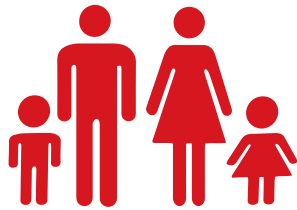


2024 TEXAS FARM BUREAU A YEAR IN REVIEW

MEMBERSHIP

543,948

Total Member-Families



88 counties showed a gain

85.33% retention

MEMBER BENEFITS

8,892 lives are covered through **Texas Farm Bureau Health Plans**

Members saved more than **\$4.5 million** using TFB member benefits

TFB Store by the numbers

| | | |
|---------------|--------------|----------------|
| 12,356 | 3,191 | 726,486 |
| USERS | ORDERS | PRODUCTS |

CFB ACTIVITIES

County Farm Bureaus donated more than **\$1.38 million** to local youth through various **junior livestock shows, contests and other FFA and 4-H events**



15,537 members created a new MyTFB account

11,749 member-families joined using the online enrollment form in MyTFB

38,286 members logged in to MyTFB a total of **88,702** times

LEADERSHIP

AgLead XVI held sessions in Waco, the Rio Grande Valley, and California

YOUNG FARMER & RANCHER

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



Over **350** young farmers and ranchers participated in **14** district and regional meetings that were held across the state



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

Had **120** members participate in the **YF&R Summer Social** in Burleson

Had **141** attendees at the **Young Farmer & Rancher Spring Conference** in Waco

Had **113** members participate in the **Young Farmer & Rancher Fall Tour** in Alpine

FIELD OPERATIONS

FIELD OPERATIONS STAFF

Field Staff participated in **1,233** CFB board meetings
114 board members from **16** CFBs came to Waco for training

83 CFB presidents completed the requirements and training for the first **Presidents' Proficiency Award**

5 CFBs were selected to represent Texas in the **County Activities of Excellence** division at the AFBF Convention & Trade Show

Encouraged **286** county leaders from **110** County Farm Bureaus to recruit **745** new members

Recognized **212** Star Recruiters and **14** Platinum Recruiters

YOUTH INVOLVEMENT

TEXAS FFA

Assisted FFA chapters with Ag Issues presentations

1,071 FFA chapters are TFB members



TEXAS 4-H

Clover Cash Grant Program awarded \$12,500 to 14 county and district 4-H programs



1,536 4-H clubs are TFB members

Hosted engagement training for Texas 4-H 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 **59** high school students participating

5 Collegiate Farm Bureau clubs hosted programming and activities

Hosted **Collegiate Farm Bureau Officer and Advisor Retreat**

Hosted the first **Collegiate Ag Tour** for students

1,048 students in 8th through 12th grade completed the **Student Success Series**



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.



42,501 students and 1,161 teachers attended the **Doorways to Ag School Tours**

Showed Mobile Learning Barn to **59,872** people in mixed groups of adults/children at **127 events**



Showed **Ag on the Go** program at **147** presentations and reached **6,664** children

Held **194 Ag Days**



EDUCATIONAL OUTREACH

Reached **36** teachers with a direct impact of **3,619** students through **Early Ag Teacher Professional Development**

5,094 teachers participated in TFB's **Farm From School** program and reached **144,000** students

69 teachers with a direct impact of **5,772** students attended the **Summer Ag Institute** in Waco and Lubbock

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

Communicated quarterly about TFB resources and opportunities to over **5,284** teachers through an educational outreach newsletter



Hosted twelve additional workshops on agriculture and science with **337** teachers

Facilitated **28 Ag in the Classroom** outreach visits and reached more than **1,672** students

2,503 teachers with a direct impact to more than **93,000** students participated in the **Ag Literacy Week Book Program**



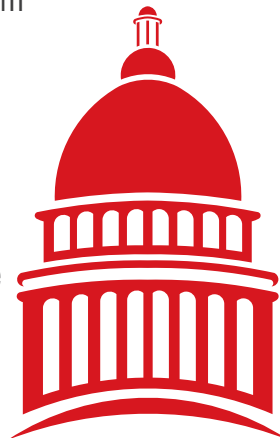
SCHOLARSHIPS

Between the state and county Farm Bureaus, **\$1,246,490** in scholarships were awarded to **high school seniors, enrolled college students** and **technical college students**



GOVERNMENT AFFAIRS

- ✓ **Hosted** 42 Congressional recess meetings with Texas' U.S. Congressional Delegation with more than 800 county Farm Bureau members participating
- ✓ **Conducted** National Affairs Trip with 240 participants
- ✓ **Facilitated** the Commodity Advisory Committee-hosted events on various livestock, crop and ag labor issues
- ✓ **Coordinated** the registration of Kaput Feral Hog Bait and facilitated member educational meetings across the state
- ✓ **Sponsored** the Texas A&M Beef Cattle Short Course
- ✓ **Held** 13 policy development meetings with 611 members from 147 counties in attendance
- ✓ **Testified** at 6 interim hearings for the Texas Legislature



AGFUND

Total AGFUND contributions: **\$692,459**

862 members joined the **AGFUND CABINET**



AGFUND had a **98%** success rate in **2024 General Elections**

TFB Legal Defense Fund filed briefs in cases involving water rights issues and property rights cases

COMMUNICATIONS

1,463,114 website page views

EMAIL COMMUNICATION

Friday Report subscribers: 5,638

Texas Agriculture Daily subscribers: 24,154

PUBLICATIONS

Texas Agriculture delivered to **95,000** member-families



Texas Neighbors emailed quarterly to **122,258** member-families

Grew our social media presence to:

f 210,532

t 23,298

i 27,606

p 2,340

d 11,512

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

BLOG

Texas Table Top, the consumer-oriented blog, had more than **74,189** page views



VIDEO

Produced 70 videos for social media, RFD-TV, TFB meetings, virtual meetings, Texas classrooms and other news outlets



TEXAS FARM BUREAU RADIO NETWORK

More than **145** 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



Launched KTFB-FM
Texas Farm & Ranch Radio station

