

2022



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

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Russell Boening

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District 9

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District 13

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District 8

FROM THE PRESIDENT

By Russell Boening
TFB President

We knew 2022 was shaping up to be a tough year, but we had no idea it was going to be this tough.

In my 41-plus years of farming and ranching, I had never seen it this dry in Wilson County. The area received only 2.5 – 3 inches of rain from November 2021 through August 2022.

Among the many impacts, our dryland grain sorghum didn't produce any grain. We made some hay from what was left behind to feed our livestock. We tried to make what we could.

Our family farm's struggles with the 2022 drought mirrored the struggles of most Texas farmers and ranchers.

More than 70% of Texas experienced severe drought conditions at some point during the year. It was one of the most devastating droughts in recent memory. Crops yields of 50% or less were common.

For ranchers, the combination of extreme drought, high feed and input costs, and a lack of water forced many to reduce or liquidate their herds.

Texas Farm Bureau stood alongside farmers and ranchers as a resource and advocate during the difficult year.

That's when the value and impact of membership is most pronounced. That was 2022. I hope members take pride in the accomplishments for the year that are highlighted in this report.

I'm honored to serve as your president.

“Texas Farm Bureau stood alongside Texas farmers and ranchers as a resource and advocate during the difficult year.”

**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 **538,064 member-families**, a gain of **2,450**. This marks **22 years** of continuous growth.

Out of 205 organized county Farm Bureaus across Texas, **142 counties gained members** during the year, and a **statewide retention of 88.11% was achieved**.



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

- Collin County, 1,731 members
- McLennan County, 1,701 members
- Brazoria-Galveston County, 1,518 members
- Harris County, 1,468 members
- Fort Bend County, 1,249 members
- Gregg County, 1,182 members
- Ellis County, 1,141 members
- Bell County, 1,086 members
- Jefferson County, 1,079 members
- Johnson County, 1,003 members

County Farm Bureaus reporting the largest total membership growth include:

- Gregg County, 576 members
- McLennan County, 473 members
- Hunt County, 236 members
- Ellis County, 214 members
- Guadalupe County, 191 members
- Bell County, 188 members
- Cass County, 187 members
- Smith County, 162 members
- Wilson County, 157 members
- Johnson County, 151 members

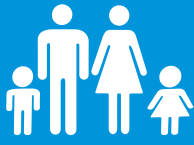
County Farm Bureaus with the largest membership include the following:

- Collin County, 13,191 members
- Brazoria-Galveston County, 12,499 members
- McLennan County, 11,047 members
- Fort Bend County, 10,043 members
- Ellis County, 9,576 members
- Jefferson County, 8,687 members
- Bell County, 8,389 members
- Grayson County, 7,320 members
- Bexar County, 7,268 members
- Kaufman County, 7,221 members

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

- DeWitt County, 73 years
- Franklin County, 42 years
- Henderson County, 33 years
- Atascosa County, 31 years
- Bell County, 31 years
- Comal County, 31 years
- Gillespie County, 31 years
- Hill County, 31 years
- Medina County, 31 years
- Navarro County, 31 years
- Tyler County, 31 years

22 years of continuous growth



538,064

total member-families



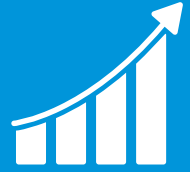
142

counties showed a gain



88.11%

retention



2,450

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

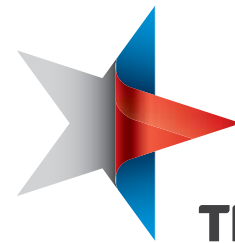
TFB members took advantage of the more than 60 member benefits and services available, saving over \$2.75 million in 2021.

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

In 2022, Texas Farm Bureau Health Plans was introduced as a new member benefit. The health plans include individual and family plans, as well as dental and vision coverage.

For more information on the health plans and to receive a quote, visit www.tfbhealthplans.com or call **877-500-0140**.



**TEXAS
FARM
BUREAU®
HEALTH
PLANS**

TFB STORE *by the numbers*

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

14,704 users | 2,775 orders | 71,090 products purchased

texasfarmbureau.org/store



ADVOCACY

Texas Farm Bureau is 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 2022.

