

TEXAS FARM BUREAU®

2020

TEXAS FARM BUREAU

ACCOMPLISHMENTS



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ABOUT TEXAS FARM BUREAU

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

The organization is prepared by our past to focus on the future, and we've made our mark on the Lone Star State.

Texas Farm Bureau has grown from a small organization in 1933 to the largest and most influential group of farmers, ranchers and rural families in Texas.

We are controlled by members and financed by voluntary dues. Members enjoy the dual benefits of political representation and solid pocketbook savings.

Grassroots policies originate from Farm Bureau members. They are debated and adopted at county, state and national levels, and our legislative staff implement those policies in Austin and Washington, D.C.

We bring consumers together with farmers and ranchers to build a lasting relationship and share the stories and values of rural Texas, because the people and values are our foundation. We engage with folks who want to know more, cultivate understanding and appreciation, influence legislation and grow together.

We have the conversations that move agriculture forward—today, tomorrow and years to come.



TEXAS FARM BUREAU BOARD OF DIRECTORS

PRESIDENT

Russell Boening

Pat McDowell

District 1

John Griffith

District 9

VICE PRESIDENT

Mark Daniel, District 3

John Paul Dineen III

District 4

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District 10

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District 12

Sam Snyder

District 7

Scott Frazier

District 13

Mickey Edwards

District 8





FROM THE PRESIDENT

Texas Farm Bureau is built for a year like 2020. We will always be there for our members and the farm and ranch families of this state. No member, no farmer or rancher should face difficult issues alone.

Our organization found success in 2020, despite all of the challenges brought forward by the COVID-19 pandemic and its unprecedented disruptions.

We pursued our mission. We just didn't say, "We can't do that." We found a new approach to accomplish our goals.

I hope members take pride in the accomplishments highlighted in this report. This is not a complete list of achievements. It's only a small sampling of program areas that excelled in 2020.

We live in a unique time. It's a world that seems to be more and more divided.

I'm proud that Texas Farm Bureau stands apart. We remained a voice of reason, despite all of the noise around us. And we will continue to remain a voice of reason.

We believe in dialogue and conversation, rather than anger and controversy.

This organization will continue using its common-sense, grassroots approach as the Voice of Texas Agriculture.

I'm honored to serve as your president. God Bless you all and God Bless Texas Farm Bureau.



Our organization found success in 2020, despite all of the challenges brought forward by the COVID-19 pandemic and its unprecedented disruptions.

**Russell Boening
Texas Farm Bureau President**



MEMBERSHIP

Nothing is better than family, and Texas Farm Bureau is a big one. Achieving membership goals each year is a priority for the organization, as well as providing member benefits and services to help member-families save time and money.



MEMBERSHIP

We completed the membership year with **533,856** member-families, a gain of **3,985 member-families**. This marks **20 years of continuous growth**.

Out of 205 organized county Farm Bureaus across Texas, **130 counties gained members** during the year, and a statewide retention rate of **88.69 percent** was achieved.



The top 10 county Farm Bureaus that gained the most new members are:

- Collin County, 1,930 members
- McLennan County, 1,775 members
- Brazoria-Galveston County, 1,564 members
- Ellis County, 1,283 members
- Fort Bend County, 1,221 members
- Bell County, 1,144 members
- Grayson County, 1,084 members
- Kaufman County, 1,076 members
- Harris County, 1,073 members
- Johnson County, 1,070 members

The highest membership renewal percentages were achieved by the following:

- Mason County, 93.47 percent
- Knox County, 93.32 percent
- Coryell County, 92.89 percent
- Washington County, 92.82 percent
- Crosby County, 92.72 percent
- Kimble County, 92.70 percent
- Cottle-King County, 92.59 percent
- Llano County, 92.59 percent
- Collingsworth County, 92.56 percent
- Floyd County, 92.47 percent

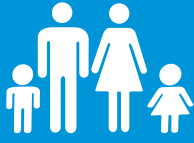
County Farm Bureaus with the largest membership include the following:

- Collin County, 13,388
- Brazoria-Galveston County, 12,689
- Fort Bend County, 10,610
- McLennan County, 10,098
- Jefferson County, 9,148
- Ellis County, 9,095
- Bell County, 7,906
- Harris County, 7,524
- Bexar County, 7,279
- Grayson County, 7,119

County Farm Bureaus with the longest continuous growth in membership include:

- DeWitt County, 71 years
- Franklin County, 40 years
- Henderson County, 31 years
- Atascosa County, 29 years
- Bell County, 29 years
- Comal County, 29 years
- Gillespie County, 29 years
- Hill County, 29 years
- Medina County, 29 years
- Navarro County, 29 years
- Tyler County, 29 years

20 years of continuous growth



533,856

total member-families



130

counties showed a gain



88.69%

retention



3,985

member-family gain

Field Operations staff were critical to the membership success of TFB and county Farm Bureaus. Field Operations staff supported county Farm Bureau program of work activities in an effort to achieve TFB program goals.

