

# AMERICAN FARM BUREAU FEDERATION®







CREDIT: AFBF



America's farmers and ranchers take on changing and challenging seasons with an unwavering commitment to keeping our nation's food, fiber and fuel supply secure and sustainable. Yet the everyday twists and turns that come with being a farmer or rancher, from weather challenges and volatile markets to complex regulations and trade disputes, came with added pressure in the overall economy this past year. Continuing supply chain disruptions and rising inflation affected nearly every sector in 2022, leaving many farmers, suppliers, manufacturers, retail outlets and consumers frustrated.

Through all these challenges, Farm Bureau® proudly works on behalf of the families who keep our pantries stocked, the cotton shirts on our backs and the biofuel in our cars in addition to supplying a variety of other agricultural products we all enjoy.

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 are the keys to our success.

When Farm Bureau put out the call to action on stopping regulatory overreach by the Securities and Exchange Commission, thousands of farmers and ranchers made sure their lawmakers knew how important this protection is to their livelihoods and the future of agriculture.

The next generation: for many farm families, that's what farming is all about. We take great care to make sure our farms and ranches are in better shape for the next generation than when we started. 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. Supporting USDA's Partnerships for Climate-Smart Agriculture and Forestry Partnership Initiative is just one example of how Farm Bureau helps promote farmers' and ranchers' sustainability efforts to consumers.

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 2022 Impact Report, I hope you are proud of our 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 greater impact together. If you're not already 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  
6M  
MEMBER  
FAMILIES**



## 2022 IMPACT REPORT

*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.



## 2022 ACHIEVEMENTS

AFBF's 2022 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 2022 are below.

### FARM BILL PRIORITIES

AFBF released its priorities for what may be the most consequential legislation for agriculture in 2023 – renewal of the farm bill. The priorities encompass more than 60 recommendations over multiple titles of the farm bill including reference price increases for commodities, more transparency for milk checks, funding for conservation programs and rural development, and streamlining of nutrition programs to get food to those who need it most. A working group of Farm Bureau members and staff from across the country identified the priorities.



An AFBF-produced video highlights how the farm bill presents an important opportunity for lawmakers to rise above partisanship and work together again to pass legislation that protects food security for all Americans and the future success of our farmers and ranchers.

CREDIT: AFBF

### WOTUS

AFBF advocated for the administration to withdraw its proposal to rewrite the Waters of the United States Rule. AFBF also asked grassroots Farm Bureau members to reach out to EPA to show their support for the Navigable Waters Protection Rule. This outreach generated more than 10,000 comments.

AFBF also requested EPA and the Army Corps of Engineers halt work on the proposed rule once the Supreme Court agreed to hear *Sackett v. EPA*, which could provide a clear test of jurisdiction and may provide more clarity and certainty to the rulemaking process.



The gray wolf population is thriving in the lower 48 states and represents an ESA success story, thanks to careful management and partnerships between federal and state agencies.

CREDIT: GETTY IMAGES



## ENDANGERED SPECIES ACT

AFBF continues efforts to ensure the Endangered Species Act is modernized so it protects vulnerable species while ensuring farmers can continue feeding America's families.

AFBF continued its efforts to keep the gray wolf off 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. The United States District Court for the Northern District of California struck down the Fish and Wildlife Service's delisting of the gray wolf, however. AFBF appealed to the 9th Circuit Court of Appeals, which agreed that agriculture's unique interests were not adequately represented by, among others, the U.S. government. AFBF will now be able to fully participate in the defense of the delisting decision.

AFBF and Illinois Farm Bureau staff worked together to promote the Voluntary Buffer Provision for Monarch Butterfly Conservation program, which encourages farmers and other landowners to establish or protect milkweed and flowering plants buffers. Efforts like this support the monarch and avoid the need for listing on the endangered species list.

## TAXES

When the administration pushed for passage of the Inflation Reduction Act, several tax increases were on the table as lawmakers debated how to pay for the \$750 billion bill. Some of those taxes would have been harmful to agriculture – such as the repeal of stepped-up basis, a higher tax rate on capital gains and the repeal of the enhanced estate tax threshold. Farmers and ranchers were effective in the campaign to prevent those proposals.



