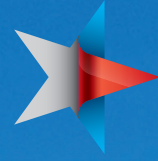


2021



TEXAS FARM BUREAU®

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

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District 2

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Warren Cude

District 6

Brian Jones

District 13

Sam Snyder

District 7



FROM THE PRESIDENT



A new name was introduced to Texans in 2021 – Uri.

It's not a name we will soon forget.

The winter storm in February prompted disaster declarations in every Texas county. It created

unprecedented hardships on Texas families.

The storm also showed the strength and unwavering dedication of farmers and ranchers across our state. Stories of resiliency and survival echoed during the freeze and continued as folks recovered.

Our organization found success in 2021, despite the challenges of Winter Storm Uri and the ongoing COVID-19 pandemic.

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 2021.

The successes of Texas Farm Bureau provide value and impact for every membership. Our "Voice of Texas Agriculture" mission is the common thread that runs throughout the pages of this report.

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



**“ Our organization found success in 2021,
despite the challenges of Winter Storm
Uri and the ongoing COVID-19 pandemic.**

**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

Texas Farm Bureau completed the membership year with **535,614 member-families**, a **gain of 1,758**. This marks **21 years of continuous growth**.

Out of 205 organized county Farm Bureaus across Texas, **136 counties gained members** during the year, and a statewide retention of **88.72%** was achieved.



The top 10 county Farm Bureaus in new member acquisition are:

- Collin County, 1,742 members
- McLennan County, 1,570 members
- Brazoria-Galveston County, 1,482 members
- Ellis County, 1,189 members
- Fort Bend County, 1,154 members
- Bell County, 1,082 members
- Johnson County, 1,009 members
- Grayson County, 997 members
- Harris County, 975 members
- Jefferson County, 931 members

County Farm Bureaus reporting the largest total membership growth include:

- McLennan County, 476 members
- Gregg County, 379 members
- Bell County, 295 members
- Ellis County, 267 members
- Johnson County, 240 members
- Smith County, 216 members
- Lubbock County, 190 members
- Lamar County, 184 members
- Nacogdoches County, 180 members
- Grayson County, 175 members

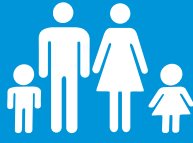
County Farm Bureaus with the largest membership include the following:

- Collin County, 13,394
- Brazoria-Galveston County, 12,496
- McLennan County, 10,574
- Fort Bend County, 10,325
- Ellis County, 9,362
- Jefferson County, 8,809
- Bell County, 8,201
- Grayson County, 7,294
- Bexar County, 7,261
- Kaufman County, 7,144

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

- DeWitt County, 72 years
- Franklin County, 41 years
- Henderson County, 32 years
- Atascosa County, 30 years
- Bell County, 30 years
- Comal County, 30 years
- Gillespie County, 30 years
- Hill County, 30 years
- Medina County, 30 years
- Navarro County, 30 years
- Tyler County, 30 years

21 years of continuous growth



535,614

total member-families



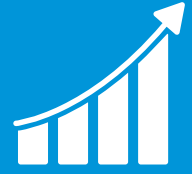
136

counties showed a gain



88.72%

retention



1,758

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.

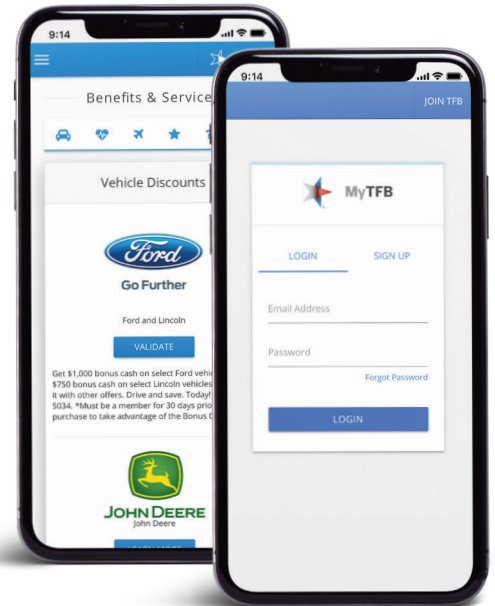
MEMBER BENEFITS

TFB members took advantage of the more than 60 member benefits and services available, saving over \$2.75 million in 2021.

