

A wireframe map of Arkansas is shown in a light green color, composed of interconnected lines and dots. Above the map are two stylized leaves, also rendered in a wireframe green mesh. The entire graphic is set against a white background with a subtle gradient.

EMPOWER

YOUR GRASSROOTS



84TH CONVENTION

Featured **SPEAKERS**



Randy Veach
President, ArFB



Anne L. Idsal
Regional Administrator for EPA's
South Central Region



Ted McKinney
Under Secretary for Trade
and Foreign Agricultural Affairs
United States Department
of Agriculture



Ed Wiley
Comedian

EMPOWER

YOUR GRASSROOTS

84th Arkansas Farm Bureau Annual Convention Hot Springs Convention Center

- 4** Agenda
- 5** Trade Show
- 10** Speaker Bios
- 12** Workshops
- 15** Awards
- 17** Annual Report



President's **REPORT**

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/əm'pou(ə)r/

Welcome to Hot Springs and Arkansas Farm Bureau's 84th annual state convention. I view it as a blessing and a joy to have Arkansas Farm Bureau leaders join us as part of this meaningful effort. Every day, I feel empowered by the membership of Arkansas Farm Bureau. It is a privilege and an honor to represent this great organization in front of government officials, lawmakers and our fellow Farm Bureau members across the country.



Randy Veach
President, ArFB

Empower Your Grassroots is the theme of this year's convention. The verb empower carries with a sense of influence and energy. Every day, I feel personally empowered by the people of Arkansas Farm Bureau. I am daily strengthened by your work on behalf of Farm Bureau. From where I stand, I see the overwhelming efforts put forth in the collective efforts of those of you involved in Farm Bureau, whether that is in outreach to the general public, in support of youth activities, involvement in our political process, Ag in the Classroom, or helping to share the story of agriculture in some way. You each exemplify the grassroots

strength of Farm Bureau!

To “empower” is to give someone the authority or power to do something. My hope is that after this convention is complete, you feel more empowered to act on behalf of Arkansas Farm Bureau and the men and women of agriculture, so that you can have a more positive impact on the state’s largest industry, agriculture.

Thomas Jefferson once said “I like the dreams of the future better than the history of the past.” It is those dreams that drive Farm Bureau. Certainly, we celebrate our past, and, of course, we deal with the things right in front of us, the issues that impact the men and women of agriculture. But it is the future, a better tomorrow, that empowers Arkansas Farm Bureau.

Please know that this organization is committed to working through our grassroots structure to enhance and strengthen the lives of rural Americans and to build strong and prosperous agricultural communities.

The first steps toward empowerment are to be present, to be involved, and to be committed. And you have done that. The initial steps have been taken. Farm Bureau needs your help for us to be successful.

Arkansas Farm Bureau is the driving engine in rural Arkansas. If agriculture can’t be strong, our rural communities can’t be strong. That that is why we need you to be advocates. Your Farm Bureau will gladly carry your torch, but you are one who had to light it.

You have to be empowered to make a difference.

May God bless you and your families. May God bless our farmers and ranchers. And may God bless Arkansas Farm Bureau.

WEDNESDAY November 28

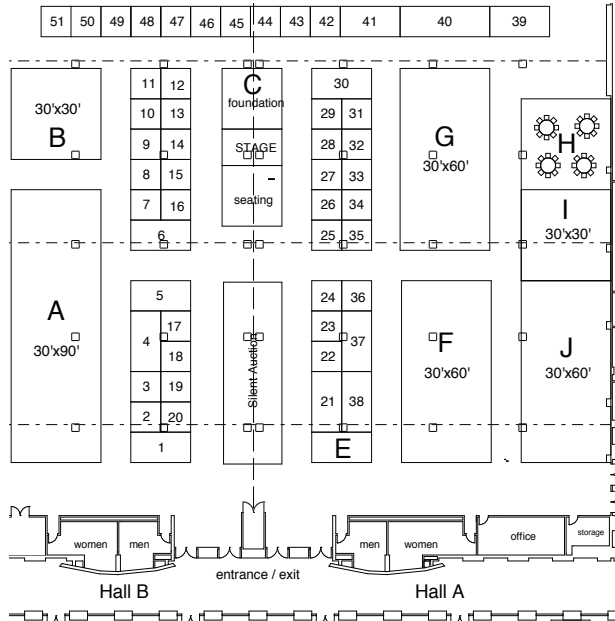
9:30 a.m.	General & Voting Delegate Registration	Grand Lobby
10:00 a.m.	YF&R Discussion Meet	Room 205
11:00 a.m.	Trade Show & Silent Auction Open	Hall A & B
1:00 p.m.	General Session "Empower Your Grassroots" Kickoff Video Welcome <i>Rich Hillman, Vice President</i> Presentation of Colors <i>Little Rock Airforce Base Color Guard</i> Pledge of Allegiance <i>Mark Morgan, Chair,</i> <i>State Young Farmers & Ranchers Committee</i> National Anthem <i>Davis Smith, State 4-H Officer from Mississippi County</i> Invocation <i>Donna Bemis, Chair, State Women's Leadership Committee</i> Keynote Address <i>Randy Veach, President</i> Video <i>Asa Hutchinson, Governor</i> Memorial Service Stanley E. Reed Leadership Award EPA Region SIX Regional Administrator <i>Anne L. Idsal</i>	Horner Hall
3:30 p.m.	Awards Presentation in Trade Show Gold Star Awards Membership Gainer and Percentage Awards Cooperative Extension Distinguished Service Awards Miss Arkansas Rice Recognition	
5:15 p.m.	Resolution Committee Open Hearing Followed by Closed Hearing of Resolutions Committee	Room 207
5:30 p.m.	Trade Show & Silent Auction Close	Hall A & B