AFBF continues to advocate for making the \$11.7 million estate tax exemption permanent as a step toward the eventual repeal of estate taxes.

## TRADE

Agricultural exports for fiscal year 2022 hit \$196 billion. Sales were led by China's \$36 billion in purchases, followed by Mexico, Canada and Japan. AFBF welcomed the launch of the Indo-Pacific Economic Framework, which includes the U.S., Australia, Brunei, India, Indonesia, Japan, Malaysia, New Zealand, the Philippines, Singapore, South Korea, Thailand and Vietnam. AFBF continues to advocate to the administration to maintain access to the markets in China and expand access to markets worldwide. Efforts also continue with Congress and other stakeholders to replace the expired Trade Promotion Authority legislation.

The passage of the Ocean Shipping Reform Act was an important issue for AFBF, as the bill addressed record-high shipping costs and container shortages that created bottlenecks at ports and worsened supply chain issues. The passage of the legislation takes positive steps to ensuring containers will be available to export agricultural goods to international trading partners.



President Duvall (second from right) attended the signing of the Ocean Shipping Reform Act of 2022 at the White House.

CREDIT: OFFICIAL WHITE HOUSE PHOTO BY ADAM SCHULTZ



Continued investment in U.S. roads and bridges is vitally important for agriculture.

CREDIT: GETTY IMAGES



## INFRASTRUCTURE

The Infrastructure Investment and Jobs Act, also known as the Bipartisan Infrastructure Law, legislation supported by AFBF, invests \$110 billion in U.S. roads and bridges, \$17.3 billion for ports and inland waterways and \$65 billion for broadband with a goal to “deliver reliable, affordable, high-speed internet to every household.” The legislation also included funding for Western water infrastructure as well as an exemption for livestock and insect haulers from hours-of-service regulations within a 150 air-mile radius from their final destination. We continue to monitor its implementation.

As part of AFBF’s advocacy for broadband deployment, Farm Bureau members were asked to reach out to lawmakers to express support for the Broadband for Rural America Act and the Eliminating Barriers to Rural Internet Development Grant Eligibility Act. Farmers and ranchers responded, sending nearly 3,000 messages to their representatives and senators.

## NEPA REGULATIONS

AFBF supported a Senate-approved joint resolution of disapproval on the Council on Environmental Quality’s 2022 National Environmental Policy Act implementing regulations, which are a return to cumbersome rules. A modernized NEPA review process would help deliver projects to communities across the country. Safe roads, waterways and railways and expanded rural broadband access are crucial to the success of rural America.



## CLIMATE AND SUSTAINABILITY

### SEC RULE

The Securities and Exchange Commission's proposed rule to require Scope 3 emissions reporting triggered a swift response from AFBF's policy, advocacy and legal teams. In just a few weeks, we generated nearly 5,000 messages to the SEC, which got their attention. If the rule is enacted, it could give the SEC unprecedented oversight of America's farms. Continued pressure from AFBF and other agricultural groups convinced the SEC to extend the comment period on the rule.

Unlike large corporations, farmers and ranchers don't have teams of attorneys and accountants to ensure they're compliant with SEC regulations.

Faced with mounting criticism, SEC Chair Gary Gensler said in a Senate oversight hearing, "The intent, senator, is...whether it's the farm community or other community—if they're not public companies, they're not under this rule." The issue is far from settled, however, and AFBF continues to track the development of this rule and is advocating in Congress to protect farmers from SEC overreach.

### PARTNERSHIPS FOR CLIMATE - SMART COMMODITIES

USDA announced it would invest up to \$2.8 billion in 70 projects under the first round of projects in its Partnerships for Climate-Smart Commodities. USDA used recommendations from the Food and Agriculture Climate Alliance, of which AFBF is a founding member, as a guidepost when developing the program. The solutions are expected to reduce greenhouse gas emissions, increase carbon sequestration and storage, and drive sustainability across the supply chain.

### FOOD AND AGRICULTURE CLIMATE ALLIANCE

Launched in 2020 by AFBF, Environmental Defense Fund, National Council of Farmer Cooperatives and National Farmers Union, FACA membership has grown 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. FACA encourages 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. FACA recommendations are widely credited with guiding legislative initiatives, as well as federal programs.