Policy priorities pursued in Congress were border security, trade, taxes, ag labor, food supply chain resiliency, rural connectivity, truth-in-labeling, livestock/crop protection, regulatory reform, climate initiatives and transportation.

TFB helped protect 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. Continuing to advocate for tax provisions that are important to farms, ranches and small businesses can make the difference between families passing on legacies or being forced to sell to pay the taxes.

Many times, Congressional leaders and farmers can seem miles apart, but farmers and ranchers worked to close that gap by bringing lawmakers to the farm. To help members of Texas' Congressional delegation better understand issues facing agriculture, Texas Farm Bureau hosted several farm tours in 2022. Although they visited different parts of the state, each congressman and woman heard about similar issues—trade, taxes, labor, COVID-19 impacts, food supply chain, the farm bill, feral hog control and concerns about overregulation.

Hays, Travis and Caldwell County Farm Bureaus worked with the Luling Foundation and the Texas Ag Council to host the Legislative Ag Day in June. About 30 staff members for Texas senators and representatives attended the event, gaining a better understanding of agriculture and the issues facing the industry.



Texas Farm Bureau in 2022:

- ✓ **Served** on AFBF working groups for livestock markets and the farm bill
- ✓ **Collaborated** with USDA and TSSWCB on feral hog pilot projects
- ✓ **Sponsored** Texas A&M Beef Cattle Short Course
- ✓ **Hosted** 45 Congressional recess meetings and farm tours with Texas Congressional delegation with over 1,000 county Farm Bureau members participating
- ✓ **Held** 13 policy development meetings with 604 members from 157 counties in attendance

TFB Legal Defense Fund

TFB Legal Defense Fund filed briefs in two U.S. Supreme Court cases protecting agricultural practices and fighting against federal overreach.

AGFUND



\$850,650

total AGFUND
contributions



AGFUND had a

96%

success rate
in the General
Election



722

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.

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

Over 40 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 2022 winners were:

- **Outstanding Young Farmer & Rancher:**
Bethany Wanoreck, Orange Grove
- **Excellence in Agriculture:**
Kristin Warner, San Marcos
- **Discussion Meet:**
Chase Brooke, Anna



Bethany Wanoreck



Kristin Warner



Chase Brooke

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

There were 199 attendees at the Young Farmer & Rancher Leadership Conference in College Station.

TFB hosted the second annual Speak Out For Agriculture (SOFA) Challenge with 38 high school students participating.

TFB awarded \$5,500 scholarships through the competition.

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

The Student Success Series, which is open to students in 8th through 12th grade, was hosted online and in-person. In 2022, 748 students from 121 counties completed the program and learned more about free enterprise, constitutional government, setting goals, leadership and agricultural advocacy.

Three collegiate Farm Bureau chapters—West Texas A&M University, Tarleton State University and Sam Houston State University—hosted programming and activities through the ongoing pilot program.

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



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.



748 students from 121 counties completed the Student Success Series



\$5,500 in scholarships awarded at the TFB Collegiate Discussion Meet



TFB increased the scholarships awarded through TSTC to \$50,000

EDUCATIONAL AND URBAN OUTREACH

TFB remained active in growing an understanding of agriculture in schools and communities.

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

- 38 teachers with a potential direct impact of 2,192 students attended the three Summer Ag Academies
- 42 teachers with a potential direct impact of 3,319 students attended the Summer Ag Institute in Waco

The Farm From School program continued to grow, reaching 3,718 teachers and 216,202 students. Each month, the students visited with farmers through livestream sessions to talk about growing pecans and lettuce. They also learned about raising horses, beef cattle, Angora goats and catfish. TFB provided 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. The Mobile Learning Barns were shown to 41,397 school children in 121 days and 32,743 people in mixed groups of adults and children in 134 days.

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 6,230 teachers through an educational outreach newsletter.