TRADE SHOW

- A Greenway Equipment, Inc.
- B Gurdon Schools
- C ArFB Foundation
- D ArFB Silent Auction
- E Ozark Nuts & Candies
- F Ford
- G Farm Ranch & Feed
- H Break Area
- I Southern Application Management
- J U of A Extension/4-H
- 1 Turnrows
- 2 Soybean Promotion Board
- 3 Arkansas AG Department
- 4 FFA/Grow AR
- 5 ValuePlus
- 6 Bemis Family Farms
- 7 Insurance Company
- 8 Arkansas Tech
- 9 C&H Hog Farm
- 10 SAU
- 11 ASU
- 12 B & D Genetics
- 13 Agrisoma
- 14 Valley View Agri
- 15 Camelot Cattle Company
- 16 Livestock Nutrition
- 17 Delta Plastics
- 18 Cattle Curtain
- 19 Zoetis
- 20 Watkins Cattle Company
- 21 3 Bar D
- 22 FB Bank
- 23 Arkansas Cattlemen's Association
- 24 Plyler & Son Charolais
- 25 T Bar J

- 26 Southeast Select Sires
- 27 New Day Genetics
- 28 USA Rice/AR Rice
- 29 BioZyme
- 30 YF&R
- 31 Promac
- 32 SavingsPlus-Access Development
- 33 ADM
- 34 Farm Credit
- 35 Clinton FFA
- 36 K & K Veterinary Supply (KFS)
- 37 Farmers Business Network
- 38 Tyson Local Grain Services

- 39 TL Sales
- 40 Game & Fish
- 41 Beef Council
- 42 Delta Sun Energy
- 43 NASS USDA
- 44 AR Geriatric Education Collaborative/UAMS
- 45 Women of AG
- 46 U of A
- 47 Cattlog, LLC
- 48 UAPB
- 49 Heartland Equipment
- 50 ArFB



THURSDAY November 29

8:00 a.m.	General & Voting Delegate Registration <i>Voting Delegate Registration Closes at 2 p.m.</i>	Grand Lobby
8:15 a.m.	Trade Show & Silent Auction Open	Hall A & B
8:15 a.m.	Special Conferences	
	Empower Your Engagement How to Use the Regional Field Communicators and CARP	Room 205
	Empower Your Education County Leader Panel on Successful Programs	Room 203/204
	Empower Your Leadership How to be an Influential Leader	Room 209
	Empower Your Communication Effective Advocacy Communication	Room 208
	Legislative Session Preview	Room 207
9:15 a.m.	YF&R Discussion Meet Finals	Hall A & B
10:00 a.m.	Special Conferences	
	Empowering Livestock Procedures Traceability, Sustainability and Profitability Discussion Panel	Room 208/209
	Empowering Row Crops Procedures 2019 Industry Initiatives Discussion Panel	Room 207
	Empowering Specialty Crops Procedures Getting Certified and Food Safety Discussion Panel	Room 205

12:00 p.m.	Women's Leadership Luncheon <i>I'm Alive 2 Thrive Stephanie Payne</i>	Hall C & D
2:00 p.m.	General Session Welcome <i>Randy Veach, President</i> Special Address <i>Under Secretary Ted McKinney, Foreign Relations</i> Outstanding County Women's Leadership Program Award YF&R Discussion Meet Award Ag Education Awards Membership Awards Retention President's Award Comedian <i>Ed Wiley</i>	Horner Hall
5:15 p.m.	Caucus of Voting Delegates Caucus 1 Room 201 Caucus 2 Room 202 Caucus 3 Room 203 Caucus 4 Room 204 Caucus 5 Room 207 Caucus 6 Room 208 Caucus 7 Room 209	
4:30 p.m.	Silent Auction Closes <i>Items will be available for pickup at 5 pm.</i>	Hall A & B
5:30 p.m.	Trade Show Closes	Hall A & B

Caucus of **VOTING DELEGATES**

District 1

Room 201

Craighead
Crittenden
Cross
Lee
Mississippi
Phillips
Poinsett
St. Francis

District 2

Room 202

Clay
Greene
Independence
Jackson
Lawrence
Monroe
Prairie
Randolph
Sharp
White
Woodruff

District 3

Room 203

Baxter
Benton
Boone
Carroll
Fulton
Izard
Madison
Marion
Newton
Searcy
Stone
Washington

District 4

Room 204

Crawford
Howard
Little River
Miller
Montgomery
North Logan
Pike
Polk
Scott
Sebastian
Sevier
South Logan

District 5

Room 207

Cleburne
Conway
Faulkner
Franklin
Garland
Hot Spring
Johnson
Perry
Pope
Van Buren
Yell