# LEGAL ADVOCACY & ECONOMIC ANALYSIS

## 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. 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.

### **PROPOSITION 12**

For three years, AFBF has worked diligently to reverse California's misguided animal welfare law known as Proposition 12. The state law seeks to ban the sale of pork from hogs that don't meet California's production standards, even if the pork was raised on farms outside California. AFBF and National Pork Producers Council filed the challenge, arguing Proposition 12 violates the U.S. Constitution's Commerce Clause. In 2022, the U.S. Supreme Court agreed to hear AFBF's challenge, which it does in less than 1% of cases. AFBF and NPPC's case was given a further boost when the U.S. solicitor general, one of the highest-ranking officials in the Department of Justice, filed a brief to the Supreme Court on behalf of the U.S. in support of the challenge to Proposition 12. The Supreme Court held oral arguments on Oct. 11.

### **GRAY WOLF LITIGATION**

AFBF won its appeal of being denied intervention status in the gray wolf delisting litigation, meaning Farm Bureau will now be able to fully participate in the defense of the delisting decision. The 9th Circuit Court of Appeals agreed that AFBF's unique interests were not adequately represented by, among others, the U.S. government. This decision has important ramifications far beyond this case, as it means it will be much easier in all future cases for AFBF to intervene in defense of favorable agency regulations.



## 2019 ENDANGERED SPECIES ACT RULE LITIGATION

AFBF successfully overturned a lower federal court decision that vacated the 2019 ESA rules, meaning that the modernized ESA rules that AFBF fought for will be reinstated. Perhaps even more significant and with much broader implications, the 9th Circuit Court of Appeals agreed that lower federal courts cannot strike agency rules without a full legal process.

## BIOTECHNOLOGY DISCLOSURE

A federal court agreed with AFBF's position in nearly every claim brought against USDA's rule implementing the 2016 Bioengineered Food Disclosure Act. Notably, the court agreed that USDA properly excluded disclosure requirements for highly processed foods that have no detectable bioengineered genetic material and required use of the term "bioengineered" instead of "GE" or "GMO."

## CHLORPYRIFOS

AFBF is suing EPA, challenging the agency's decision to revoke tolerances for chlorpyrifos. EPA has revoked all tolerances despite previously finding that the pesticide is safe for 11 key crop uses in select regions.

## 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 more than one Market Intel per week in 2022, dissecting important issues like inflation, supply chain issues, Ukraine war impacts, and fertilizer and fuel costs.

## MARKET INTEL BY THE NUMBERS



# COMMUNICATIONS & OUTREACH



## 4TH OF JULY COOKOUT

Supply chain issues coupled with inflation woes gave reporters a real-world example of the increasing cost of feeding America's families in 2022. The media turned to Farm Bureau for its analysis of the cost of a 4th of July celebration.

## 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 and reach consumers. In 2022, AFBF appeared in more than 25,000 print and broadcast stories. An aggressive outreach effort, and commitment to telling agriculture's story at a time of high public interest in food prices, inflation and the supply chain, led to a reach of more than 660 million – 40% growth in reach from 2021. More than 86% of the coverage was either positive or neutral.

AFBF was mentioned by top-tier media outlets such as the New York Times, Yahoo Finance, CNN, Politico, Fox News and NBC.

### DIGITAL PERFORMANCE

A focused digital strategy has led AFBF's online audience to increase by more than 500% in just three years. Farm Bureau's digital audience is growing at an average rate of 12% per month. Just as impressive, user engagement across Farm Bureau