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
\$2.75 million
using TFB member benefits



TFB STORE

Texas Farm Bureau created the TFB Store, a single-sourced location for all TFB member benefit products.

6,193 users | 2,920 orders | 43,945 products purchased

texasfarmbureau.org/store



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 2021.

Policy priorities during the 87th Texas Legislature were eminent domain, water, taxes, land use regulation, transportation, animal care, feral hog control, farm animal liability, truth in labeling, rural connectivity and sunset legislation.

TFB staff monitored more than 500 bills during the session, and TFB achieved nine of 11 priority issues.

Strong focus helped strengthen private property rights and bring about meaningful changes to eminent domain reform. The passage of HB 2730 makes the eminent domain process more transparent and fairer by requiring the landowner get an initial offer that clearly states whether it includes damages to the remainder and the landowner receives an easement agreement with standard terms. It creates a penalty for land agents that act unethically and provide lowball offers to landowners.

TFB was successful in expanding liability protections to livestock owners through the Farm Animal Liability Act and authorization of a feral hog toxicant study using warfarin.

WARNING

UNDER TEXAS LAW (CHAPTER 87, CIVIL PRACTICE AND REMEDIES CODE), A FARM ANIMAL PROFESSIONAL OR FARM OWNER OR LESSEE IS NOT LIABLE FOR AN INJURY TO OR THE DEATH OF A PARTICIPANT IN FARM ANIMAL ACTIVITIES, INCLUDING AN EMPLOYEE OR INDEPENDENT CONTRACTOR, RESULTING FROM THE INHERENT RISKS OF FARM ANIMAL ACTIVITIES.

Sign Provided By:



TEXAS FARM BUREAU

BORDER CRISIS

A dramatic increase in illegal immigrant crossings impacts farmers and ranchers near the southern border. TFB spearheaded a national Farm Bureau effort urging Biden administration officials to recognize the border crisis and take action to help farm and ranch families impacted by the surge of illegal immigration.

TFB also coordinated six border tours with over 20 U.S. House members to discuss impacts of illegal immigration, as well as a border tour with AFBF President Zippy Duvall.

TFB supported short-term solutions to reimburse farmers and ranchers for damages on their property but continued to advocate for a long-term solution that would solve the crisis at the border.



In 2021, TFB Government Affairs staff:

- ✓ **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
- ✓ **Hosted** 56 farm tours and 20 meetings with the Texas Congressional delegation
- ✓ **Held** 13 policy development meetings with 599 members from 148 counties in attendance

TFB Legal Defense Fund filed briefs in cases pertaining to **eminent domain, property rights, and environmental issues.**

AGFUND



\$893,014

total AGFUND
contributions



669

members joined
the AGFUND CABINET



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 and Young Farmer & Rancher—invest in members to make an impact and drive change beyond the fencerow.

Members of AgLead XV, the advanced agricultural leadership program for farm and ranch members ages 25 and older, were selected and began their two-year leadership program with an advocacy and social media engagement session in Waco.

Over 50 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 2021 winners were:

- **Outstanding Young Farmer & Rancher:**
Travis and Kaylin Isbell, Florence
- **Excellence in Agriculture:**
Heston and Stevie McBride, Lampasas
- **Discussion Meet:**
Isaac Sulemana, Sullivan City



Travis and Kaylin Isbell



Heston and Stevie McBride



Isaac Sulemana

Young farmers and ranchers toured farms, ranches and agricultural businesses in North Central Texas as part of the annual Fall Tour.

