

2023 TEXAS FARM BUREAU A YEAR IN REVIEW

MEMBERSHIP

554,048
Total Member-Families



156 counties showed a gain

15,984

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 **\$4.85 million** using TFB member benefits more than

TFB Store by the numbers
23,211 USERS | **3,125** ORDERS | **179,037** PRODUCTS

CFB ACTIVITIES

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

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

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

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

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



Young Farmer & Rancher Advisory Committee hosted **3** regional meetings and reached **130** 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**

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

Had **118 members** participate in the first-annual **Summer Social** in Arlington

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

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, Buc Days, Rodeo Austin, Cleburne Baseball Harvest Fest, Houston Livestock Show & Rodeo, Moo-La Fest, and Tri-State Fair & Rodeo

Held
208
Ag Days



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

EDUCATIONAL OUTREACH

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

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

39 teachers with a direct impact of 3,297 students attended the Summer Ag Institute in Waco

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

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

Hosted six additional workshops on agriculture and science with 147 teachers

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.

YOUTH INVOLVEMENT

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

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

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.