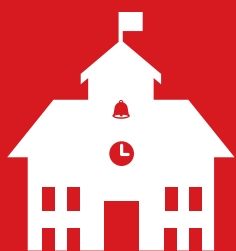


TFB sponsored the Agriculture in the Classroom Outstanding Teacher Award winner to attend the National Ag in the Classroom Conference.

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

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 2022, the Doorways to Agriculture exhibit was displayed at the State Fair of Texas, Heart O' Texas Fair and Rodeo, San Antonio Livestock Show & Rodeo, West Texas Fair & Rodeo, Ft. Worth Stock Show & Rodeo, Rio Grande Valley Livestock Show, BorderFest, Windfest, Buc Days, Spring Ho and Grapevine Heritage Foundation & Nash Farms.



**Held 167
Ag Days**



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



**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 2022 was accomplished with a heightened focus on engagement and outreach.

TFB responded to 174 media inquiries from local, state and national publications and broadcast outlets.

Media interest in Texas drought interviews and information was extremely high with a total of 52 inquiries. National media inquiries included *CBS News*, *Marketplace* (NPR), *Modern Farmer*, *Successful Farming* (2), *Bloomberg*, *Reuters*, *CNN*, *Agri-Pulse*, *AccuWeather*, *RFD-TV* and *Wall Street Journal*.

TFB's Facebook, Twitter and Instagram accounts attracted the highest number of followers on each platform among all state Farm Bureaus. TFB's TikTok account continued to grow.

The TFB website supported public information and member activism and was updated daily with links to audio, video and news. The website had 1,855,124 page views.

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.

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 _____

VIDEOS _____

5,558

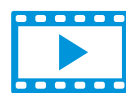
Friday Report subscribers



24,715

Texas Ag Daily subscribers

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



RADIO _____

More than 130 affiliated stations air over 800 daily
reports on the **Texas Farm Bureau Radio Network**.

The radio network also produces ***Texas Ag Today***, a daily
ag news podcast with over 10,000 downloads per month.



Grew our social media presence to:



168,695



22,549



16,981



2,024

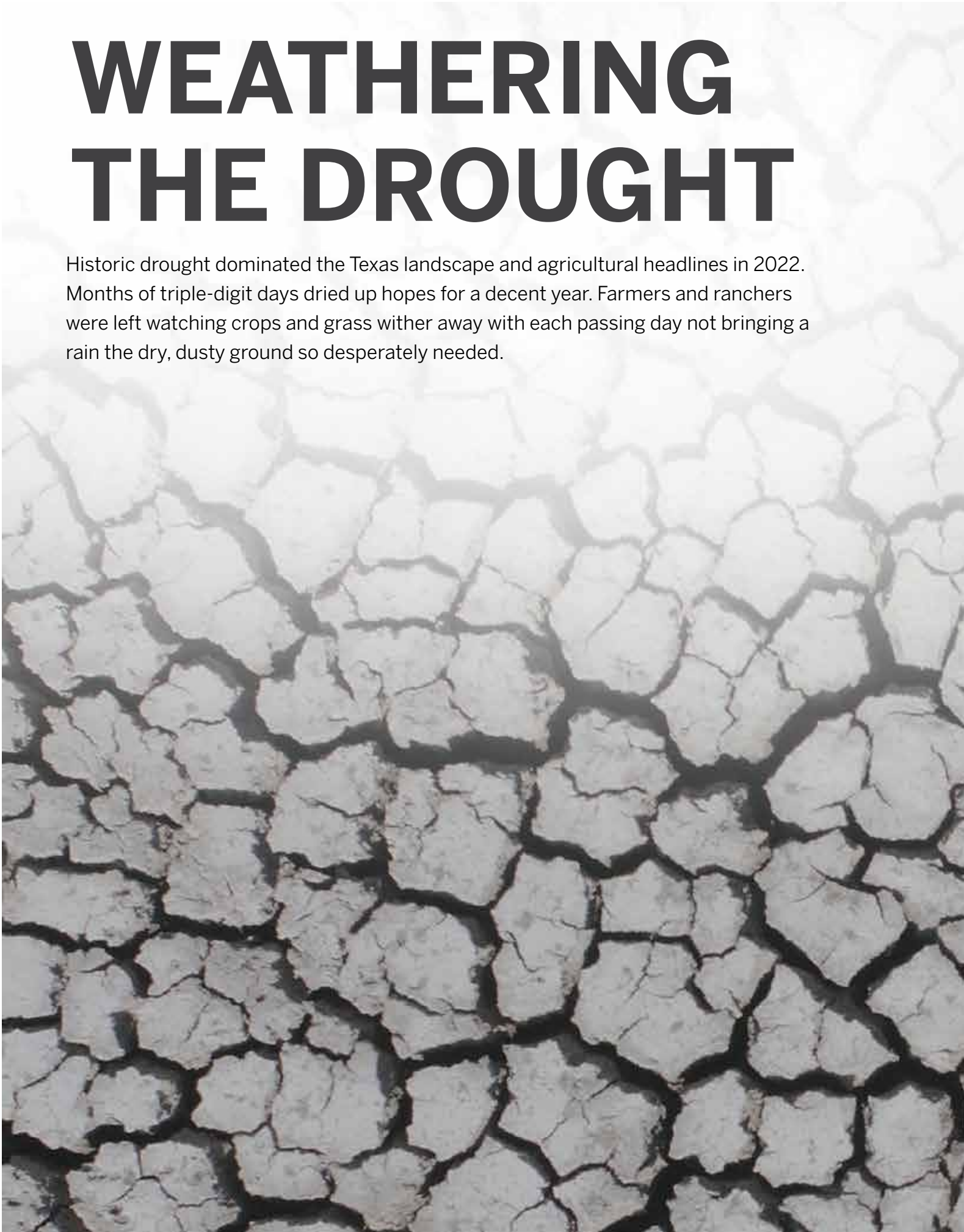


3,413

More than 100 county Farm Bureaus have a Facebook page

WEATHERING THE DROUGHT

Historic drought dominated the Texas landscape and agricultural headlines in 2022. Months of triple-digit days dried up hopes for a decent year. Farmers and ranchers were left watching crops and grass wither away with each passing day not bringing a rain the dry, dusty ground so desperately needed.





WEATHERING THE DROUGHT

Photo courtesy Erika Archie

Days of hot, dry weather extended the drought, which began in fall 2021, through the year, drying up hopes in rural Texas.

Farmers remained optimistic, though, and planted their crops. But still it didn't rain.

Farmers faced seasons cut short due to the drought. Some baled their corn stalks for hay. Others grazed cattle on what was left of a sorghum crop not burnt by relentless heat.

Farmers and ranchers have survived droughts before, but this one was different.

A lack of subsoil moisture combined with a lack of rainfall throughout the year, plus inflation and extremely high fertilizer and fuel prices, had farmers facing a tough outlook.

The dry, cracked ground in Texas was thirsty. With no real chance for rain on the horizon, farmers and ranchers had difficult decisions to make—buy hay and feed, haul water, try to lease pastures out of state or sell their livestock.

And ranchers across the state chose to sell cattle in record numbers. The desperation they faced was evident in the photos and videos of cattle trailers backed up for miles at local sale barns. It was the 11th driest year Texas has experienced in the last 128 years, and the worst drought since 2011.

Texas Farm Bureau was instrumental in generating member and public awareness of the drought and its impacts on farmers, ranchers, rural communities and consumers. A comprehensive, six-month public relations campaign was effectively deployed to tell the story of the drought's hardship and relevance.

Real farmers. Real voices. Real stories. Texas Farm Bureau members recorded videos and shared photos to help tell the story of Texas

agriculture during the historic drought. Those messages were shared across all Texas Farm Bureau platforms—website, social media, print and digital publications, video and radio.

And consumers saw the challenges they were facing. But the roots of farmers and ranchers run deep, deeper than the Texas drought of 2022.





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 538,000 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





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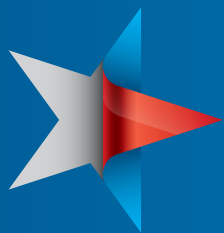
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