

The most people  
on the ground in Illinois,  
covering  
Illinois Agriculture  
for you.



[FarmWeekNow.com](http://FarmWeekNow.com)

**FarmWeek**®

Illinois Farm Bureau  
Mission:

Improve the  
economic  
well-being of  
agriculture  
and enrich  
the quality of  
farm family life.



# TOP 10 WAYS Farm Bureau Works For You

More than four million dollars saved through member benefit programs for farm, family, and home.

Advocating for legislation on state and federal levels that works for farmers.

Making farmers aware of important issues.

Escalating issues that farmers identify as important to agriculture.

Having conversations with consumers about modern farming practices.

Educating youth about the vital role agriculture plays in Illinois.

Training farmers to tell their stories.

Taking urban legislators to farms for firsthand experiences with Illinois agriculture.

Keeping you informed through RFD Radio Network, FarmWeek, websites, smart phone apps, and more.

Providing a place for farmers and their families to collaborate, share ideas, and learn together.

## FARMING • LEARNING AND GROWING TOGETHER



## 2014 Accomplishments



Illinois Agricultural Association®



ALOT participants



IFB Infrastructure Tour 2014



Ryan Tracy, Director of External Affairs, talks with the VP of Produce for Roundys (Corporate Headquarters of Marianos)



Thomas Titus, Logan County, is one of the United States Farmers and Ranchers Alliance new faces of farming and ranching



Young Leaders

## Working Together on Federal Legislation

- Worked to enact the first farm bill in six years that accomplished IFB's priorities of:
  - Strengthening crop insurance.
  - Providing farmers a choice of commodity programs.
  - Streamlining conservation.
- Protected the **Renewable Fuel Standard** - Hundreds of Farm Bureau members called the White House and petitioned to recognize the economic and environmental benefits of a strong Renewable Fuel Standard.
- Worked overtime to **#DitchTheRule** - IFB criss-crossed the state, informed and mobilized volunteers, built coalitions, and flooded the EPA, Congress, and the White House with hundreds of comments and phone calls opposing the EPA's proposed **Waters of the United States** rule.
- Helped Congress pass the first **water resources bill** in seven years that cuts red tape and helps modernize locks and dams on the Upper Mississippi River System.

## ACTIVATOR, Supporting our Friends of Agriculture

- ACTIVATOR endorsements successfully supported 11 of 12 Federal Congressional candidates and 105 of 107 State House and Senate candidates to victory in the 2014 Midterm Election.

## Working Together on State Legislation

- Successfully supported the livestock industry by maintaining the integrity of the **Livestock Management Facilities Act**.
- Worked to ensure smaller farm trucks were given the same considerations from federal standards as larger trucks with the passage of **SB3398**.
- Defended IFB policy ensuring food companies are not required to label for **Genetically Modified Organisms**.
- Maintained support for key programs at the Illinois Department of Agriculture such as:
  - Programs that oversee grain sales and storage through the warehouse inspection programs.
  - Programs providing oversight of sound environmental and animal husbandry practices.
  - Programs that protect our food supply through the meat, poultry, and egg inspection programs.
- Created wildlife regulations allowing for the protection of farmers' livestock and property, when threatened by wild cougars and bears.

## Building Relationships with the Business Community

- 150 connections were made on issues impacting farmers and corporations.
- 600 industry contacts received an IFB quarterly newsletter updating them on important topics.
- IFB reaches out to the food industry, business community, and academia to identify areas of mutual interest, and create working relationships which are vital to expanding the voice and impact of Illinois agriculture.



## Connecting Farmers with Business

- A **Statewide Local & Regional Food Summit** connected farmers with food industry leaders.
- Meet the Buyer** events connected farmers with grocery and food service buyers.
- Veterans learned how to market their products through **Homegrown By Heroes™ Illinois Products Program**.



## Illinois Agriculture in the Classroom

**19% increase** in the number of volunteers at the county level this year, raising the total to 4,503 volunteers.

**15% increase** in number of teachers reached by county programs, totaling 36,074.



## Agricultural Leaders of Tomorrow

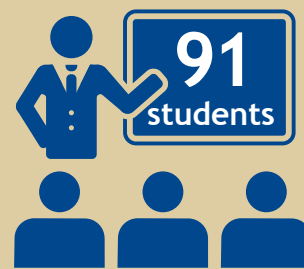
- 1,064 total ALOT program graduates to date. Graduates are well-versed in communication skills, the political process, agricultural economics, and global issues.