TFB once again received the Pinnacle Award, which is the highest honor a state Farm Bureau can be awarded for membership and program achievement, from American Farm Bureau Federation (AFBF). It is the second year in a row for AFBF to award TFB this top honor.



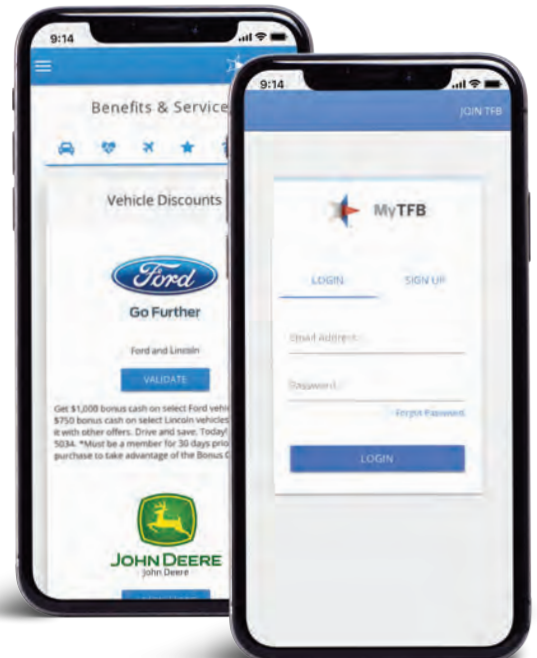
MEMBER BENEFITS

TFB members took advantage of the more than 60 member benefits and services available, saving over \$2.5 million in 2020.

TFB brings benefits straight to your fingertips on the website and MyTFB app, including:

- Vehicle incentives and Fleet Sales
- Insurance services
- Savings on prescription drugs, eyewear and hearing aids
- Banking services
- Discount travel and hotels
- Defensive driving course
- Paint and industrial supplies
- Discount amusement park tickets

Members saved more than
\$2.5 million
using TFB member benefits



ADVOCACY

Texas Farm Bureau represents the Voice of Texas Agriculture at local, state and national levels, working to keep Texas growing for generations to come. In the Government Affairs Division, the Legislative staff pursue and implement policy, and the Commodity and Regulatory staff help address and navigate complex issues and requirements.





GOVERNMENT AFFAIRS

Successful advocacy requires engaging all levels and branches of government. Texas Farm Bureau effectively engaged in public policy and legal issues on behalf of members in 2020.

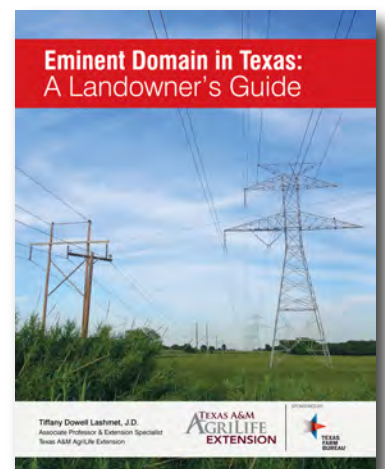
Policy priorities pursued in Congress were trade, taxes, ag labor, property rights, truth in labeling, transportation, regulatory reform, rural broadband, health care and ensuring that the 2018 Farm Bill policies and hemp regulations were properly implemented.

Our strong focus on trade helped garner support from all 38 members of the Texas Congressional delegation for U.S.-Canada-Mexico Agreement (USCMA) passage.



TFB secured critical agricultural funding for Texas farmers and ranchers impacted by COVID-19. TFB ensured cow-calf and stocker operators in Texas received funding in Coronavirus Food Assistance Program (CFAP) 1 and 2.

TFB worked with experienced attorneys to create the *Landowner's Guide to Eminent Domain in Texas* as a resource for members. An online eminent domain informational webinar was conducted.



WHAT'S NEW:

TFB hosted tele-town hall meetings on cattle industry issues and impacts of COVID-19 (430 participants) and on federal COVID-19 efforts and U.S. Small Business Administration programs (175 participants).

TFB conducted Zoom webinars on "The Future of Texas Agriculture" (120 participants), cattle industry issues and concerns (300 participants) and the Texas economy/what to expect in the next legislative session (213 participants).

