 Impact Report, I hope you are proud of your organization's accomplishments, and I thank you for all your work to get us here.

To our partners and supporters, I look forward to finding ways we can have an even larger impact together. For those of you not involved in Farm Bureau, consider the Impact Report your personal invitation to join us.

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 develops programs and tools that help farmers and ranchers succeed in business and leadership.

POLICY DEVELOPMENT & 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.

The power of AFBF begins with some of the most respected agricultural 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®.

AFBF has a long and proud history of analyzing policy proposals, including their potential benefits, 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.

2021 ACHIEVEMENTS

AFBF's 2021 goals were advanced through a mix of in-person and virtual meetings, action alerts spurring grassroots advocacy, media engagement and digital amplification. Highlights of achievements, progress and advocacy for 2021 are below.

WOTUS

In August, the federal district court in Arizona vacated the Navigable Waters Protection Rule, which had brought long-sought clarity to the scope of federally regulated “waters of the United States.” The Arizona federal court did not actually make a legal finding that the NWPR is unlawful—but instead based its decision on the fact that the Environmental Protection Agency under the Biden administration has expressed “substantial concerns about certain aspects of the NWPR.” In contrast, six other courts declined to dismantle the NWPR.

In September, EPA announced that it was interpreting the decision to apply nationwide. AFBF and its litigation coalition are not parties to the Arizona case and continue to oppose challenges to the NWPR in other courts. AFBF is assisting in an appeal of the Arizona court's action.

Endangered Species Act

AFBF is working to retain several revisions to the Endangered Species Act that have benefited farmers and ranchers by bringing greater clarity and consistency to how the Fish and Wildlife Service designates critical habitats. The Biden administration is now proposing to roll back the definition of critical habitat, signaling a return to complicated and burdensome rules that do little to advance conservation goals.

AFBF also supported the Department of the Interior's removal of the gray wolf from the endangered species list. The population is now thriving in the lower 48 states and represents an ESA success story thanks to careful management and partnerships between federal and state agencies. Activists are now pushing for the Fish and Wildlife Service to once again list the gray wolf as endangered. AFBF joined a coalition of agriculture and forestry groups to defend the delisting, which enables responsible wildlife management and protection of private property by farmers, ranchers and forest resource users.

Taxes

When President Biden announced his legislative priorities, they included provisions that would have significantly increased taxes for America's farmers and ranchers. This included the repeal of step-up in basis, the collection of capital gains taxes at death, an increase in capital gains and income tax rates and limits on like-kind exchanges.

AFBF engaged with coalition partners to urge congressional leaders to push back against tax proposals that would harm farms, ranches and other family businesses. As legislation was drafted, stepped-up basis and 1031 like-kind exchanges were left intact, but changes were proposed to the estate tax, capital gains rate and the 199A small business deduction. AFBF and state Farm Bureaus got to work, all those proposed changes were removed from later versions of the bill and were ultimately excluded from the House-passed Build Back Better Act. The fight over fair taxes never ends, however. We will continue to advocate for a sensible and fair tax code for our members.

When Congress began drafting plans to increase taxes to pay for President Biden's Build Back Better legislation, AFBF asked members to reach out to their lawmakers and let them know that rural America shouldn't shoulder the costs.

Members overwhelmingly responded. More than 14,000 messages flooded in asking lawmakers to protect stepped-up basis and almost 5,000 messages demanded Congress not roll back estate tax exemptions.

Multi-layered communications efforts generated more than 600 articles that mentioned Farm Bureau and estate tax or stepped-up basis. The stories reached almost 10 million people. Major outlets including the Los Angeles Times, Fox, POLITICO and Huffington Post all covered the issue.

AFBF and state Farm Bureaus worked together to produce video testimonials, putting a face to the issue of increased taxes on rural Americans.

Trade

Agricultural exports for fiscal year 2021 hit record levels as AFBF remained engaged on a wide range of trade issues. Total agricultural exports reached \$173.5 billion, boosted by China's \$37 billion in purchases.

Tensions with the European Union also subsided, as the U.S. and EU agreed to end a tariff dispute that centered around steel and aluminum, but farmers were impacted as the EU clamped down on U.S. ag exports.

AFBF welcomed new United States Trade Representative Katherine Tai and advocated for expanded access for U.S. dairy in Canada, biotech and pesticide approvals by Mexico and stressed the importance of ensuring China lives up to its agricultural purchasing agreement.

