The coronavirus pandemic impacted county, state and national events and activities planned for 2020. Texas Farm Bureau and county Farm Bureaus, however, overcame the year’s challenges and disruptions by pursuing new ways to accomplish program success in serving member-families across the state.

**MEMBERSHIP**

- **533,856** Total Member-Families
- **130 counties** showed a gain
- **3,985** member-family gain
- **88.69%** retention
- **20 years continuous growth**

**MEMBER BENEFITS**

- Members saved more than **$2.5 million** using TFB member benefits

**CFB ACTIVITIES**

- County Farm Bureaus donated **$1.46 million** to local youth through junior livestock shows, contests and other FFA and 4-H events in 2020
- Texas Farm Bureau and County Farm Bureaus donated **$578,799** to feed families in local communities through the Feeding Texas and Feeding the Need co-op contribution programs

**LEADERSHIP**

- AgLead XIV-FarmLead VII, the advanced agricultural leadership program for farm and ranch members ages 25 and older, partially completed their second-year curriculum with a session in the Rio Grande Valley and three virtual sessions. The Washington, D.C. and Canada trips were not conducted in 2020 due to the coronavirus pandemic.

**YOUNG FARMER & RANCHER**

- **$5,500** in scholarships awarded at the TFB Collegiate Discussion Meet
- 12 college students participated
- Hosted the TFB Virtual 5K with 89 participants from across the state

**FIELD OPERATIONS**

- Hosted **19** new CFB presidents for orientation at the TFB state office in Waco
- Field Operations staff recorded various commodity-specific videos for use in classrooms and at-home lessons
- Field Operations staff assisted with **201** CFB annual budget preparations

**FIELD OPERATIONS STAFF**

- participated in **1,279** CFB board meetings assisted with **142** virtual CFB board meetings assisted with **51** virtual county conventions

**TEXAS FFA**

- Tier Two convention sponsor of the Texas FFA State Convention and reached **25,000** unique viewers virtually
- Held virtual training session with Texas FFA national officer candidate
- **1,070 FFA chapters are TFB members**
- Hosted virtual Ag Issues forums for FFA chapters and hosted a workshop on teacher and student opportunities through Farm Bureau for Area 11 FFA Midwinter Conference

**TEXAS 4-H**

- Launched the Clover Cash Grant Program and awarded **$20,000 to 25 county, district and state level 4-H programs**
- **1,536 4-H clubs are TFB members**
- Hosted virtual engagement training for Livestock and Equine Ambassadors
- Sponsor of the Texas 4-H Livestock, Equine, Water and Healthy Texas Youth Ambassadors

**ATAT CONFERENCE**

- Tier Two conference sponsor of the Agriculture Teachers Association of Texas Conference
- Reached **611** ag science teachers through the virtual TFB workshop and **2,281** ag teachers through the virtual conference
URBAN OUTREACH

Showed Mobile Learning Barn to 9,526 school children in 22 days and 5,572 people in mixed groups of adults/children in 9 days prior to COVID-19 shutdowns.

EDUCATIONAL OUTREACH

TFB’s school visit program reached 15,000 students prior to the COVID-19 shutdown. 35 educators attended the Virtual Teacher Ag Academy and have a potential direct impact to 5,211 students.

Launched a quarterly educational outreach newsletter to communicate with 500 state educators about TFB resources and opportunities. Reached 354 students and 110 educators through various virtual school and Education Service Center presentations.

YOUTH DEVELOPMENT

359 students from 115 counties completed the Virtual Leadership Development Conference. Launched a Collegiate Farm Bureau pilot program with 5 university chapters working on charters.

SCHOLARSHIPS

Between the state and county Farm Bureaus, more than $736,000 in scholarships were awarded to high school seniors, enrolled college students and technical college students.

GOVERNMENT AFFAIRS

Collaborated with Texas A&M AgriLife to create the Landowner’s Guide to Eminent Domain in Texas. Championed efforts for COVID-19 agricultural relief and ensured agriculture was deemed essential. Supported state and national efforts to expand small meat processor capacity. Contributed to state feral hog control pilot program efforts. Coordinated a roundtable with U.S. Secretary of Agriculture Sonny Perdue, U.S. Sen. John Cornyn and other ag organizations to identify needs for agriculture in CFAP. Hosted four webinars on priority issues: COVID-19 impacts on agriculture, the state of the cattle market, COVID-19 impacts on the Texas economy, and what landowners need to know about the eminent domain process.

AGFUND

Hosted 32 virtual meetings with over 300 county leaders and nearly all members of Texas’ Congressional delegation. Held 7 in-person and 6 virtual policy development meetings with 513 members from 143 counties participating. Total AGFUND contributions: $876,555. AGFUND had a 97% success rate in all elections.

COMMUNICATIONS

1,264,659 website page views. Grew our social media presence to: 157,384 Facebook, 21,439 Twitter, 14,068 Instagram, 1,757 LinkedIn. More than 100 county Farm Bureaus have a Facebook page.

TEXAS FARM BUREAU RADIO NETWORK

Over 90 radio stations air more than 500 TFB Radio reports each weekday. Launched the Texas Ag Today podcast, the only daily ag news podcast in the Lone Star State.

BLOGS

Your Texas Agriculture Minute had more than 30,200 page views and was published in newspapers and used in radio programs across the state. Texas Table Top, the consumer-oriented blog, had more than 206,956 page views.

PRODUCED 86 VIDEOS for social media, RFD-TV, TFB meetings, virtual meetings, Texas classrooms and other news outlets.

Texas Agriculture Daily subscribers: 23,327. Texas Agriculture delivered to 104,000 member-families. Texas Neighbors emailed quarterly to 161,915 member-families.