2023 Texas Farm Bureau
A Year in Review

Membership

554,048 Total Member-Families

156 counties showed a gain
87.28% retention member-family gain

23 years continuous growth

Member Benefits

5,168 lives are covered through Texas Farm Bureau Health Plans

Members Saved more than $4.85 million using TFB member benefits

TFB Store by the numbers

23,211 USERS 3,125 ORDERS 179,037 PRODUCTS

Proposition 1

Right to Farm & Ranch Constitutional Amendment

- Passed state legislature unanimously
- Passed statewide constitutional amendment with 79% voter approval
- TFB produced mailers, emails, radio ads, and text messages, as well as purchased signs supporting the campaign
- County Farm Bureaus contributed directly to the campaign, handed out promotional materials, and bought and placed signs on roadways and at polling locations

Field Operations

Field Operations Staff

Participated in 1,525 CFB board meetings

Spoke to 60 groups outside of TFB on Proposition 1

Established Golden Buckle County Farm Bureau Awards Program and 66 counties participated

Encouraged 196 county leaders from 64 County Farm Bureaus to bring in 398 new members

Leadership

AgLead held its final session in Ecuador and graduated at the TFB 90th Annual Meeting. The AgLead XVI class has been selected and will start sessions in 2024.

Young Farmer & Rancher

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

32 college students participated

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

Had 139 attendees at the Young Farmer & Rancher Spring Conference in Grapevine

Had 120 members participate in the Young Farmer & Rancher Fall Tour in Kerrville

Field Operations

Field Operations Staff

20,889 members created a new MyTFB account
8,396 member-families joined using the online enrollment form through MyTFB
40,309 members logged in to MyTFB a total of 118,941 times

Members used MyTFB to initiate 2,529 registrations

County Farm Bureaus donated over $1.27 million to local youth through various junior livestock shows, contests and other FFA and 4-H events

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Sponsored $5,500 in scholarships for the Speak Out For Agriculture Challenge with 44 high school students participating.

YOUTH INVOLVEMENT

3 Collegiate Farm Bureau clubs hosted programming and activities

Hosted the first Collegiate Farm Bureau Officer Retreat for 17 student officers

1,487 students in 8th through 12th grade completed the Student Success Series

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

EDUCATIONAL OUTREACH

2,532 teachers with a direct impact to over 128,000 students participated in the Ag Literacy Week Book Program

SCHOLARSHIPS

Between the state and county Farm Bureaus, more than $868,266 in scholarships were awarded to high school seniors, enrolled college students and technical college students.

GOVERNMENT AFFAIRS

✓ Achieved all 10 priority issues in the state legislative session, including:
  - Right to Farm & Ranch protections in state law
  - Legislation authorizing a constitutional amendment to protect the right to farm and ranch in the Texas Constitution (Prop 1)
  - Truth in labeling
  - Expanded liability protection for livestock owners

✓ Hosted 45 Congressional recess meetings and farm tours with Texas’ U.S. Congressional delegation. Over 1,000 county Farm Bureau members participated.

✓ Hosted U.S. Ag House Committee farm bill listening session in Waco

✓ Held 13 Policy Development Meetings with 642 members from 151 counties in attendance

✓ Conducted National Affairs Awards Trip with 250 participants

AGFUND

775 members joined the AGFUND CABINET

Total AGFUND contributions: $775,772

TFB Legal Defense Fund was successful at the United States Supreme Court defending property owners from federal overreach in Sackett v. EPA.

COMMUNICATIONS

2,095,937 website page views

EMAIL COMMUNICATION

Friday Report subscribers: 5,638

Texas Agriculture Daily subscribers: 24,715

PUBLICATIONS

Texas Agriculture delivered to 104,000 member-families

Texas Neighbors emailed quarterly to 134,608 member-families

Grew our social media presence to:

205,535

22,723

20,626

2,179

6,582

More than 100 county Farm Bureaus have a Facebook page

BLOGS

Your Texas Agriculture Minute had more than 19,500 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 154,830 page views

VIDEO

Produced 82 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.

URBAN OUTREACH

Showed Mobile Learning Barn to 26,274 adults and children in 76 days

48 teachers with a direct impact of 2,355 students attended two Summer Ag Academies

54 garden grants totaling $22,500 were awarded to public, private and homeschool programs

4,653 teachers participated in TFB’s Farm From School program and reached 98,543 students

Communicated quarterly about TFB resources and opportunities to over 5,420 teachers through an educational outreach newsletter

Supported six additional workshops on agriculture and science with 147 teachers

54,000 adults and children in 76 days

Texas Agriculture

Delivered to 104,000 member-families

Texas Neighbors

Emailed quarterly to 134,608 member-families

Grew our social media presence to:

205,535 Facebook fans

22,723 Twitter followers

20,626 Instagram followers

2,179 TikTok followers

6,582 LinkedIn connections

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