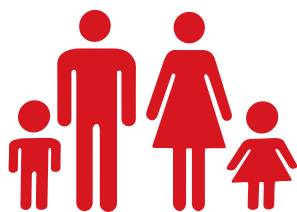


2021 TEXAS FARM BUREAU A YEAR IN REVIEW

MEMBERSHIP

535,614

Total Member-Families



136 counties
showed a gain

1,758

88.72% retention member-family gain

21 years continuous growth

MEMBER BENEFITS

Members saved more than
\$2.75 million
using TFB member benefits

Created the TFB Store for placing online orders

6,193

USERS

2,920

ORDERS

43,945

PRODUCTS

..... PURCHASED

CFB ACTIVITIES

County Farm Bureaus donated **\$1.1 million**
to local youth through various junior livestock
shows, contests and other FFA and 4-H events

LEADERSHIP

AgLead-FarmLead XIV-VII attended a Southeast Texas session and a virtual session.
The remainder of the curriculum will be completed in 2022.

AgLead XV was selected and began its two-year leadership program with a session in Waco.

YOUNG FARMER & RANCHER

\$5,500 in scholarships
awarded at the
TFB Collegiate Discussion Meet
15 college students participated



Young Farmer & Rancher
Advisory Committee hosted
14 meetings in **10** districts
and reached **277**
young farmers
and ranchers



Over 50 young farmers and ranchers participated in TFB YF&R contests—
Excellence in Agriculture, Outstanding YF&R and Discussion Meet

YOUTH INVOLVEMENT

TEXAS FFA

Sponsored **Texas FFA State Convention**
and held a virtual training session with the
Texas FFA national officer candidate

Hosted **Texas FFA State Officer** training in
Waco to discuss **leadership development,**
effective communications and emerging
issues in agriculture

1,070 FFA chapters are TFB members

Sponsored \$5,500 in scholarships through the new **Speak Out For Agriculture**
(SOFA) Challenge with 29 high school students participating in the first year

ATAT CONFERENCE

Sponsored the **Agriculture Teachers Association of**
Texas Conference

Reached over **850** ag science teachers through the
virtual TFB workshop on Emerging Agricultural Issues



FIELD OPERATIONS

FIELD OPERATIONS STAFF

participated in **1,079**
CFB board meetings
assisted with **47** virtual
CFB board meetings
assisted with **4** virtual
district caucuses
assisted with **16** virtual
county conventions

Field Operations staff
assisted with **203**
CFB annual budget
preparations \$\$\$

URBAN OUTREACH



Doorways to Agriculture was displayed at the State Fair of Texas, Heart O' Texas Fair & Rodeo, East Texas Fair and Rodeo and Brazos Valley Fair and Rodeo

Held 56 Ag Days



Showed Mobile Learning Barn to 7,846 school children in 25 days and 39,340 people in mixed groups of adults/children in 38 days

EDUCATIONAL OUTREACH

34 teachers with a potential direct impact of 5,033 students attended the three Summer Ag Academies

456 teachers participated in TFB's Farm From School program and reached 10,842 students

30 teachers attended Summer Agriculture Institute in Waco

39 garden grants totaling \$19,500 were awarded through the Learning from the Ground Up program

Communicate quarterly about TFB resources and opportunities to over 1,297 teachers through an educational outreach newsletter



Reached 4,588 students and 42 educators through Virtual Teacher Ag Academies



YOUTH DEVELOPMENT

Transitioned the Youth Leadership Conference to the Student Success Series for 8th-12th grades 387 students from 127 counties completed the program 3 Collegiate Farm Bureau clubs were chartered at universities through the pilot program

SCHOLARSHIPS

Between the state and county Farm Bureaus, more than \$693,000 in scholarships were awarded to high school seniors, enrolled college students and technical college students



GOVERNMENT AFFAIRS

Staff monitored more than 500 bills during the 87th Texas Legislature. TFB achieved 9 of 11 priority issues.

State highlights include:

- Eminent domain reform
- Expanded liability protections to livestock owners
- Authorization of a feral hog toxicant study using warfarin

ADVOCACY EFFORTS

- Served on AFBF working groups for livestock markets and the farm bill
- Collaborated with USDA and TSSWCB on feral hog pilot projects
- New program sponsor of Texas A&M Beef Cattle Short Course
- Coordinated 6 border tours with over 20 U.S. House members to discuss impacts of illegal immigration
- Hosted a border tour with AFBF president and spearheaded a letter from all 50 states concerning impacts of illegal immigration on agriculture
- Hosted 56 farm tours and 20 meetings with Texas' U.S. Congressional delegation
- Held 13 policy development meetings with 599 members from 148 counties in attendance



AGFUND

Total AGFUND contributions:

\$893,014

669 members joined the AGFUND CABINET



TFB Legal Defense Fund

filed briefs in cases pertaining to eminent domain, property rights and environmental cases

COMMUNICATIONS

1,835,931 website page views

EMAIL COMMUNICATION

Friday Report subscribers: 5,612

Texas Agriculture Daily subscribers: 23,350

PUBLICATIONS

Texas Agriculture delivered to 104,000 member-families



Texas Neighbors emailed quarterly to 161,939 member-families



Grew our social media presence to:

Facebook 163,456

Twitter 21,929

Instagram 15,791

Pinterest 2,008

Created a TikTok account Follow us at @txfarmbureau

More than 100 county Farm Bureaus have a Facebook page

BLOGS

Your Texas Agriculture Minute had more than 29,912 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 180,834 page views



VIDEO

Produced 80 videos for social media, RFD-TV, TFB meetings, virtual meetings, Texas classrooms and other news outlets



TEXAS FARM BUREAU RADIO NETWORK

More than 120 stations air over 800 daily reports. Produce the daily podcast Texas Ag Today, the only daily ag news podcast in the Lone Star State