In 2020, TFB Government Affairs staff:

- ✓ **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 funded by USDA
- ✓ **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

TFB Legal Defense Fund

filed briefs in cases pertaining to **eminent domain, property rights, Endangered Species Act** and **water issues**

Hosted **over 30 virtual meetings** with over **350 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

AGFUND



\$876,555

total
AGFUND
contributions



627

members joined
the
AGFUND CABINET



97%

success rate in
all AGFUND
supported elections



ORGANIZATION

The Organization Division of Texas Farm Bureau encompasses leader development, youth outreach and educational outreach. Leader development programs help sow the seeds of our future, growing leadership skills and an understanding of agricultural advocacy. The division also strives to increase agricultural literacy and awareness in schools and communities through various educational and interactive programs and activities.





LEADERSHIP

A strong Texas demands strong leaders. To help cultivate those leaders, TFB's leadership Programs—AgLead-FarmLead and Young Farmer & Rancher—invest in members to make an impact and drive change beyond the fencerow.

AgLead XIV-FarmLead VII, the advanced agricultural leadership program for farm and ranch members ages 25 and older, partially completed the second-year curriculum with a session in the Rio Grande Valley and three virtual sessions.

Forty-two young farmers and ranchers ages 18-35 participated in TFB's annual Young Farmer & Rancher contests—Excellence in Agriculture, Outstanding Young Farmer & Rancher and Discussion Meet. The 2020 winners were:

- **Outstanding Young Farmer & Rancher:**
Matt and Jessica Hanslik, Hallettsville
- **Excellence in Agriculture:**
Jessica Rumbaugh, El Campo
- **Discussion Meet:**
Josh Ritchey, Stephenville



Matt and Jessica Hanslik



Jessica Rumbaugh



Josh Ritchey

The Young Farmer & Rancher Advisory Committee hosted the TFB Virtual 5K with 89 participants from across the state and hosted an online fundraiser to raise money for the scholarship program.

TFB hosted virtual Ag Issues forums for FFA chapters and hosted a workshop on teacher and student opportunities through Farm Bureau for the Area 11 FFA Midwinter Conference.

TFB was a Tier Two convention sponsor of the Texas FFA State Convention and reached 25,000 unique viewers virtually. TFB sponsored the Texas 4-H Livestock, Equine, Water and Health Youth Ambassadors.

WHAT'S NEW:

TFB partnered with the State Fair of Texas and the Heart O' Texas Fair & Rodeo as the sponsor of The United, a unique, one-year youth livestock show held in Waco on Sept. 30-Oct. 8. The event included nearly 1,200 breeding heifers, over 530 prospect steers and 225 breeding gilts.

TFB redirected the funds typically used for consumer-facing agriculture exhibit at both state shows. TFB's redirected funds were the prize money for The United, and 15 exhibitors each took home part of the \$22,500.



TFB launched the Clover Cash Grant Program and awarded \$20,000 to 25 county, district and state level 4-H programs and activities



The Young Farmer & Rancher Advisory Committee hosted 7 meetings in 6 TFB districts and reached a total of 181 young farmers and ranchers



1,536

4-H clubs are TFB members



1,070

FFA chapters are TFB members



\$5,500

in scholarships awarded at the TFB Collegiate Discussion Meet



URBAN OUTREACH

Amid a global pandemic, TFB continued to reach teachers and students through various programs and educational activities to help grow agricultural literacy and awareness.

Teacher workshops and the annual **Summer Agricultural Institute** transitioned into a **virtual Teacher Ag Academy**. Thirty-five teachers attended the virtual workshop and have a potential direct impact to 5,211 students.

TFB staff participated in various virtual school and Education Service Center presentations, reaching 354 students and 110 educators.

Over the summer, 359 students completed the **Virtual Leadership Conference** where they learned about free enterprise, constitutional government, setting goals and leadership.

TFB also launched a **Collegiate Farm Bureau** pilot program with five university chapters working on charters.

Other programs launched by the organization in 2020 included the **Lesson Plan Challenge** and the **Ag Inquiry Science Fair**.

Field Operations staff recorded various commodity-specific videos for use in classrooms and at-home lessons.

TFB launched a quarterly educational outreach newsletter to communities with 500 state educators about TFB resources and opportunities.

Prior to the pandemic, county leaders and TFB Field Operations staff hosted 23 Ag Days. TFB's mobile learning barns, which are trailers that feature up to seven different crops and livestock, were used to help initiate conversations with 9,526 school children and nearly 5,600 adults and children prior to the social distancing and stay-at-home orders implemented due to the pandemic.