TFB hosted Ag Issues forums for FFA chapters and hosted a Texas FFA State Officer training in Waco to discuss leadership development, effective communications and emerging issues in agriculture.

TFB sponsored the Texas FFA State Convention and was also a sponsor of the Texas 4-H Livestock, Equine, Water and Healthy Texas Youth Ambassador programs.

The Youth Leadership Conference was transitioned to the Student Success Series to reach more students. The new program is open to students in 8th through 12th grade. In 2021, 387 students from 127 counties completed the program and learned more about free enterprise, constitutional government, setting goals, leadership and agricultural advocacy.

Three collegiate Farm Bureau chapters were chartered at universities—West Texas A&M University, Tarleton State University and Sam Houston State University—through the pilot program.

TFB established the new Speak Out For Agriculture (SOFA) Challenge with 29 high school students participating in the first year. TFB awarded \$5,500 scholarships through the competition.

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.



TFB continued 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 14 meetings in 10 TFB districts and reached **277 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

As schools and events continued to adapt to the ongoing COVID-19 pandemic, TFB stayed active in growing an understanding of agriculture.

Through the Summer Agriculture Institute and Summer Ag Academies, teachers learned ways to incorporate agriculture into their curriculum and took home lesson plans.

- 34 teachers with a potential direct impact of 5,033 students attended the three Summer Ag Academies
- 30 teachers with a potential direct impact of students attended the Summer Ag Institute in Waco

The Farm From School program reached 456 teachers and 10,842 students. Each month, the students visited with farmers through livestream sessions to talk about growing pumpkins, peanuts, Christmas trees and raising poultry. TFB will also provide TEKS-aligned lessons, activity books and other companion resource materials for the virtual farm visits.

TFB's mobile learning barns, which are trailers that feature up to seven different crops and livestock, were used to help initiate conversations.

County Farm Bureau leaders and TFB Field Operations staff also participated in farmers markets, fairs and other venues and hosted Ag Days for elementary students throughout the year.

TFB communicated quarterly about TFB resources and opportunities to over 1,300 teachers through an educational outreach newsletter.

Other programs implemented by the organization in 2021 included the Lesson Plan Challenge and Virtual Teacher Ag Academies.

TFB sponsored the Agriculture in the Classroom Outstanding Teacher Award winner to attend the National Ag in the Classroom Conference.

Thousands of adults and children interacted with the Doorways to Agriculture exhibit, which features interactive, educational displays to bring agriculture to life. A walkthrough trailer full of displays and games encourages all ages to learn more about Texas agriculture. A theater screening videos produced by TFB is also part of the exhibit.

In 2021, the Doorways to Agriculture exhibit was displayed at the State Fair of Texas, Heart O' Texas Fair and Rodeo, East Texas Fair & Rodeo, the Brazos Valley Fair and Rodeo and the Texas Restaurant Association Marketplace tradeshow.

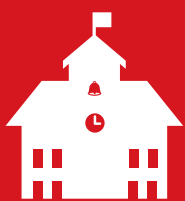


DOORWAYS TO AGRICULTURE

OPENING DOORS TO TEXAS FOOD AND FIBER



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



Held **56**
Ag Days



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



39 garden grants
totaling **\$19,500** were
awarded through 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 TFB's Communications Division is to add volume, reach and depth to TFB's Voice of Agriculture mission by communicating with various publics.

The Communications effort in 2021 was accomplished with a heightened focus on engagement and outreach.

TFB responded to 173 media inquiries from local, state and national publications and broadcast outlets.

TFB hosted a statewide media tour in February on President Biden's Executive Orders on climate and other policy priorities and appointments of the Biden administration that figured to directly impact American agriculture.

TFB's Facebook, Twitter and Instagram accounts attracted the highest number of followers on each platform among all state Farm Bureaus. TFB also created a TikTok account to reach a younger audience on the platform where they consume content.