District 6

Room 208

Arkansas
Cleveland
Desha
Drew
Jefferson
Lincoln
Lonoke
Pulaski
Saline

District 7

Room 209

Ashley
Bradley
Calhoun
Chicot
Clark
Columbia
Dallas
Grant
Hempstead
Lafayette
Nevada
Ouachita
Union

FRIDAY November 30

7:00 a.m.	Breakfast for Voting Delegates	Hall C & D
7:30 a.m.	Voting Delegate Registration	Horner Hall
8:00 a.m.	Business Session <i>President Randy Veach, Presiding</i> Report of Credential Committee Report of Rules Committee Introduction of Parliamentarian Caucus Reports <i>Warren Carter, Executive Vice President</i> Election of Board Members Election of Voting Delegates to AFBF Convention Business Report <i>Warren Carter, Executive Vice President</i> Report of Nominating Committee Election of President and Vice President Discuss and Action on Resolutions Adjourn	Horner Hall

SOCIAL MEDIA Contest

Follow along with us on our Facebook page during the convention to participate in our Empowering your Grassroots trivia game!

Every day we will post two trivia questions related to workshops, the general sessions or agriculture. Comment the correct answer on our post and you could be a winner!

Find us at facebook.com/arkansasfarmbureau.

SPEAKER BIOS



Randy Veach, *President, ArFB*

Randy Veach is completing his tenth term as Arkansas Farm Bureau President. He previously served five years as the organization's vice president and has been on the state board of directors since December 1999.

As a third-generation farmer, he and his wife Thelma farm on land cleared by his grandfather and father.

Veach serves as a member of the American Farm Bureau Board of Directors, where he serves as chairman of the Audit Committee.

He is also president and chairman of the board of the Southern Farm Bureau Life Insurance Company, the first Arkansan to hold the office. He is a board member of the Southern Farm Bureau Casualty Insurance Company and American Ag Insurance Corp. He is also on the Farm Bureau Bancorp Board, where he serves as a member of the bank's Executive Committee.

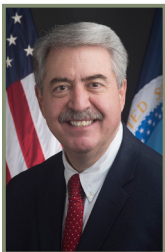


Anne L. Idsal, *Regional Administrator for EPA's South Central Region*

Anne L. Idsal serves as the Regional Administrator for EPA Region 6. Her responsibilities include overseeing the states of Arkansas, Louisiana, Oklahoma, New Mexico, and Texas, and 66 Tribal Nations. Ms. Idsal joined the Agency having spent her career working for the Texas state government in helping shape environmental and land policy for the state.

Idsal served as the first female Chief Clerk of the Texas General Land Office where she oversaw all budget and expenditure matters. She previously served as the general counsel to Texas General Land Office where she provided legal counsel to the Commissioner and led an office of attorneys on issues relating to oil and gas, coastal lands, public lands, financial transactions, and general law.

An experienced Texas lawyer Idsal served as General Counsel to the Texas Commission on Environmental Quality, where she provided legal counsel to the Commissioners and oversaw the offices of the Chief Clerk, Public Interest Counsel, and Chief Auditor. She also served as a Special Counsel to the Chairman, providing counsel on policy development and implementation. Idsal holds a Bachelor of Arts degree in Politics from Washington and Lee University, and a law degree from Baylor University.



Ted McKinney,
Under Secretary for Trade and Foreign Agricultural Affairs
United States Department of Agriculture

Ted McKinney serves as the U.S. Department of Agriculture (USDA) Under Secretary for Trade and Foreign Agricultural Affairs. Under Secretary McKinney leads the development and implementation of the Department's trade policy, oversees and facilitates foreign market access, and promotes opportunities for U.S. agriculture through various trade programs and high-level government negotiations.

In 2014, McKinney was appointed by then-Governor Mike Pence to serve as Director of the Indiana State Department of Agriculture, a position he held until joining USDA in 2017. His career also included 19 years with Dow AgroSciences and 14 years with Elanco, a subsidiary of Eli Lilly and Company, where he was Director of Global Corporate Affairs. His industry and civic involvement has included service on the National FFA Convention Local Organizing Committee, Indiana State Fair Commission, and Purdue College of Agriculture Dean's Advisory Council, as well as on the boards of directors of the International Food Information Council, the U.S. Meat Export Federation and International Federation of Animal Health.

McKinney grew up on a family grain and livestock farm in Tipton, Ind., and was a 10-year 4-H member and an Indiana State FFA Officer. He graduated from Purdue University with a B.S. degree in Agricultural Economics.



Ed Wiley, Comedian

Ed Wiley is a comedian who weaves spot-on impressions and music into a traditional stand-up act. A native Georgian, Ed lives on a south Georgia farm with his wife, six children, eight cats, a dog, umpteen goats, two rabbits and a healthy supply of antacids. In other words, it's a homeschool paradise.

Ed blends just the right mix of stand-up, crowd work, guitar and impressions to bring a "clean", relevant show with something for everyone. His act reaches across generations and backgrounds to connect with people of all ages.

Ed is often asked what is meant by "clean." He describes it this way: "I do the same act everywhere I go. First and foremost, I want my act to be funny. If it's not funny, it's not comedy. But I also want to be accessible to folks of all ages, and I want to be authentic. For me, being authentic translates into clean. But again, it's gotta be funny!"