- Celebrated 35 years of educating A and M members.

## IAA Foundation

- IAA Foundation awarded \$950,000 in grants, gifts, and scholarships to aid in education, research, and charitable activities that benefit Illinois farm families and agriculture.



91 students were awarded \$193,800 in tuition support and are successfully pursuing higher education.

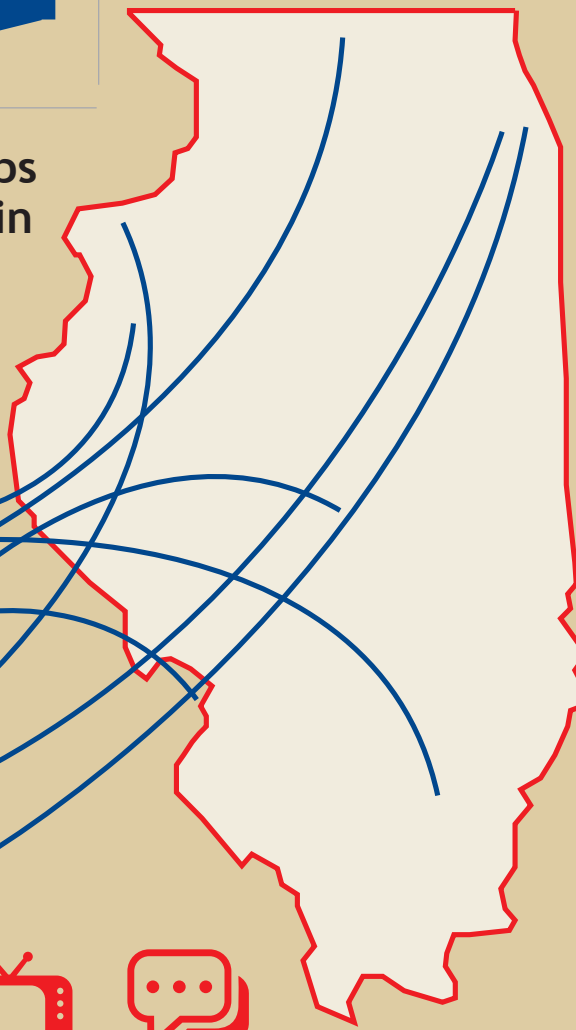
- Thanks to county Farm Bureau® scholarship programs, more than half a million dollars in scholarships are awarded to students each year.



## Regional Advertising Groups (RAG) Invested \$178,000 in Consumer Advertising

RAGs sponsored minor league baseball game nights, museum agriculture exhibits, and TV, radio, and social media advertising.

- Sponsored Farmer Appreciation Nights with minor league baseball teams in Northern and Southern Illinois.
- Sponsored museum projects in Saint Louis, Decatur, and Rockford.
- Radio and TV advertising in the Quad Cities area.
- Radio and social media advertising in the Chicago area.
- Sponsored Brookfield Zoo events in the Chicago area.



## Membership

- IFB achieved **Membership Quota** - first time since 2010.
- More than four million dollars saved through tangible membership discount programs.
- Launched three new Membership Benefits - Polaris, ADT, and Peace of Mind.

## Young Leader Recognitions

Caleb May - National Runner-Up Discussion Meet Contestant.

Harvest for All recognitions:

- Most Dollars Donated on a National Level.
- Most Innovative Project on National Level with **Fill A Ford** promotion.
- National Runner-Up for Hours Volunteered.
- Launched new Harvest for All tractor series.

## Collegiate Farm Bureaus

456 students joined Collegiate Farm Bureaus at Southern Illinois University, Western Illinois University, Illinois State University, and University of Illinois.



## Illinois Farm Families®

- 18 Chicago-area moms toured four farms.
- Nearly 100 percent of Illinois counties participated in a consumer communication event with an IFB Regional Advertising Group, a district-organized farm tour for local moms, or other local events.