AFBF expressed growers' concerns to the International Trade Commission over seasonal produce imports, and supported a Section 332 investigation into imports of blueberries, strawberries, cucumbers, squash and bell peppers.

Infrastructure

AFBF secured multiple priorities in the Infrastructure Investment and Jobs Act, better known as the Bipartisan Infrastructure Framework or BIF. The bill invests \$110 billion in roads and bridges, \$65 billion for broadband and over \$17 billion for ports and inland waterways. It also includes significant investment in Western water infrastructure and promotes better management and resiliency of our forests. Additionally, the bill provides long-sought regulatory relief from onerous hours-of-service requirements for our livestock haulers.

Defending Updated NEPA Regulations

The U.S. District Court for the Western District of Virginia agreed with an AFBF coalition when it dismissed an environmental group's case challenging updated National Environmental Policy Act regulations. AFBF and a coalition of business and industry organizations intervened in five cases across the country to defend NEPA regulatory reforms, which promote more efficient, effective and timely environmental reviews by all federal agencies. NEPA reviews are required before any major federal action, from authorizing grazing leases on federal lands to implementing broadband projects. In addition, the new rules create an exemption from NEPA reviews for Farm Service Agency and Small Business Administration loans and guarantees to farms and ranches.

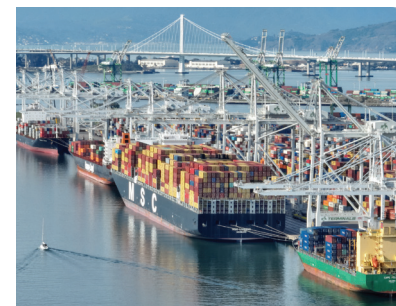
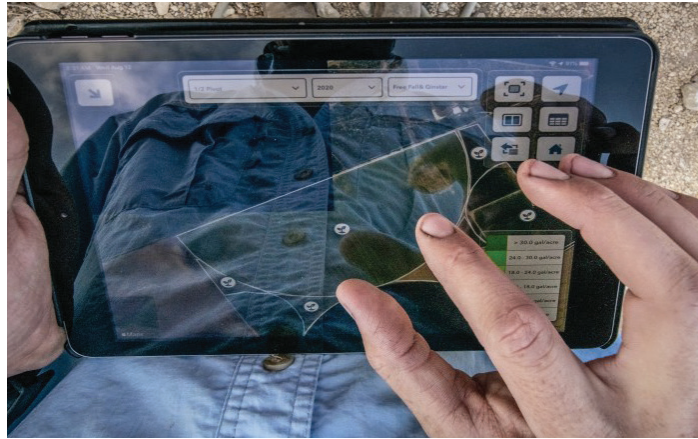


PHOTO CREDIT: GETTY IMAGES

POLICY DEVELOPMENT & IMPLEMENTATION

As a partner in the American Connection Corps, launched in 2021, the American Farm Bureau Federation joined several other organizations to provide direct support to communities to unlock opportunities around internet connectivity and close the digital divide.

PHOTO CREDIT: USDA



Broadband

The pandemic drove home the importance of reliable broadband for families across America. AFBF rallied state Farm Bureaus and members across the country to advocate for rural broadband in their states. Thanks to our collective efforts, \$65 billion in broadband investments are included in the Bipartisan Infrastructure Framework signed into law on Nov. 15. Farm Bureau was also instrumental in securing House passage of the E-BRIDGE Act, which removes hurdles to rural broadband projects.

Border Security

When farmers and ranchers along the nation's southern border sounded the alarm on a situation threatening the safety of both families near the border and those eager to enter the U.S., all 50 state Farm Bureaus, Puerto Rico Farm Bureau and AFBF joined together to call on the Biden administration to act.

Human smugglers, known as coyotes, and drug runners are putting at risk the lives of farmers and their families, as well as immigrants who are often abandoned in farm fields and pastures. Farm houses and vehicles have been broken into and property destroyed, including fences, water supplies and farm equipment.

AFBF President Zippy Duvall traveled to the border to speak with members about what they've experienced. After spending time with farmers and ranchers in Arizona, New Mexico and Texas, he again urged USDA to help. In early 2022 USDA responded by allowing farmers and ranchers to request reimbursement for damages through the EQUIP program. AFBF continues to believe a solution is needed to the crisis on the border.