His Facebook videos have been seen by millions around the globe. He regularly performs at venues large and small across the U.S.

THURSDAY Workshops - 8:15 a.m.

EMPOWER YOUR ENGAGEMENT

Room 205

Want to generate more public content? Want more effective advertising? This workshop will give you ideas to help your county use the content created by the Regional Field Communicators and be more effective when using the County Advertising Rebate Program.

Board Member Co-Chairs – Sherry Felts & Jeremy Miller

EMPOWER YOUR EDUCATION

Room 203/204

Is your county trying to develop more education programs? How do the Foundation grants work? This discussion panel style workshop features county leaders who have developed successful education programs, worked with new schools and partnered with other community organizations. ArFB staff will explain how the Foundation grants work and successful grant submissions.

Board Member Co-Chairs – Joe Thrash & Jon Carroll

EMPOWER YOUR LEADERSHIP

Room 209

You're in a leadership position, but are you effective and influential? Come join Noah Washburn, U of A Extension and LEADAR program director for an exciting and informative workshop on being a more effective leader and developing your influence as a leader in Farm Bureau and your community.

Board Member Co-Chairs – Terry Laster & Dan Wright

EMPOWER YOUR COMMUNICATION

Room 208

Can you communicate the good news and the bad news? Come join us for this workshop on being effective in your advocacy communications whether the issue is positive or negative. Learn to empower your communications in all circumstances.

Board Member Co-Chairs – Terry Dabbs & Bruce Jackson

EMPOWER YOUR ADVOCACY

Room 207

See what's coming in the 2019 Arkansas Legislative session in this workshop featuring Arkansas legislators.

Board Member Co-Chairs – Mike Freeze & Gene Pharr

THURSDAY Workshops - 10 a.m.

EMPOWERING LIVESTOCK PRODUCERS

Room 208/209

Traceability, sustainability and profitability discussion panel featuring industry professionals. Find out what's on the horizon in the livestock industry and what are the latest industry initiatives.

Board Member Co-Chairs – Caleb Plyler & Tom Jones

EMPOWERING ROW CROP PRODUCERS

Room 207

A moderated panel of industry professionals discussing a wide-range of industry priorities for 2019 and beyond. Come prepared to participate in the discussion on trade, the farm bill and other issues of importance to row crop farmers in Arkansas and across the country.

Board Member Co-Chairs – Joe Christian & Rusty Smith

EMPOWERING SPECIALTY CROP PRODUCERS

Room 205

A discussion panel style workshop featuring industry professionals who will detail the latest in certifications and food safety.

Board Member Co-Chairs – Donna Bemis & Mark Morgan

WOMEN'S LEADERSHIP LUNCHEON

Thursday, November 29



Stephanie Payne, *I'm Alive to Thrive*

Stephanie Payne describes herself as “the wife of Tim and the mother of Savannah and Isabella” and someone who long enjoyed a “comfortable” and “safe” life.

In 2016, everything changed for Payne and her family. While working to recover from a devastating storm that flooded their South Louisiana home, they received a call telling them that their firstborn, Savannah, a senior at the University of Louisiana at Monroe, had been found unresponsive and was gravely ill. A combination of infections ultimately led to septic shock and Savannah passed away in November of that year.

Inspired by Savannah’s positive attitude and giving spirit, Payne decided to abandon her comfort zone and follow a desire to help others. “I realized I was in my sweet spot when partnering with people to help them reach their goals or to aspire to their mountaintop experience,” Payne says.

Payne explains her mission this way: “I believe we are placed on earth to THRIVE, not just survive after watching Savannah exude

peace and gratitude to those who cared for her while she was in the storm. I have a passion and desire for all to live in their “sweet spot”... not just visit it from time to time.”

Payne launched her “I’m Alive to Thrive” effort shortly after her loss, publishing newsletters and speaking to groups around the country. She is currently working on a book of insights she has gained from her experience. Before launching “I’m Alive to Thrive,” Payne worked as a certified school psychologist for 25 years.



Learn more about Stephanie at www.imalive2thrive.com.

AWARDS

YF&R ACHIEVEMENT AWARD

The YF&R Achievement Award recognizes young farmers and ranchers in Arkansas who have excelled in their farming/ranching operations and exhibited outstanding leadership abilities. The award is designed for an individual or couple involved full-time in production agriculture with a majority of their income subject to normal production risks.



YF&R EXCELLENCE IN AGRICULTURE AWARD

The YF&R Excellence in Agriculture Award recognizes young farmers and ranchers who actively contribute and grow through their involvement in agriculture and Farm Bureau. The award is designed for an individual or couple who do not have the majority of their income subject to normal production risk.



MISS ARKANSAS RICE

Arkansas Farm Bureau Federation annually co-sponsors the Miss Arkansas Rice contest with the Arkansas Rice Council. The purpose of the contest is to promote interest in rice cooking and rice promotion, and to focus attention on the importance of the rice industry to the economy of the state. Awards are presented to recognize superior achievement in rice cooking, rice promotion and knowledge of the industry. Miss Arkansas Rice 2018-2019 is Lacy Smith. Lacy is the 18 year-old daughter of Joel and Laura Smith of Ward in White County. Joe Christian, Arkansas Farm Bureau Secretary/Treasurer and Rice Division Co-Chair and Board Liaison, will present Lacy with an award to honor her achievement.