### 1 WEEK OF COVERAGE:

**3,300**  
STORIES MENTIONED  
FARM BUREAU AND  
"JULY 4TH COOKOUT COST"

**+450**  
OVER 2021

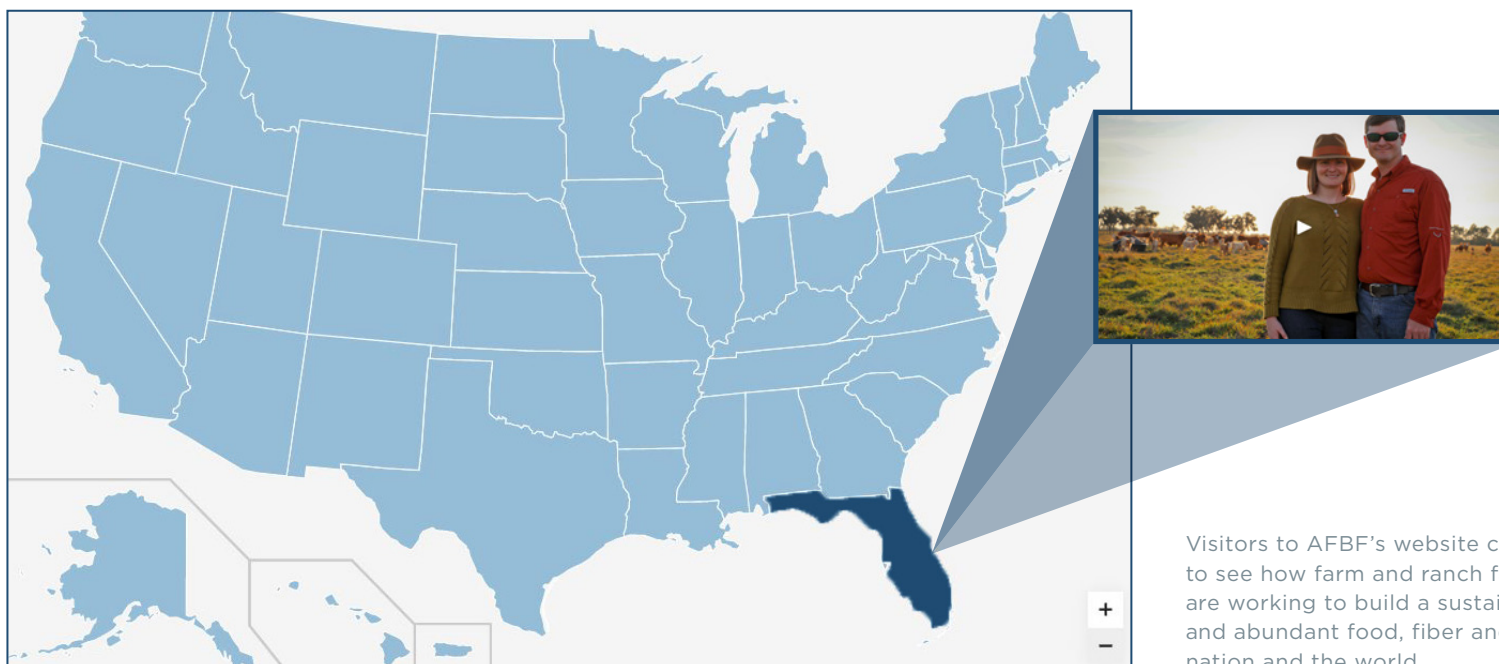
**273M**  
REACH  
(POTENTIAL VIEWERS, GLOBAL)



channels demonstrates a positive growth trajectory, indicating AFBF content is reaching its intended audience. Videos are an integral part of the digital strategy, which includes AFBF collaboration with state Farm Bureaus to elevate their visual stories at the national level.

### STRATEGIC CAMPAIGNS

Strategic communications campaigns involve long-term planning and a multi-faceted approach. AFBF launched a farm bill campaign in 2022 that will continue through 2023 (and potentially beyond). To date, the campaign includes videos about the impact of the farm bill (as noted on page 7), graphics/social media posts illustrating its impact, and radio news stories featuring Farm Bureau members discussing the impact of farm bill programs on their farms.



Visitors to AFBF's website can use an interactive map to see how farm and ranch families across the country are working to build a sustainable future of safe and abundant food, fiber and renewable fuel for our nation and the world.



AFBF trademarked #StillFarming  
CREDIT: AFBF/PHILIP GERLACH



An AFBF-produced video helps viewers understand that when it comes to conservation and sustainability, America's farmers and ranchers are literally the boots on the ground. Every day and every season, farmers and ranchers are looking for ways to do better and help fulfill their mission to produce our nation's food, fiber and fuel. It's just what they do.