CLIMATE AND SUSTAINABILITY

Growing Climate Solutions Act

One of the largest issues gaining momentum in Congress and among the public is agriculture's role in climate solutions and policies. Recognizing the need for agriculture to be at the table for policy discussions, AFBF became a founding member of the Food and Agriculture Climate Alliance (FACA) early in 2020. The member organizations include a broad array of agricultural organizations, the food industry, forestry owners and environmental advocates.

Through our work in FACA, momentum was built for the Growing Climate Solutions Act, bipartisan legislation that passed with overwhelming support in the U.S. Senate. It aligns with FACA principles to ensure policies are voluntary and market-based.

Farm Bureau continues to guide lawmakers to respect the role farmers and ranchers play in America's sustainability efforts as Congress and the administration consider climate-related regulations and legislation.

Food And Agriculture Climate Alliance

In 2021 the Food and Agriculture Climate Alliance welcomed 14 new groups to its steering committee and grew its membership to more than 80 groups representing farmers, ranchers, forest owners, agribusinesses, manufacturers, the food and innovation sector, state governments, sportsmen and women, and environmental advocates.

In May, FACA released a set of recommendations that encouraged a voluntary, market-and incentive-based approach to help increase demand for climate-smart farm, ranch and forestry products, while building trust that the climate benefits are real and verifiable. Agriculture Secretary Tom Vilsack said USDA drew heavily from those recommendations as the department was forming the Climate-Smart Agriculture and Forestry Partnership Initiative, which USDA announced in late September.



ADVOCACY & ANALYSIS

PHOTO CREDIT:
PUBLIC DOMAIN



PHOTO CREDIT: AFBF



LEGAL

AFBF Legal Advocacy:

A Respected Voice for Farmers in the Courts

AFBF is the leading national advocate for U.S. farmers and ranchers in the courts. As the Voice of Agriculture®, AFBF initiates or joins litigation to shape many of the laws that affect the ability of farmers and ranchers to conduct their operations. Farm Bureau member dues support AFBF's Legal Advocacy efforts to maintain a functional U.S. legal and regulatory climate so farmers and ranchers can be productive stewards of our natural resources.

Interstate Commerce

Farm Bureau and the National Pork Producers Council are taking their challenge of California Proposition 12 to the U.S. Supreme Court. Prop 12 imposes animal housing standards that reach outside of California's borders to farmers across the United States. AFBF and NPPC have received tremendous amici support from six different groups, including 20 state attorneys general, and farmer coalitions led by the North Carolina, Minnesota and Iowa Farm Bureaus.

Private Property Rights

In 2021, the United States Supreme Court ruled that a California regulation allowing union organizers onto farms violates the takings clause of the Fifth Amendment to the United States Constitution. The Supreme Court determined access unconstitutionally violates property rights. Unlike most businesses, farms are also where farmers live and raise their families. AFBF filed amicus briefs at several stages of the case. Farm Bureau supports farmers' private property rights.



PHOTO CREDIT:
AFBF/MORGAN WALKER

ANALYSIS

Market Intel

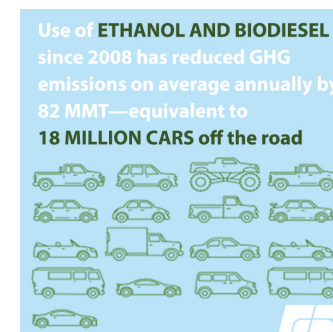
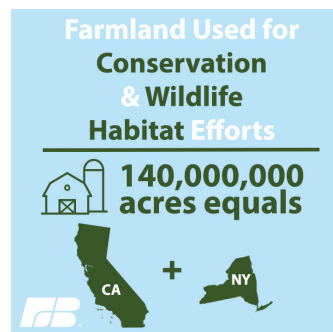
AFBF's team of economists sets the industry standard for analysis of the factors that affect agriculture markets. Farm Bureau's insight is used by farmer and rancher members across the country, as well as local and national media and policymakers on Capitol Hill. The team of economists generated nearly two Market Intels per week in 2021, dissecting important issues like trade, milk pricing, drought, inflation and supply chains.

MARKET
INTEL BY THE
NUMBERS:



COMMUNICATIONS & OUTREACH

Using a series of AFBF-produced infographics, AFBF, state Farm Bureaus and farmers and ranchers across the country shared how agriculture contributes to cleaner water and air and healthy soil.