Special **THANKS**

to our 2018 ArFB Foundation
Silent Auction Sponsor



GREENWAY

We would like to express our appreciation to the 2018 Convention Co-sponsors

Southern Farm Bureau Casualty Insurance Company
Southern Farm Bureau Life Insurance Company
Farm Bureau Mutual Insurance Company of Arkansas, Inc.

ANNUAL REPORT



2018 ANNUAL REPORT

Empowering Grassroots

In 2018, we went back to our roots. Our grassroots.

This year's convention theme – "Empower Your Grassroots" – matches what we have worked hard to do this year, because it's what we believe makes us a strong and effective organization. It's what makes Arkansas Farm Bureau the true Voice of Agriculture in our state.

Our mission remained the same: To advocate for the interests of agriculture in the public arena, disseminate information about the value and importance of agriculture and provide products and services that improve the quality of life for our members. And, as I have said before, success in this mission begins on the ground with the help of our members and volunteer leaders.

To empower means to give someone authority or power to do something and to make them "stronger and more confident," and for Arkansas Farm Bureau, that empowerment began at the local level – through policy development, leadership development, new training opportunities, member outreach and more.

We started by refocusing our annual Officers & Leaders Conference on training and instruction in outreach and advocacy and we are doing the same thing with this year's Annual Convention. In addition, we have scheduled a new series of legislative training sessions in each of our field districts to better prepare our members for the 2019 General Assembly.

We also invested in the future by providing training and support to youth, college students and up-and-coming industry leaders. This summer, for example, we launched the Ag Youth Leadership Seminar to give students entering the 11th and 12th grades the opportunity to get an in-depth look at agricultural degrees and careers. The 20 who



Warren Carter

Executive Vice President, ArFB

were selected for this initial class toured a farm and visited state agencies and the State Capitol. In addition, we continued to offer college scholarships and support the growth and development of our Young Farmers & Ranchers program and Collegiate Farm Bureau chapters.

In 2018, the biannual President's Leadership Council, one of our most successful and popular training programs, selected 23 individuals from around the state to spend three sessions learning how to be better leaders in their communities and within Farm Bureau and to be stronger and more effective advocates for agriculture.

With a state General Assembly held every other year, 2018 was a budget session, so we focused our public policy efforts on laying groundwork for the 2019 legislative session and influencing important national issues, such as development of a new Farm Bill, trade and regulation reform initiatives. In March, we hosted new county presidents for a "fly in" to Washington, D.C. This trip allowed county leaders to see the full scope of Farm Bureau policy and advocacy efforts. In addition to receiving updates from the American Farm Bureau Federation, the group was able to meet with all four of our state's Congressional representatives, as well as both senators. Additionally, we met with leadership and key staff of the EPA and USDA.

We also experimented with new formats and new methods of collaboration in 2018. For example, regional issues arose that affected seven counties in north Arkansas, so two of our district directors worked with county presidents from those counties to host a unique regional policy development meeting to address their common concerns.

Many of our efforts at improving collaboration and refocusing on the county level began with our staff. For instance, we refocused three senior members of our Public Relations team, shifting them into the roles of "field communicators," responsible for getting out in the field to visit farms and ranches and working hand-in-hand with our district directors to gather stories from their specific regions and help share those stories with a broad audience. The result has been more videos, podcasts, social media posts and magazine articles on topics that have come from you, and, ultimately, more features on our farmer and rancher members and local leaders. In turn, we have seen more sharing, more positive comments, more views and more listens, likes and discussion than ever before.

In other internal moves, Matt King shifted from our Commodity and Regulatory Affairs team to the Public Affairs & Government Relations team, bringing his knowledge and experience of agricultural economics and trade to the role of director within the department, handling national affairs. In turn, the Commodity and Regulatory Affairs team shifted and refocused certain responsibilities to better manage and monitor commodity information, regulatory

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issues and relationships with producers and commodity groups.

As always, our Organization and Member Programs team was at the heart of our efforts to strengthen our relationships and communication with our counties. We launched a new, online leadership portal within our website to enhance and expand our communication with county leaders and share information and updates more efficiently, along with videos of relevant and interesting training sessions and events. We continued to develop and grow our Gold Star program to fit our changing needs and to appropriately recognize and reward counties for their empowerment efforts at the local level, attracting new members and promoting and advocating for agriculture.

In order to provide our counties with the tools they need to attract new members, we continued to explore new opportunities to strengthen our ValuePlus and SavingsPlus programs, which provide easily accessible money-saving value to our member families. Relying on the guidance of our New Products and Services Committee and state board members, our staff evaluated current efforts and identified new and promising programs available to the organization.

Finally, in the second year of our new financial incentives program for counties, we invested almost \$300,000 in programs. This stands as a prime example of just how committed we are to growing and strengthening our grassroots for the future. Looking ahead, we expect these investments to pay off with a strong advocacy effort during the upcoming legislative session and a better understanding and appreciation of agriculture and agricultural practices by the public and our elected leaders.