The TFB website supported public information and member activism and was updated daily with links to audio, video and news. The website had 1,835,931 page views. Additional pages were created on Climate Resources and Border Crisis Impacts to provide information and stories on topics important to agriculture and rural Texas.

Eighty videos were produced for TFB's website, YouTube, Vimeo and social media platforms, as well as several long-form programs for RFD-TV, TFB's annual meeting and other venues.

The *Texas Ag Today* podcast showed tremendous growth in 2021, and the number of radio stations that air the podcast as a long-form morning show grew to over 40 stations.

Member communications tools supported policy development and agricultural advocacy.



PUBLICATIONS

Texas Neighbors
emailed quarterly
to **161,939**
member-families



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

EMAIL COMMUNICATIONS

5,612

Friday Report subscribers



23,350

Texas Ag Daily subscribers

VIDEOS

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



RADIO

The **Texas Farm Bureau Radio Network** reached an all-time high in the number of affiliated stations with more than **120 stations**.



Grew our social media presence to:



163,456



21,929



15,791



2,008



Created a TikTok account.
Follow us at
@txfarmbureau.

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

WINTER STORM

Winter Storm Uri covered Texas in a blanket of cold, snow and ice for days. The record low temperatures wreaked havoc on Texas agriculture, and it left many farmers and ranchers out in the cold. But they survived the unprecedented and heartbreaking storm.





Photo courtesy Kaylin Isbell



Photo courtesy Dale Murden

SURVIVING WINTER STORM URI

In February 2021, extreme cold weather devastated agriculture in the Lone Star State. Winter Storm Uri stretched from the Texas Panhandle to the Rio Grande Valley and from Far West Texas into East Texas, clutching every county of the Lone Star State in an icy embrace for several days.

The storm brought record-setting low temperatures to the state, but Texas farmers and ranchers braved the deep freeze.

Throughout the days of bitter cold, TFB members worked with TFB's Communications Division to record videos and share photos to help tell the story of Texas agriculture during the unprecedented storm.

Real farmers. Real voices. Real stories. The winter storm of a lifetime showed the true strength and unwavering dedication of Texas farmers and ranchers.

But we also saw another story—one of farmers and ranchers helping each other and their neighbors.

During the storm and the weeks and months following, TFB also responded to 43 media inquiries about the winter storm's impacts, helping share the stories of farmers and ranchers with the general public.

Winter Storm Uri left virtually no aspect of Texas agriculture untouched, with losses by individual farmers and ranchers across the Lone Star State ranging from mild to extreme.

In an effort to help farmers and ranchers with recovery and rebuilding, TFB supported the Rehabilitating Economic Success Through Overcoming Rural Emergencies (RESTORE) Act that provided disaster assistance to farmers and ranchers.

TFB also created a Winter Storm Resources webpage that served as a central location for resources, information and updates to help Texas farmers and ranchers learn more about USDA's disaster programs and other assistance available.

TFB also established the Helping Hands co-op contribution program to provide funds to community food and emergency relief efforts following the winter storm.

Through the Helping Hands program, TFB provided a 2-to-1 match for county Farm Bureau contributions up to \$750 for any qualified donation. Entities that provided food and shelter or met other basic needs were a priority, as well as other non-profits that were affected by this historic weather event.

A total of 123 county Farm Bureaus participated in the program, donating \$98,384 directly to local food and emergency relief organizations. TFB matched \$163,813, further increasing the impact of the statewide program to \$262,197.

Photo courtesy Erika Archie



The damage to Texas agriculture totaled over \$600 million.

Photo courtesy Melody Kneupper



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THE VOICE OF TEXAS AGRICULTURE

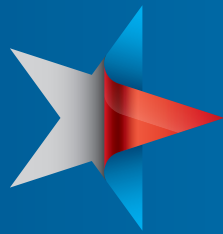
They say everything's bigger in Texas. That's why we pledge to empower Texans—from farmers and ranchers to everyone in between—with a big voice. We're over 535,000 member-families strong.

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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