WHAT'S NEW:

TFB opened the doors to agriculture with a new interactive exhibit—Doorways to Agriculture. It replaced the organization's previous premier exhibit, Planet Agriculture, which was a longtime fixture at fairs, stock shows and other events.

Doorways to Agriculture features state-of-the-art touchscreen kiosks, oversized interactive "books" for children and a theater screening videos produced by TFB. A walk-through trailer full of displays and games encourages all ages to learn more about Texas agriculture.



DOORWAYS TO AGRICULTURE

OPENING DOORS TO TEXAS FOOD AND FIBER



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



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

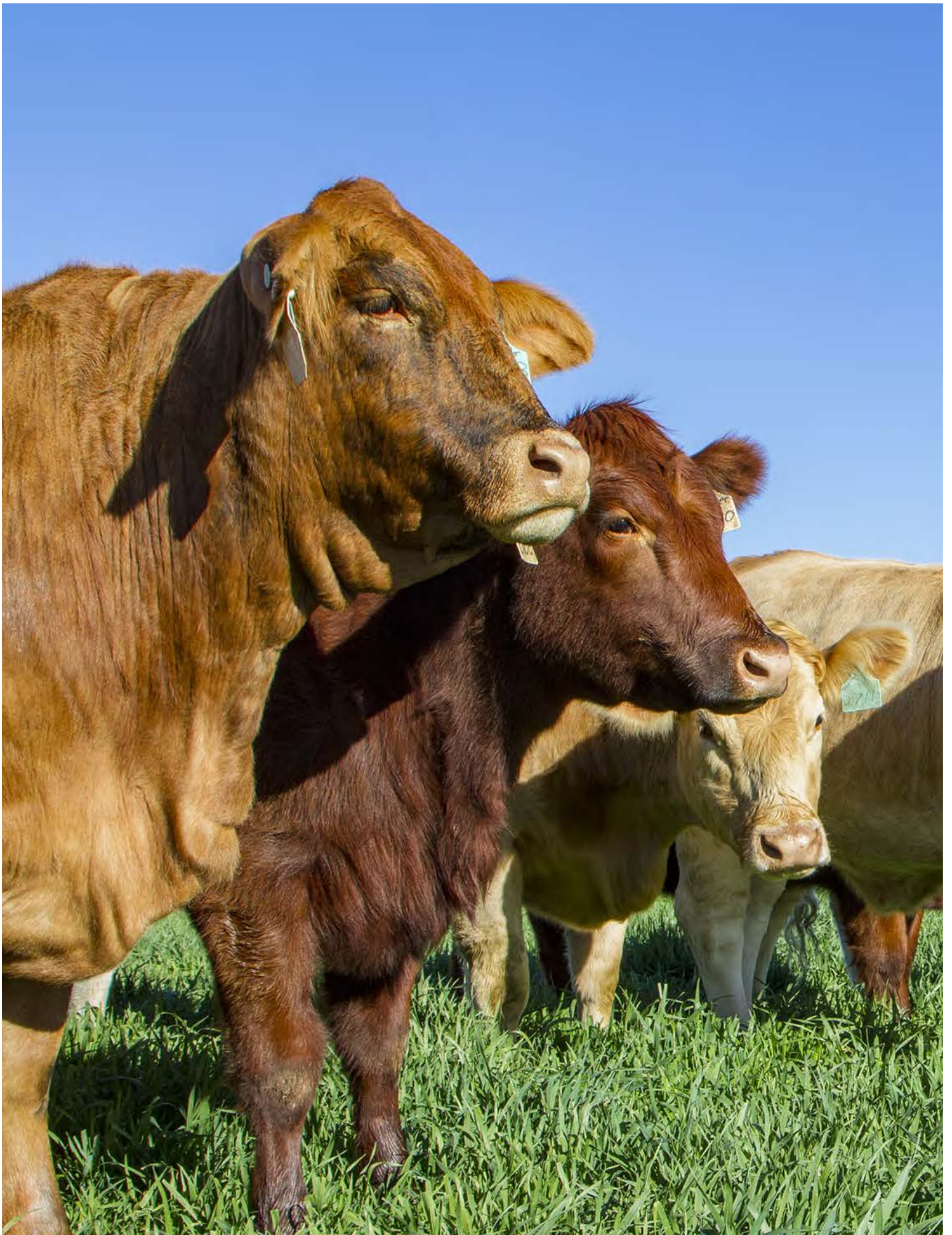


TFB's school visit program reached 15,000 students prior to the COVID-19 shutdown

Doorways to Agriculture was displayed at the Fort Worth Stock Show & Rodeo and reached **106,836** adults and children



42 garden grants totaling \$21,000 were awarded from the Learning from the Ground Up program



COMMUNICATIONS

The Communications Division adds volume, reach and depth to the Voice of Texas Agriculture mission in communicating with various publics. It shares the stories of farmers and ranchers through print and digital publications, social media, videos and the Texas Farm Bureau Radio Network, as well as works with media and county Farm Bureaus to promote stories of agriculture.