Our financial position remains strong and we will continue to make the investments necessary to “empower our grassroots” and share the “farming story.” We will continue to stand up for agriculture and the right to farm in Arkansas and we are deeply grateful to have such a strong grassroots network to help drive us forward into 2019 and beyond. Without them and without the hard work of our staff and the Arkansas Farm Bureau Board, we would not be where we are today and we would not be able to build an organizational framework that supports the health and success of our state’s largest industry for years to come.

The departments of the Arkansas Farm Bureau Federation completed a year of positive change, growth and a strategic refocusing on the local “roots” that are the strength of the organization.

Our experienced and dedicated team members worked to find new and effective ways to tell the agriculture story, provide education to youth and young adults, win policy victories and meet the needs of our members and all Arkansas farmers and ranchers.

COMMODITY AND REGULATORY AFFAIRS

Arkansas Farm Bureau’s 12 commodity divisions serve to advise the state board of directors on matters affecting the various commodity interests of our members. The divisions, which meet twice annually, also engage in commodity promotion, market information analysis and dissemination and outreach to both producers and consumers.

The 2018 winter meetings garnered participation from more than 260 county leaders, while the summer meetings hosted a total of 150 leaders. Below is a sample of the policy and other commodity related issues and work addressed by staff:

- 2018 Farm Bill topics such as: AFBF dairy insurance product, revising the Dairy Margin Protection Program, immigration, trade tariffs, technology, and the conservation title;
- Held a spot on American Farm Bureau’s Farm Bill Working Group that worked to facilitate timely communication among state Farm Bureaus as the bill progressed;
- Various state and federal regulatory and legislative topics such as: electronic logging devices and livestock hauling, food safety regulations, food labeling and fake meat, non-native species and the ESA, trichomoniasis, right-to-farm, nutrient trading and inspections by ANRC, nutrient applications, creating a Regulation 5 Task Force, property taxes and poultry houses;
- Supported the use of chemical baits to augment Arkansas’ feral swine control efforts;



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- Monitored the C&H Hog Farms permitting process;
- Participated in official forums on implementation of an overall animal disease traceability system;
- Sponsored and participated in several workshops on marketing and production of selected specialty crops;
- Maintained involvement in emergency preparedness activities on livestock and poultry diseases;
- Monitored the dicamba issue and the development of regulations by the EPA and State Plant Board;
- Monitored the grain damage discount issues and arranged for testimony at a joint meeting of the Arkansas house and senate agriculture committees; and
- Launched Cotton Project Runway, a cotton promotion program and fashion design challenge for college students.

It was also a strong year for commodity promotion programs. ArFB continued to supply administrative and program support for six of the state's commodity checkoff programs — beef, catfish, feed grains, rice, soybeans and wheat. Specific Farm Bureau-sponsored promotion projects and contests were coordinated for dairy foods, rice and cotton.

The commodity and regulatory affairs team made waves with their industry outreach

activities as well, specifically through: Sponsorship of the Arkansas State Fair and coordination of several its awards programs; partnering on the "Best Pick" local market listing service; provided commentary for numerous media inquiries on several key policy issues and other economic activity impacting Arkansas agriculture; and maintaining a liaison role with several state and federal agencies that impact Arkansas' commodity industries.



ORGANIZATION AND MEMBER PROGRAMS

Encouraging a better understanding of farming and ranching, supporting agriculture education and providing products and services that are useful and desirable for our members are priorities at the core of Farm Bureau's mission. From managing Ag in the Classroom programs, safety education and M*A*S*H camps to developing and attracting new member benefits, working with the state Women's Committee, Young Farmers & Ranchers and the Farm Family of the Year program, our staff built on the solid foundation laid in years past and prepared for new and exciting opportunities in the future.

In order to more effectively oversee and develop these important programs, Jennifer Craig (formerly Victory) was named to the position of Director of Leadership Development in November. In this role, Victory will continue to be responsible for the direction of the M*A*S*H programs and the Collegiate Farm Bureau programs, but will take on new duties that include staff assistance to the Young Farmers & Ranchers programs as well as the President's Leadership Council.

The Young Farmers and Ranchers Committee once again had strong attendance at its annual statewide conference, with 360 attendees at the 2018 event. A state collegiate discussion meet and conference, sponsored by the state YF&R Committee, was held at the Conference in Little Rock and included 125 participants.



The state Women's Committee and county Farm Bureau Women's committees are key front-line troops involved in promoting agriculture and county Farm Bureau women presented more than 1,000 agricultural lessons at schools in 32 counties.

In addition, the Women's Committee also continued its partnership with the Thea Foundation, an organization that promotes education excellence through the use of the arts in schools. By using a matching fund, county women's committees could purchase art supplies for local teachers to use to help students excel. Also, a cost-share program on food donations in February led to \$15,500 in food being donated to local pantries and school weekend food for underprivileged students from 47



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county women's committees. The women's committee donated \$4,000 in food and \$10,000 to building the new Little Rock Ronald McDonald House. One hundred sixty attended the women's conference in March.

The state Women's and YF&R committees continued a dollar-for-dollar matching program to counties that give to their local schools' backpack food program. The program provides food for kids to take home on the weekend who live in food insecure homes. A total of \$6,700 was donated and matched.