COMMUNICATIONS

Leveraging Media to Achieve Strategic Goals

Part of AFBF's mission is to serve as the Voice of Agriculture®. This requires a clear focus and strategy to earn media coverage. In 2021, AFBF appeared in more than 33,000 print and broadcast stories. An aggressive outreach effort, and commitment to telling agriculture's story at a time of high public interest in the food supply, led to an impressive reach of 410 million. Eighty-seven percent of the coverage was either positive or neutral.

AFBF was mentioned by top-tier media outlets such as the New York Times, Washington Post, Wall Street Journal, CNN and Fox News more than 300 times.

Agriculture's Sustainability Story:

In a widely shared video, AFBF President Zippy Duvall speaks from his farm about farmers' and ranchers' longtime commitment to sustainability. The video features prominently in a section of the AFBF website, Sustainability in Agriculture (fb.org/sustainability), that shows how America's farmers and ranchers lead the way in climate-smart practices that reduce emissions, enrich the soil and protect our water and air, all while producing more food, fiber and renewable fuel than ever before. The video was also viewed by travelers at 10 heavily trafficked airports last spring, just as air travel was taking off a little more than a year after the onset of the pandemic.

1 WEEK OF COVERAGE:

TALKING TURKEY

Inflation concerns and rising food costs made the 2021 Thanksgiving price survey perhaps the most anticipated piece of news to come out of Farm Bureau last year. Farm Bureau is clearly the voice people trust on this issue.

70

INTERVIEWS

5,100+

STORIES MENTIONED
FARM BUREAU AND
"THANKSGIVING
COSTS"

+250%

OVER 2020

#StillFarming

The #StillFarming social media campaign was launched in 2020 to assure consumers that farmers and ranchers take very seriously their commitment to fill grocery store shelves with safe, affordable food. Tapping into digital marketing tools and the power of the nationwide Farm Bureau network, the campaign carried on through 2021, reaching more than 110 million people with a positive message about farmers' and ranchers' hard work to keep the nation fed as the uncertainty continued.

FARM DOG OF THE YEAR

Excitement around the Farm Dog of the Year, including voting for People's Choice Pup, generated 13,000 comments, likes and shares across social media channels. The Farm Dog of the Year video featuring winner Bindi was viewed more than 8,000 times.

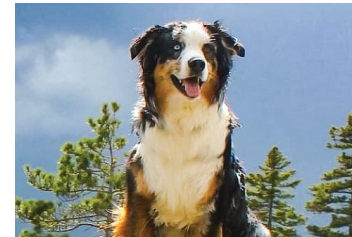
**Dog of the Year: Bindi**

PHOTO CREDIT:
NESTLE PURINA PETCARE

**Runner-up: Sawyer**

PHOTO CREDIT:
ELIZABETH SMITH

STRENGTHENING RURAL AMERICA INITIATIVES & COLLABORATIONS

AFBF's programs and initiatives in the policy arena and beyond enrich the rural communities where grassroots members live and work. These are a few highlights of 2021.

SUSTAINABILITY

Ecosystem Services Market Consortium:

AFBF is a member of the Ecosystem Services Market Consortium, a nonprofit, member-based organization working to launch a national-scale ecosystem services market program for agriculture that recognizes and rewards farmers and ranchers for their environmental services to society. The organization's goal is to launch a voluntary, national market to sell credits for greenhouse gas reduction as well as water quality and quantity for the agriculture sector by 2022.

From precision ag technologies and cover crops to water conservation and well-beyond, Farm Bureau is working through organizations like the Ecosystem Services Market Consortium and Field to Market to ensure farmers and ranchers have the voluntary, market-based tools and opportunities they need to continue to build on their sustainability gains.

PHOTO CREDIT:
AFBF/MORGAN WALKER



Field to Market:

The Alliance for Sustainable Agriculture:

AFBF represents farmers in Field to Market, an organization that brings together a diverse group of grower organizations; agribusinesses; food, beverage, apparel, restaurant and retail companies; conservation groups; universities; and public sector partners to define, measure and advance the sustainability of food, fiber and fuel production in the United States.

AFBF also co-leads Field to Market's Innovative Finance Workgroup, which is tasked with exploring mechanisms and value-added incentive strategies to support U.S. farmers in scaling conservation practices and delivering sustainable outcomes.

