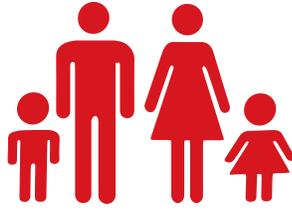


# 2022 TEXAS FARM BUREAU A YEAR IN REVIEW

## MEMBERSHIP

**538,064**

Total Member-Families



**142 counties** showed a gain

**2,450**

**88.11%** retention member-family gain

**22 years continuous growth**

## MEMBER BENEFITS

Introduced **Texas Farm Bureau Health Plans** as a new member benefit

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

TFB Store by the numbers

|               |              |               |
|---------------|--------------|---------------|
| <b>14,704</b> | <b>2,775</b> | <b>71,090</b> |
| USERS         | ORDERS       | PRODUCTS      |

## CFB ACTIVITIES

County Farm Bureaus donated over **\$1.24 million** to local youth through various junior livestock shows, contests and other FFA and 4-H events



**19,419** members created a new MyTFB account

**6,251** member-families joined using the online enrollment form through MyTFB

**32,965** members logged in to MyTFB a total of **88,025** times

Members used MyTFB to initiate **3,115** registrations

## LEADERSHIP

**AgLead-FarmLead XIV** held its final session this year in the Midwest and concluded with graduation. **AgLead XV** attend sessions in the Rio Grande Valley, Washington, D.C., the Pacific West Coast and the Texas Panhandle.

### YOUNG FARMER & RANCHER

**\$5,500** in scholarships awarded at the **TFB Collegiate Discussion Meet** 19 college students participated



Young Farmer & Rancher Advisory Committee hosted **14** meetings in **13** districts and reached **332** young farmers and ranchers



**Over 40** young farmers and ranchers participated in **TFB YF&R contests—Excellence in Agriculture, Outstanding YF&R and Discussion Meet**

Had **199 attendees** at the **Young Farmer & Rancher Leadership Conference** in College Station

Over **120 members** participated in the **Young Farmer & Rancher Fall Tour** in Amarillo

## YOUTH INVOLVEMENT

### TEXAS FFA

Hosted **FFA chapters for Ag Issues forums**

**1,071 FFA chapters** are TFB members



### TEXAS 4-H

**Clover Cash Grant Program** awarded \$20,000 to 18 county, district and state level 4-H programs



**1,536 4-H clubs** are TFB members

Hosted **engagement training** for Livestock and Equine Ambassadors  
Sponsor of the **Texas 4-H Livestock, Equine, Water and Healthy Texas Youth Ambassadors**

Sponsored **\$5,500** in scholarships for the **Speak Out For Agriculture Challenge** with **38 high school students** participating in the second year

### ATAT CONFERENCE

Distributed Farm Bureau materials at the **Agriculture Teachers Association of Texas Conference** in Corpus Christi

Hosted a one-day workshop and tour for **17 ag teachers**



## FIELD OPERATIONS

### FIELD OPERATIONS STAFF

participated in **1,477** CFB board meetings

Hosted **29** new CFB presidents for orientation at the TFB state office in Waco

assisted with **30** virtual CFB board meetings

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, San Antonio Livestock Show & Rodeo, Brazos Valley Fair & Rodeo, West Texas Fair & Rodeo, Ft. Worth Stock Show & Rodeo, Rio Grande Valley Livestock Show, BorderFest, Windfest, Buck Days, Spring Ho and Grapevine Heritage Foundation & Nash Farms . . . . .

Held **167** Ag Days

Showed Mobile Learning Barn to **41,397** school children in 121 days and **32,743** people in mixed groups of adults/children in 134 days

## EDUCATIONAL OUTREACH

**38 teachers** with a direct impact of **2,192 students** attended the three **Summer Ag Academies** } **3,718 teachers** participated in TFB's Farm From School program and reached **216,202 students** } **42 teachers** with a direct impact of **3,319 students** attended the Summer Ag Institute in Waco

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

Communicated quarterly about TFB resources and opportunities to over **6,230 teachers** through an educational outreach newsletter

Hosted two additional workshops on agriculture and science with **29 teachers** . . . . .

## YOUTH DEVELOPMENT

**748 students** in 8th through 12th grade from **121** counties completed the **Student Success Series**

**3 Collegiate Farm Bureau clubs** hosted programming and activities through the pilot program

## SCHOLARSHIPS

Between the state and county Farm Bureaus, more than **\$854,500** in scholarships were awarded to **high school seniors**, **enrolled college students** and **technical college students**

## GOVERNMENT AFFAIRS

✓ **Hosted** 45 Congressional recess meetings and farm tours with Texas' U.S. Congressional delegation with over 1,000 county Farm Bureau members participating

✓ **Protected** Texas farmers and ranchers from being taxed out of business by preserving stepped-up-basis and preventing an increase in capital gains taxes in the reconciliation package passed by Congress

✓ **Served** on AFBF working groups for livestock markets and the farm bill

✓ **Collaborated** with USDA and TSSWCB on feral hog pilot projects

✓ **Sponsored** the Texas A&M Beef Cattle Short Course

✓ **Held** 13 policy development meetings with 604 members from 157 counties in attendance

✓ **Conducted** National Affairs Awards trip with 235 participants



### AGFUND

Total AGFUND contributions: **\$850,650**

**722** members joined the AGFUND CABINET

AGFUND had a **96%** success rate in General Election

TFB Legal Defense Fund filed briefs in two United States Supreme Court cases **protecting agricultural practices and fighting against federal overreach**

## COMMUNICATIONS

**1,855,124** website page views

### EMAIL COMMUNICATION

**Friday Report subscribers: 5,558**

**Texas Agriculture Daily subscribers: 24,715**

### PUBLICATIONS

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

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

Grew our social media presence to:

**168,695**

**22,549**

**16,981**

**2,024**

**3,413**

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

### BLOGS

Your Texas Agriculture Minute had more than **21,200** 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 **171,503** 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 **130** stations air over **800** daily reports. The radio network produces Texas Ag Today, a daily ag news podcast with over **10,000** downloads per month.