At the annual Arkansas State Fair, the Women's Committee, YF&R Committee and Arkansas Farm Bureau staff constructed an 80-foot display booth showcasing Arkansas agriculture. ArFB also sponsored the Arts and Crafts building, the Junior Livestock Auction, the Purple Circle Champions Club and the rice recipe contest and co-sponsored the Ag in Action Learning Center at the FFA Children's Barnyard.

The education staff continued to provide materials and books for schools and agricultural education programs around the state. Here is a sampling of the accomplishments of staff, volunteers and county leaders:

- Conducted 269 safety and health education programs statewide with an audience of 10,935.
- In July, 20 high school juniors and seniors participated in the new Arkansas Youth Leadership Seminar, a three-day leadership experience designed to provide students with an in-depth look at agriculture as a degree and a career.
- Distributed more than 120,000 pieces of Ag in the Classroom support and resource materials in classrooms around the state.
- Used AITC mobile educational displays at 231 programs in schools across the state, and used by county leaders at more than 56 fairs and festivals.
- More than 500 books were donated to school classrooms and libraries in the AITC Ag Literacy Program.
- Conducted four teacher workshops focused on science and hands-on learning for 29 teachers. The workshops focused on the use of agricultural science in the classroom.
- Participated in two teacher workshops conducting Ag in the Classroom training for 300 K-12 teachers.
- Made 17 Outdoor Classroom Garden Grants totaling \$7,325 and used a strong presence at the annual Arkansas State Fair to reach the general public with information about agriculture and Farm Bureau.
- Sponsored a High School Discussion Meet with the FFA chapters across the state with the finals held at the state FFA State Convention. 147 students competed in the competition.
- Sent copies of *Arkansas Agriculture* and *Front Porch* magazines, as well as the *Farm Bureau Press* and the quarterly video *Voices of Agriculture* to all 208 high-school agriculture education departments in the state.

Additional successes included:

Arkansas Farm Bureau Foundation

- Launched in 2017, as the fundraising arm of the ArFB, the mission of the foundation is to further the understanding of agriculture and rural issues and provide financial support for agriculture education, research, litigation and disaster relief. Programs such as M*A*S*H (Medical Applications of Science for Health) and Ag in the Classroom fall under the ArFB Foundation.
- To further education in 2018, the Foundation was responsible for approximately \$60,000 in grant money for the Ag in the Classroom programs, \$92,000 for FFA programs, and \$65,150 for M*A*S*H programs, as well as approximately \$13,000 in contributions toward M*A*S*H programs.
- In 2018, the Foundation initiated a new educational program to encourage high school students to seriously consider a degree or career in agriculture by offering the Ag Youth Leadership Seminar. The students toured a working farm and the State Capitol, visited various statewide ag agencies and companies, and learned about technology in agriculture.
- The Foundation also launched new fundraising community events, including a trap shoot and a youth hog show, which together raised more than \$20,000.
- The Foundation provided over \$80,000 in legal defense funding to C&H Hog Farms.



M*A*S*H

- More than 520 students attended 34 camps, representing the most students to ever participate in the program.
- County Farm Bureau organizations combined contributions of \$20,000.
- Grant funding from Arkansas Blue Cross and Blue Shield's Blue and You Foundation help fund the 2018 camps.



Collegiate Farm Bureau

- Collegiate has seven active chapters at the University of Arkansas - Fayetteville, Arkansas State University, UAM, SAU, Arkansas Tech, ASU-Beebe, and Northark.

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- Every chapter was represented at the Collegiate Discussion Meet in January during the YF&R Conference, where a state collegiate discussion meet and conference was held and drew 125 participants.
- A meet-and-greet reception was held for Collegiate Farm Bureau members the Friday night before the YF&R conference and, on Saturday morning, a group of more than 70 attended a tour of Keo Fish Farms.



Member Services

- ArFB recently reevaluated its priorities as they relate to membership initiatives. With the guidance of our New Products and Services Committee and state board members, our staff evaluated current efforts and identified new and promising programs available to the organization.
- ArFB contracted with a national company to offer the My Deals Discount program that offers local and national discounts on a large variety of services to our members, and the program is going strong with more than 21,000 members registered. We've added 100 businesses locally each year and 1,500 nationally. In addition, our members have used more than 35,000 coupons to save money for their families.
- We continued to push the SavingsPlus program on Facebook, Instagram, and Twitter, with "Member Mondays" on social media featuring a different program each week.
- We produced videos for the Ford discount program, Farm Bureau Bank and John Deere. There have been 25,000 views and 546 shares of the videos. We are using John Deere and Ford prizes to promote on-going member benefit contests on Facebook.
- ArFB is also in the early stages of a program to help our members with an online buyer's guide. The guide lists companies and the products they sell. It includes a section for classifieds which may be used by our members for their personal use only.