RURAL MENTAL HEALTH

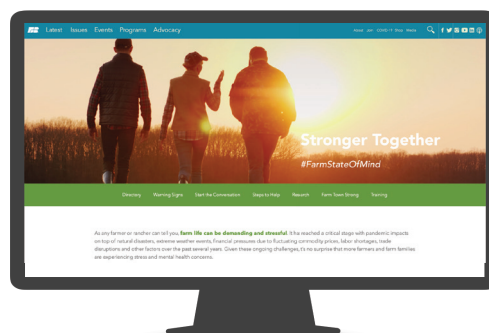
Farm State of Mind:

Through the Farm State of Mind campaign, AFBF continues to highlight the importance of mental wellness and provide resources to support farm families who are experiencing the effects of increased stress and mental health challenges. While farmers and ranchers were already dealing with a difficult year before the COVID-19 pandemic, a strong majority of farmers/farmworkers said the pandemic impacted their mental health, and more than half said they were personally experiencing more mental health challenges than they were a year ago, according to AFBF research released in early 2021.

AFBF took the lead for Mental Health Month in May, launching a comprehensive, easy-to-use online directory of resources that features listings for crisis hotlines, support lines, counseling services, training opportunities, podcasts, published articles and other resources in every U.S. state and Puerto Rico. Nationwide listings for crisis support, counseling and behavioral health resources are also included in the directory, which is on the Farm State of Mind website at **FarmStateOfMind.org**

AFBF mobilized engagement around the Farm State of Mind initiative in 2021, challenging participants of the Young Farmers & Ranchers, Women's Leadership and Promotion & Education programs to incorporate Farm State of Mind content into their programs of work.

Also featured on the Farm State of Mind website and shared broadly on social media, AFBF's Farm State of Mind video emphasizes that farmers and ranchers who are struggling with mental health issues are not alone and that there are people in their communities who want to help.



STRENGTHENING RURAL AMERICA INITIATIVES & COLLABORATIONS

AFBF provides free Convention registration to 4-H, FFA and MANRRS members, allowing them access to dozens of workshops, networking, keynote speakers and the tradeshow.

PHOTO CREDIT:
AFBF/PHILIP GERLACH



YOUTH AND DIVERSITY

AFBF continues to engage young people through ongoing partnerships with FFA and 4-H. In addition, the organization entered into an agreement in 2021 with the National Society for Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS) with the goal of increasing minority involvement in agriculture. As with AFBF's partnerships with 4-H and FFA, AFBF's relationship with MANRRS will strengthen membership value for both organizations through collaboration on projects.

MANRRS' mission is to promote academic and professional advancement by empowering minorities in agriculture, natural resources and related sciences.

PHOTO CREDIT: MANRRS





Riley Clubb and James Christopher Hall are co-founders of Harvust, honored as the 2021 Entrepreneur of the Year.

PHOTO CREDIT: HARVUST

AG INNOVATION CHALLENGE

Rural entrepreneurs competed for a total of \$145,000 in startup funds in the 2021 Ag Innovation Challenge, a competition that focuses exclusively on U.S. rural entrepreneurs launching food and agriculture businesses. The 2021 Entrepreneur of the Year, Washington-based Harvust, provides software that helps farmers successfully hire, train and communicate with employees.



Luis Raimundo Bures Martinez leads Agro Empresas Black Belt, selected by the public for the People's Choice Award.

PHOTO CREDIT: AFBF

Agro Empresas Black Belt of Puerto Rico won the People's Choice Award, which is decided by public vote, and received a total of \$20,000. The company standardizes methods and processes for hydroponic crop production. The People's Choice Award winner is selected from among the 10 semi-finalists.

CULTIVATING LEADERS & GRASSROOTS ADVOCACY

At a time when Americans are more engaged than ever in learning how their food is produced and who produces it, and the public interest in sustainability continues to drive rapid change, it's critical that farmers and ranchers feel comfortable engaging with the public, policymakers and the 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, ranchers and agriculture as a whole, as well as consumers.

Go Team member
Johanna Bossard's
daughters explain how
the end of daylight saving
affects the animals on
their farm in New York.

PHOTO CREDIT: AFBFA



GRASSROOTS OUTREACH (GO) TEAM

Hundreds of farmer and rancher members on the Grassroots Outreach Team participate in focused advocacy efforts throughout the year, tapping into their high-level AFBF training to engage with consumers and the media, as well as with lawmakers and regulators at all levels of government, on the many policy issues affecting agriculture. In addition, GO Teamers are self-starters who find their own advocacy outlets such as newspaper columns, school engagement opportunities and regular television appearances. GO Team members also continue to play a key role in the success of the American Farm Bureau Foundation for Agriculture's popular Kids' Questions About Agriculture video series.