COMMUNICATIONS

The purpose of Communications is to add volume, reach and depth to Texas Farm Bureau's Voice of Texas Agriculture mission by communicating with various publics.

The Communications effort in 2020 was accomplished with a heightened focus on engagement and outreach.

TFB's Facebook, Twitter and Instagram pages attracted the highest number of followers of each platform among all state Farm Bureaus.

The TFB website supported public information and member activism and was updated daily with links to audio, video and news.

More than 80 videos were produced for TFB's website, YouTube, Vimeo and social media channels, as well as several long-form programs were produced for RFD-TV, the TFB Annual Meeting and other venues.



The Texas Farm Bureau Radio Network reached an all-time high in the number of affiliate stations with more than 90 stations.

TFB responded to 90 media inquiries from local, state and national publications and broadcast outlets.

TFB hosted a first-ever virtual statewide media tour with TFB President Russell Boening to discuss COVID-19 and the nation's food supply.

Member communications tools supported policy development, agriculture and advocacy.

WHAT'S NEW:

A new daily weekday podcast, *Texas Ag Today*, was launched in August. The program is a daily look at the latest news in Texas agriculture and features the largest and most experienced farm news team in the Lone Star State.

Several radio stations also air the podcast as a long-form morning farm and ranch news program. *Texas Ag Today* is available on Apple Podcasts, Google Podcasts, Spotify, Stitcher, TuneIn and anywhere you can download a podcast.



PUBLICATIONS

Texas Neighbors
emailed quarterly
to **161,915**
member-families



Texas Agriculture
delivered monthly
to **104,000**
member-families

EMAIL COMMUNICATIONS

5,598  **23,327**
Friday Report subscribers Texas Ag Daily subscribers

VIDEOS

Produced **86 videos** for 
social media, RFD-TV, TFB
meetings, virtual meetings, Texas
classrooms and other news outlets

Grew our social media presence to:



157,384



21,439



14,068



1,757

More than **100 county Farm Bureaus** have a Facebook page



GIVING BACK

Texas Farm Bureau and County Farm Bureaus invest time and money in the communities and people of the Lone Star State.





GIVING BACK

The impacts of the coronavirus pandemic in 2020 were felt in local communities across the Lone Star State.

As food banks and other food-relief entities struggled to keep up with the increased demand, Texas Farm Bureau (TFB) and county Farm Bureaus provided assistance through food and monetary donations.

The need for assistance had never been greater, nor had the opportunity to make an impact. And the impact was substantial.

County Farm Bureaus donated \$379,241 directly to community food-relief organizations. TFB matched \$174,557 of the amount, increasing the impact of the county donations.

TFB also donated \$25,000 to Meals on Wheels Waco, bringing the total Farm Bureau contribution in 2020 to \$578,799.

Those donations were made through two co-op contribution programs—Farm Bureau Feeding Texas and Farm Bureau Feeding the Need.

County Farm Bureaus and local leaders stepped up. Several county Farm Bureaus made donations to Meals on Wheels through cooperation with local restaurants, while others donated to food pantries, the Salvation Army and other community and charitable groups.

Donations came in all shapes, sizes and amounts, including donating beef raised by a local ranch. County leaders also contributed their time and coordinated logistics for donations.

Across the nation, other state Farm Bureaus and county Farm Bureaus also contributed to local communities, donating over \$5.4 million and 1.4 million pounds of food to local food banks, food pantries and pandemic relief programs.



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Lone Star State



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THE VOICE OF TEXAS AGRICULTURE

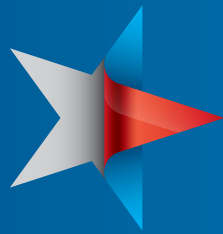
They say everything's bigger in Texas. That's why we pledge to empower Texans—from farmers and ranchers to everyone in between—with a big voice. We're over 533,000 member-families strong.

Our mission is to be the Voice of Texas Agriculture.

Our vision is for all Texans to benefit from a prosperous agriculture that provides for a viable, long-term domestic source of food, fiber and fuel.

For more information, visit

www.texasfarmbureau.org.



TEXAS FARM BUREAU®

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