CREDIT: AFBF

AFBF also continued its multi-year sustainability campaign designed to help consumers and food system stakeholders realize the commitment of farmers and ranchers to caring for the environment, as well as the progress achieved.

In 2022, AFBF unveiled a video compilation of members' sustainability stories, which won a gold award at the 2022 Salute to Association Excellence national awards. Another component of the campaign completed in 2022 is an interactive U.S. map of farmer and rancher sustainability stories featured on AFBF's website. Elected leaders and consumers alike can see how sustainability is being advanced in their state and every state by viewing more than 80 video testimonials.

### #STILLFARMING

AFBF applied for and received trademark approval for #StillFarming from the U.S. Patent and Trademark Office. The approval was granted for: "Promoting public awareness of and confidence in the ability of the nation's and the world's food supply; public advocacy to promote awareness of the value of the agricultural industry." This campaign has reached more than 115 million people without a single dollar of paid promotion thanks to the strength of the Farm Bureau network.



### FARM DOG OF THE YEAR

The Farm Dog of the Year program garnered national exposure when the Wall Street Journal and NBC Nightly News with Lester Holt featured Fit, the 2022 winner. Digital coverage was outstanding, with 8,400 views of the video featuring Fit. Digital reach for People's Choice Pup was 133,000 with an engagement rate of 7.4%.



### 2022 FARM DOG OF THE YEAR: FIT

CREDIT: AFBF



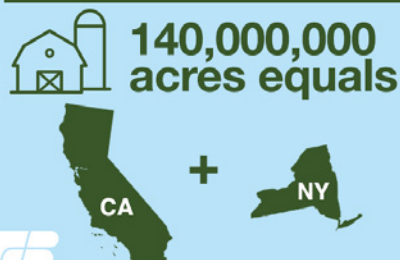
Ken, Lynetta and Korey Griner are Florida Farm Bureau members. AFBF commissioned the Griners' participation in Behind The Scenes with Host Laurence Fishburne, an award-winning educational television series that highlights the evolution of education, medicine, science, technology and industry through inspiring stories. "Sustainability: Leaving the Land Better Than We Found It" is a video about the Griners produced as part of the collaboration. In the video, they share how they're implementing climate-smart practices on their farm.

CREDIT: AFBF

# 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 2022.

## Farmland Used for Conservation & Wildlife Habitat Efforts



Sustainability and efficiency on the farm go hand-in-hand. Farmers today are doing more with less thanks to innovation and technology.

## SUSTAINABILITY

### 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; agribusiness; food, beverage, apparel, restaurant and retail companies; conservation groups; universities; and public 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 strategies to support U.S. farmers in scaling conservation practices and delivering sustainable outcomes.

## RURAL MENTAL HEALTH

### FARM STATE OF MIND:

AFBF commissioned a national research poll to gauge the impact of our Farm State of Mind campaign, and the work of other ag organizations, on stigma surrounding mental health. The poll found that farmers and people in rural areas are more comfortable talking about stress and mental health challenges with others, and stigma around seeking help or treatment has decreased in rural and farm communities, but it is still a factor. Findings of a national research poll on opioid abuse conducted at the end of October raised awareness about substance misuse in rural America.



## *Strengthening Rural America: Initiatives & Collaborations*



Stigma around seeking help or treatment for mental health has decreased in rural and farm communities.

CREDIT: GETTY IMAGES

In May (Mental Health Month), AFBF launched several projects to promote mental health wellness among farmers and ranchers. This included “Farmers Saving Lives,” an AFBF-hosted virtual event highlighting three Farm Bureau members who are outstanding mental health wellness advocates in their rural communities.

AFBF promoted National Suicide Prevention week in September and is assisting with the promotion of the new AgriStress Helpline that serves as a much-needed resource for farmers and ranchers.

In 2022, AFBF also focused on equipping members interested in promoting farmer mental health wellness and raising awareness about available resources, through in-person trainings, toolkits for state Farm Bureaus and media outreach.

# Strengthening Rural America: Initiatives & Collaborations

## YOUTH AND DIVERSITY

AFBF continues to engage young people through ongoing partnerships with FFA, 4-H and the National Society for Minorities in Agriculture, Natural Resources, and Related Sciences. These partnerships strengthen membership value for each of the organizations through collaboration on projects.