Boot Camp graduates will use their training in a variety of ways including participating in local media opportunities to support Farm Bureau's policy work, sharing information with elected officials and joining social media campaigns to share positive messages about agriculture.

PHOTO CREDIT: AFBF/PHILIP GERLACH



WOMEN'S COMMUNICATIONS BOOT CAMP

The Women's Communications Boot Camp resumed in fall 2021. Hosted by the AFB Women's Leadership Committee in partnership with AFBF staff, the Women's Communications Boot Camp is an intensive four-day course conducted for 15 agricultural leaders. The boot camp features hands-on sessions on public speaking, working with the media and policy engagement. Since 2006, 223 Farm Bureau women have completed this training.

PROMOTION & EDUCATION

AFBF's Promotion & Education Committee launched an "Amplify Agriculture" webinar series open to the public. Among the topics covered in 2021 were developing and publishing accurate ag books and running an agritourism operation.

In addition, the committee unveiled "Digital Toolbox: Agricultural Resources," a central hub for consumer education tools and resources that equip Farm Bureau members to convey the significance of agriculture. The online resource, available on Farm Bureau University, provides information about various agriculture topics and turn-key resources to share with the public.



CULTIVATING LEADERS & GRASSROOTS ADVOCACY

The St. Louis Science Center, where the AFBF P&E Committee hosted an “ask a farmer” event in fall 2021, features all types of agriculture and the animals, crops and equipment needed to feed the nation and the world.

PHOTO CREDIT:
AFBF P&E COMMITTEE



In the fall, the P&E Committee partnered with the St. Louis Science Center to host an “ask a farmer” consumer outreach event during which committee members shared their expertise in the areas of row crops, swine, beef, farm equipment and technology, dairy, plant and soil science, sheep, specialty crops and more with visitors to the center’s GROW Pavilion and Gallery.

Jackie Mundt of Kansas won the Excellence in Agriculture Award. She received a new Ford truck, courtesy of Ford.

PHOTO CREDIT:
KANSAS FARM BUREAU



YOUNG FARMERS & RANCHERS

AFBF’s commitment to highlighting the talent and successes of the next generation of leaders is embodied in our Young Farmers & Ranchers competitive events – Achievement Award, Excellence in Agriculture Award and Discussion Meet. The American Farm Bureau’s Virtual Convention in January 2021, free for all interested attendees, showcased the competitive events to more people than ever.

PAL participants receive hands-on training in many aspects of advocacy, including television interviews. Pictured here is James Henderson, a member of the 10th PAL class and farmer from Colorado.

PHOTO CREDIT: AFBF



In September, PAL Class 10 members gathered in Washington, D.C., for the stakeholder engagement module. The group identified various stakeholders in an ag issue and practiced representing them in various scenarios. Members are pictured at the Eisenhower Memorial near the U.S. Capitol.

PHOTO CREDIT: AFBF



PARTNERS IN ADVOCACY LEADERSHIP

AFBF's Partners in Advocacy Leadership is one of the most intensive training programs offered to farmers and ranchers. PAL class members graduate after completing four learning modules over two years. The pandemic pushed back the 2021 graduation of the 10th PAL class, but AFBF applauds class members' commitment to effective engagement and celebrates the inroads they are making in their communities, with the media and as advocates on the local, state and national levels.

CAMPAIGN MANAGEMENT SEMINAR

In 2021, AFBF relaunched its Campaign Management Seminar, designed to help states build relationships with potential elected officials and help farmer members successfully run for political office. The intensive two-day seminar, held in person in the host state, gives candidates, their spouses and campaign management staff guidance on all aspects of a campaign, including candidate consideration, the issues, communication tactics, volunteers and election strategy. The seminar has been very successful, with an average of 80% of seminar graduates elected to office.



Campaign Management Seminar materials include this 90-page handbook.

FARM BUREAU GIVES BACK

Harvest for All is spearheaded by members of Farm Bureau's Young Farmers & Ranchers program, but members of all ages from across the nation contribute to the effort. Their participation helps ensure Americans in need can enjoy the bounty of food farmers and ranchers produce.