- Perhaps ArFB's most popular member benefit remains our Child Saver Program, which allows Farm Bureau members to purchase an infant safety car seat for \$25 or a child booster seat for \$15 direct from the factory. During the past year 4,741 ArFB members have purchased seats through the program.
- ArFB has implemented three reward programs for county MSR's and county organizations. The first is a direct reward program that pays for membership retention with cash given to each MSR for the member renewals in their county. The cash prizes range up to \$350 per MSR. The second contest is to reward the MSR who is the first to reach 70, 80, or 90 percent of membership quota. The third contest is a \$2,000 cash award for each county making Membership Quota. This award is passed on to the MSR in 85 percent of the counties. ArFB has spent \$246,000 in incentives for membership retention and renewal incentives.

PUBLIC AFFAIRS AND GOVERNMENT RELATIONS

Advocacy is another core element of our mission and, despite an off year for the General Assembly (there was a budget session in 2018), our hard-working staff and grassroots volunteer leaders delivered policy results for Arkansas farmers and ranchers in 2018.

Even in down years and after the end of sessions, the Public Affairs and Government Relations staff remain actively engaged in the rule-making process. They continued to monitor and provide input to the Tax Reform and Relief Legislative Task Force, the task force on feral hogs, a new waste tire recycling program and more.

Government Relations and Public Affairs staff also supported the objectives of American Farm Bureau Federation, including regulatory reform; taking an active role in writing the 2018 Farm Bill; working toward meaningful immigration reform; and multiple tax reform measures.

ArFB also held its fourth class of our President's Leadership Council this year, with 23 individuals from around the state attending the three weekend sessions to learn about Arkansas Farm Bureau and advocating for agriculture. Some 520 leaders were present for the 2018 Officers & Leaders conference, our summer conference that featured workshops specifically designed to



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help members with policy development. Meanwhile, 197 members attended the American Farm Bureau Federation convention in Nashville at the beginning of the year.

In January and June, leaders met to review policy related to their specific commodity. Based on the recommendations from county leaders, the staff researched and developed fact sheets that put forth more than 40 unique topics for policy development. The team launched its policy development cycle at our summer Officers & Leaders Conference and more than 90 percent of the counties held policy development meetings during the 2018 cycle.

ArFB hosted a fly-in for new county presidents to Washington D.C. in March. This trip allowed county leaders to come see the scope of what Farm Bureau does. In addition to updates from AFBF, our group was able to meet with all four of our congressional delegation as well as both senators. Additionally, we met with representatives and leaders from the EPA and USDA.

ArFB took a position on two of five state ballot initiatives that were scheduled for a public vote in November. We supported Issue 1 (tort reform), which aimed to cap attorney fees, establish a maximum dollar amount for punitive damages and allow the legislature to set court rules and practices. We opposed Issue 3, a restrictive term-limits amendment. The proposal would have limited legislators to serving 10 years. Both measures were removed from the ballot by the Arkansas Supreme Court.

At the federal level, all of our congressional delegation were recognized as “Friends of Farm Bureau” with special plaques and presentations. The designation is only given to members of Congress who achieve a certain level of support for Farm Bureau’s key votes and very few states honor entire delegations. All four Congressmen and one Senator participated in farm tours organized by ArFB.



PUBLIC RELATIONS

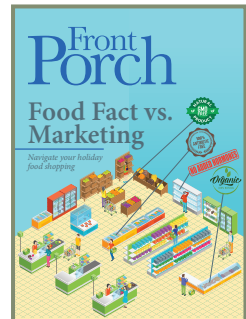
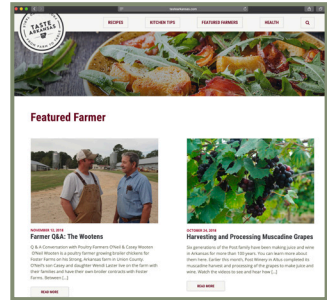
For ArFB Public Relations was a year of transition to a new and very productive team structure that focused on finding and producing more news and feature stories that come directly from the counties and farmers and ranchers around the state.

Announced at the end of 2017, Gregg Patterson, Keith Sutton and Ken Moore assumed senior field communications specialist roles and were assigned to specific regions of the state, where they worked closely with county contacts and ArFB district directors to gather news and produce timely and interesting stories about Arkansas agriculture. Department director Rob Anderson served his first full year as editor of the *Front Porch* and *Arkansas Agriculture* magazines and the department welcomed Matthew Magdefrau as video production intern during the summer and extended his tenure through the end of the year.

Visits to our website and social media channels increased over the past year. Mobile traffic to our website has increased to almost 50 percent of site sessions and social traffic is up an additional 10 percent, following last year's 50 percent increase. In addition, the number of site users and sessions each increased by 7 percent and the "time on site" metric increased 4 percent, highlighting increased engagement.

The dedicated audience for Arkansas Farm Bureau on social media continued to grow. Each of our primary social media accounts – Facebook, Twitter and Instagram – saw a 10 percent increase in followers. Our Facebook page now has a following of 24,393 people, while 4,635 users follow our Twitter account and 1,881 people follow our Instagram account. Use of ArFB's Taste Arkansas website was strong with growth of nearly 50 percent in search traffic and 30 percent in direct traffic, with large seasonal spikes, likely due to searches for holiday or seasonal recipes.

Magazine distribution now stands at close to 190,000 for *Front Porch* and just under 50,000 for *Arkansas Agriculture*. The *Feed* e-letter has around 2,280 subscribers, and the average open rate is between 20 and 30 percent, which far exceeds industry average.



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