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.

CREDIT: AFBF



CREDIT: AFBF/PHILIP GERLACH

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

CREDIT: MANRRS





## AG INNOVATION CHALLENGE

Rural entrepreneurs competed for a total of \$165,000 in startup funds in the 2022 Ag Innovation Challenge, a competition that focuses exclusively on U. S. rural entrepreneurs launching food and agriculture businesses. The 2022 winner, Nebraska-based Grain Weevil Corporation, developed a grain bin management robot and won \$50,000.

Caravan Tech of Alabama, a top 10 semi-finalist, won the People's Choice Award, which is decided by public vote, and received a total of \$15,000. The company provides real-time management solutions for ranchers and cattle breeders. The People's Choice Award winner is selected from among the 10 semi-finalists.



Ben Johnson is team lead with Grain Weevil Corporation, the 2022 Ag Innovation Challenge winner.

CREDIT: AFBF/PHILIP GERLACH

# 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 Eileen Jensen helped visitors at the Dairy Cow Birthing Center at the Great New York State Fair learn about the miracle of life.

CREDIT: EILEEN JENSEN



## GRASSROOTS OUTREACH (GO) TEAM

The 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 were featured in more than 30 news stories in 2022.





Boot Camp graduates 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.

CREDIT: AFBF/PHILIP GERLACH

## WOMEN'S COMMUNICATIONS BOOT CAMP

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. Two boot camp sessions conducted in 2022 featured hands-on sessions on public speaking, working with the media and policy engagement. Since 2006, 254 Farm Bureau women have completed this training.

## PROMOTION & EDUCATION

AFBF's Promotion & Education Committee continued its successful "Amplify Agriculture" series, which is open to the public. Among the topics covered in 2022 were effective communication and using mobile labs for ag education. The committee also hosted the 2022 Target Conference, with the theme "Promoting Positive Perceptions."

# Cultivating Leaders & Grassroots Advocacy

Malarie Thompson, Discussion Meet winner; AFBF President Zippy Duvall; YF&R Committee Chair Jon Iverson; and Melissa Bufford, account supervisor, Ford.

AFBF/MICHAEL LOBIONDO



## 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 2022 American Farm Bureau Convention showcased the competitive events to attendees.

## 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. In 2022, the 10th PAL class graduated and members of the 11th class were selected. 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.



In March, PAL Class 10 members graduated, after completing four learning modules.

CREDIT: AFBF/WALES HUNTER



## iFARM iVOTE ELECTION RESOURCE

A one-stop webpage ([www.fb.org/vote](http://www.fb.org/vote)) was created to encourage Farm Bureau members to vote in fall 2022 elections.

Visitors learned the latest about voting in their state, including how to register to vote and information on federal, state and local candidates.



Farm Bureau members helped encourage rural voters to go to the polls.

CREDIT: KATE IVERSON

# FARM BUREAU GIVES BACK

## HARVEST FOR ALL

For the 20th 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 412 million pounds of food, logged more than 224,000 volunteer hours and raised more than \$10 million in donations.



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

CREDIT: FLORIDA FARM BUREAU



## HELPING THOSE IN NEED

Attendees at the 2022 Young Farmers & Ranchers Leadership Conference made blankets and donated several hundred pairs of socks to local charities Uniting Partners for Women & Children and St. John Center in Louisville, Kentucky. Attendees also contributed more than 100 thank you notes for Operation Gratitude, which honors the service of military and first responders.

YF&R Committee members who completed their terms in 2022 harvested potatoes by hand in Washington, D.C., for donation to local organizations including Catholic Charities DC.

The AFB 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.



Farm Bureau member makes a blanket to donate.

CREDIT: AFBF



Farm Bureau members give back to their communities by harvesting crops to donate to food banks and other charities.

CREDIT: AFBF/DAVID TOWNSEND



At the 103rd American Farm Bureau Convention, members helped fight hunger by packaging 12,500 meals for donation to the Atlanta Community Food Bank.

CREDIT: AFBF/PHILIP GERLACH

# 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 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. "Barn at Night," a book published in 2021, won silver recognition in the picture book for age 4-8 category of the Moonbeam Books Awards, which celebrate youthful curiosity and discovery through books and reading.