PHOTO CREDIT:
(TOP L) NEW YORK FARM BUREAU
(R) FLORIDA FARM BUREAU
(BOTTOM L) ILLINOIS FARM BUREAU

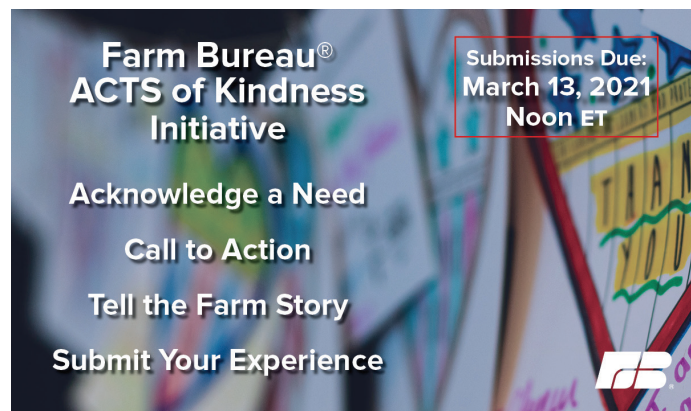
HARVEST FOR ALL

For the 19th 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 376 million pounds of food, logged more than 215,000 volunteer hours and raised \$9.8 million in donations.



FUSION REIMAGINED CONFERENCE ATTENDEES HELP THOSE IN NEED

Attendees to the virtual FUSION Reimagined Conference, a meeting for participants of the Young Farmers & Ranchers, Promotion & Education and Women's Leadership member engagement programs, contributed to the Farm Bureau Acts of Kindness Initiative by donating blood, delivering meals or baked goods and many other activities designed to lift others up. The participants' 177 acts of kindness impacted more than 14,300 people and represented a donation of time and money equivalent to \$57,163.



Fusion Random Acts of Kindness initiative call to action.

In addition, AFBF, on behalf of the FUSION Reimagined conference participants, donated \$1,000 to the Oregon Food Bank; Portland was the host city for the in-person conference that had been planned for 2021.

#STILLFARMING T-SHIRTS

Building on the success of the #StillFarming campaign and recognizing the dramatic increase in hunger in America brought on by the pandemic, Farm Bureau in 2021 created a #StillFarming to Feed America t-shirt line. More than 500 t-shirts have been sold, with the total proceeds being shared equally by Feeding America, the country's largest hunger relief organization, and the American Farm Bureau Foundation for Agriculture.



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.



FEEDING MINDS PRESS

Through Feeding Minds Press, the Foundation is leading the way in engaging young learners about where their food comes from by publishing accurate books about agriculture.



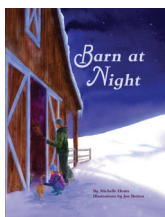
MY AMERICAN FARM

As part of a commitment to find innovative ways to reach kids and introduce them to agriculture, the Ag Foundation creates online games on the My American Farm platform. The newest game, From Seed to Shirt, was released in the fall.



PURPLE PLOW

STEM hands-on learning continues to be a vital component of education. Purple Plow challenges are an easy way for 5th-12th grade science teachers to get students excited about creating solutions to real-world agricultural problems.



FOUNDATION ACTIVITIES IN 2021

- Published “Barn at Night,” a heartwarming true-to-life tale written by Michelle Houts and illustrated by Jen Betton that invites readers along as a father and daughter go out to the barn on a cold winter night and are welcomed with an enchanting scene.
- Published “My Family’s Soybean Farm.” Written by Katie Olthoff and illustrated by Joe Fox, the book shows readers how soybeans grow and are harvested and how they are used.

- Published a new Food and Farm Facts book, map, pocket guide and related products. The 32-page, full-color book features updated facts and easy-to-read infographics about U.S. agriculture that can be used in a variety of ways to help increase agricultural literacy.
- Awarded grants to 22 Farm Bureaus to support ag literacy programs and sent seven educators to the National Agriculture in the Classroom Conference through the White-Reinhardt Fund for Education.
- Encouraged farmers, ranchers and farm attraction managers to sign up for free to showcase their agritourism venues on the Foundation's new American Farm Trail app. Consumers using the app will be able to connect directly with local farms by searching area, type of attraction or products for sale. The Foundation plans to launch the app in the spring of 2022.
- Announced resource grants honoring the work of longtime AFBF staff member and former Foundation Executive Director Christy Lilja. The Christina Sue Lilja Resource Grants will provide 50 educators with \$100 each to purchase agricultural literacy resources from the Foundation store for their classrooms.
- Sent 33 STEM educators on farm tours as part of the On the Farm STEM program funded by the Beef Checkoff.



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