

# Strategic Plan 2009-2019

Texas Farm Bureau's new strategic plan was  
approved by the Board of Directors  
on December 5, 2008.



**TEXAS  
FARM  
BUREAU**

## Members and Friends of Farm Bureau:



For three-quarters of a century Farm Bureau has stood tall in representing the interests of farmers, ranchers and rural Texas. We've seen good and bad times, drought and flood, and met the challenges inherent to providing food and fiber for this nation and others around the world.

Now the future beckons. The economy is shaky. Uncertainty abounds. Questions linger on where this country is going and how it is going to get there.

Agriculture is changing. Our organization must change, too, if we are to meet our industry's challenges and opportunities. I am pleased to present Texas Farm Bureau's guide for our future, highlights of the strategic plan for 2009 adopted by your TFB board in December.

We'll talk more about this plan in the days and years to come, but remember: We are optimistic about agriculture. We are optimistic about Texas Farm Bureau. And we are upbeat about our future.

This strategic plan provides a roadmap to follow as we greet the opportunities of tomorrow.

Sincerely,

A handwritten signature in black ink that reads "Kenneth Dierschke". The signature is written in a cursive, slightly slanted style.

Kenneth Dierschke  
President  
Texas Farm Bureau

## Overriding Themes:

### Technology and Organizational Strength

It was discussed that because of the commitment of prior board members and dedicated leaders, the TFB continues to be highly effective—a fact that should not be taken for granted while planning for 5 to 10 years.

And, the effective use of technology should influence every goal herein by improving the speed and efficiency of communications and service to members.

### Duration:

#### Four to Ten Years

While prior planning sessions have been conducted every four to five years, it was suggested that this plan should consider the needs of Texas agriculture and TFB for up to 10 years.

### Brand Image of TFB:

#### Mission Statement

Texas Farm Bureau's mission is to be the Voice of Texas Agriculture.



## **Vision Statement**

The vision of Texas Farm Bureau is to benefit all Texans through promotion of a prosperous agriculture for a viable, long-term domestic source of food, fiber and fuel.

## **Values Statement**

The Texas Farm Bureau leadership and professional staff are guided by these principles throughout the organization:

- Working for profitability of agriculture
- Protecting private property rights
- Preserving the land and environment
- Enhancing food safety and supply

## **Primary Goals to Improve the Organization:**

The Texas Farm Bureau's primary goals to improve the organization are categorized into the following headings:

- I. Political Strength
- II. County Operations
- III. Membership Growth and Services
- IV. Financial Health and Structure of TFB
- V. Public Relations, Marketing and Branding
- VI. Leadership Development and Training

### **Political Strength**

- Build on Farm Bureau's basic organization structure by enhancing members' understanding of the issues, and emphasizing the grassroots policy development process and legislative involvement.
  - Promote the policy positions of TFB
  - Involve grassroots members
  - Use the most current technology to enhance member participation
  - Consider appointing a key group of TFB Ag-Responders to supplement local board efforts in communicating consistent messages to policymakers and media
- Develop agriculture leaders to be willing and able to run for political office.
- Maintain a highly effective political action committee (PAC).

## **Farm Bureau County Operations**

- Enhance member communications by using the latest technology applications.
- Provide consistent, concise messages.
- Enhance skill sets and technological capabilities of county leaders.

## **Membership Growth and Services**

- Strive for annual membership retention rate of 90 percent.
- Be inclusive in communicating with and serving the needs of diverse members.

## **Financial Health and Structure**

- Advance TFB foundation through grant opportunities.
- Establish a Business Continuity Plan and disaster management program to serve the needs of members.

## **Public Relations, Marketing and Branding**

- Survey Texans' attitude and understanding of agriculture on a periodic basis.
- Deliver a consistent image and message of TFB throughout Texas.
- Enhance media's understanding of agriculture in Texas.

## **Leadership Development and Training**

- Maximize the use of the new Conference and Training Center.
- Continue enhancement of AgLead and FarmLead.
- Foster leader understanding of agriculture's global dependence through education and study missions.