## ON THE FARM STEM

The On The Farm STEM program brings together teams of educators with experts in science education and agricultural science to envision a model for science learning that will inspire today's students – our next generation of scientists and citizens – to take action and feel empowered to use agriculture to improve society.

## WHITE-REINHARDT FUND FOR EDUCATION

The White-Reinhardt Fund for Education is a special project of the Foundation in cooperation with the AFB Women's Leadership Committee. The White-Reinhardt Scholarship Program provides travel expense funds for educators to attend the National Agriculture in the Classroom Conference. The White-Reinhardt Grant Program funds county and state Farm Bureau projects that will increase agricultural literacy for students in grades K-12.



## FOUNDATION ACTIVITIES IN 2022

Three delightful books published by the Foundation through Feeding Minds Press captured the attention of parents, educators and young readers.

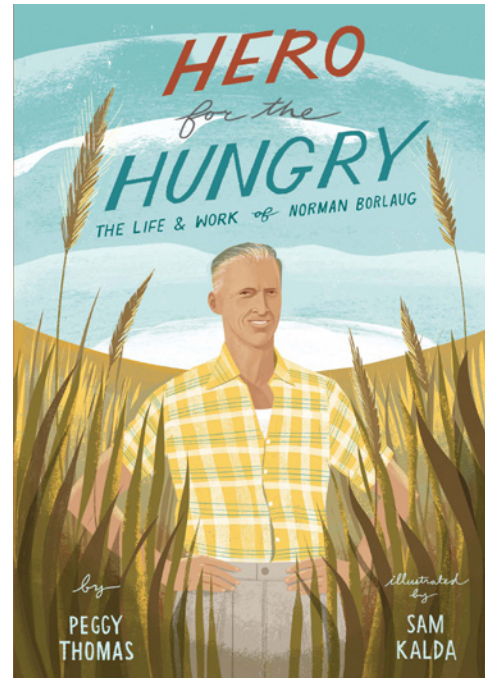
“I LOVE Strawberries” allows children of all ages to discover the joys and challenges of growing one of spring’s sweetest treats.

**Good Housekeeping** named

“I LOVE Strawberries” a winner in its inaugural Best Kids’ Book Awards.



“Hero for the Hungry: The Life of Norman Borlaug,” is a biography of Norman Borlaug, for readers ages 10 to 15.



“My Family’s Corn Farm” follows a farm family and the work they do throughout the life cycle of the corn they grow.



# The American Farm Bureau Foundation for Agriculture

## FOUNDATION ACTIVITIES IN 2022

The White-Reinhardt Fund for Education continued to make an impact, with 21 grants awarded to Farm Bureaus to support ag literacy programs and 10 educators sent to the National Agriculture in the Classroom Conference.

Christina Sue Lilja Resource Grants were presented to 50 educators for the purchase of agricultural literacy resources from the Foundation store. The \$100 grants honor the work of the late Christy Lilja, a long-time AFBF staff member and former Foundation executive director.

The newly launched online Food and Agriculture Center for Science Education fills a gap for educators struggling to implement Next Generation Science Standards in their classrooms.

A total of 57 educators participated in farm tours as part of the On The Farm STEM program funded by the Beef Checkoff, Dairy Management Inc. and Midwest Dairy. Tours focused on either beef production or dairy farming, food production and nutrition.



The Foundation held its first On the Farm STEM event focusing on dairy in 2022.

CREDIT: RIGHT EYE DIGITAL



On the Farm STEM events connect science educators to agriculture.

CREDIT: RIGHT EYE DIGITAL



A family of four is walking away from the camera on a wide, gravelly path that stretches into the distance. The sun is low on the horizon, creating a strong backlight effect and silhouetting the family. The father is on the left, followed by the mother, and two young children are walking to the right. The path is flanked by fields and some trees in the background under a cloudy sky.

**“Farm Bureau is stronger as folks from all types of agriculture, walks of life and regions come together.**

**In communities large and small, you will find us stepping up and leading the way to support our neighbors and the next generation.”**

**– ZIPPY DUVALL, PRESIDENT**



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