



MICHIGAN
FARM BUREAU®

County Leaders Handbook



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Welcome Aboard!

Congratulations on being elected to serve on your county Farm Bureau board of directors! I'd like to personally welcome you to this leadership role and express my appreciation for the important work you're about to undertake. As you know, the Farm Bureau grassroots process is essential to the success of our organization and we want to see you succeed on the local level.



Along with your regional manager, there are many staff within the organization available to help you with various topics or needs, should you require it.

I look forward to working with you and the rest of your county's board members. Thank you again for taking an important leadership role in this organization.

Sincerely,

Handwritten signature of Carl Bednarski in black ink.

**Carl Bednarski
President, Michigan Farm Bureau Family of Companies**



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Role of a Board Member

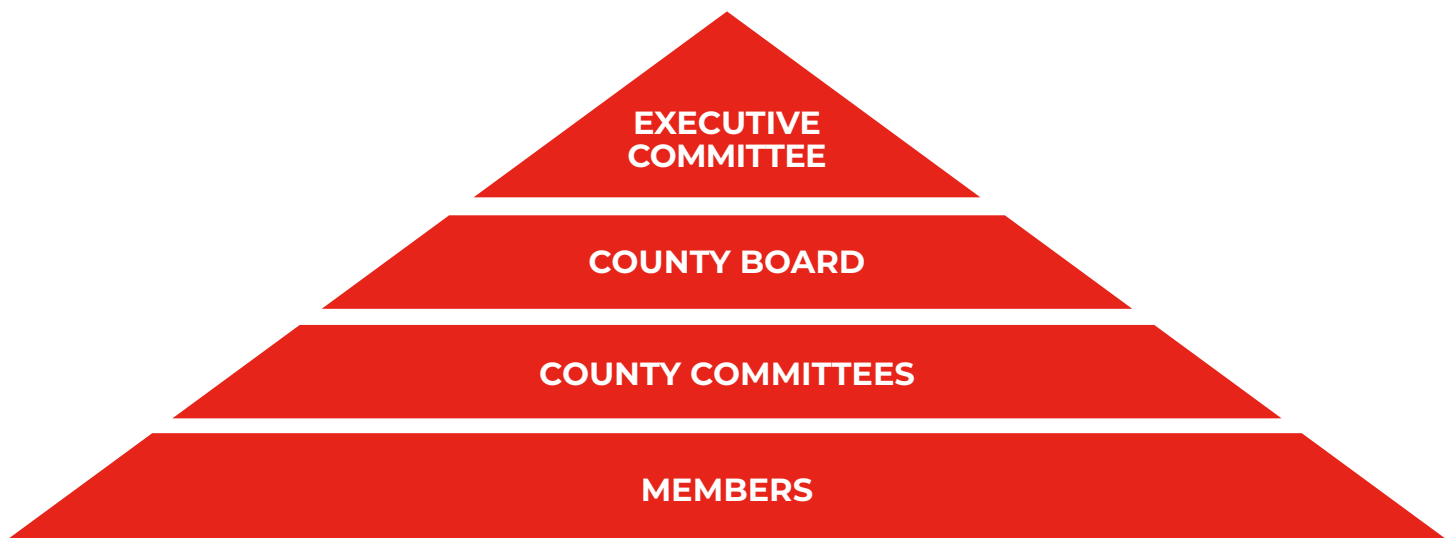
County Farm Bureaus are the foundation of our organization. Your service to the board of directors is vital in carrying out our mission, and in providing direction and new ideas. This booklet is a resource to aid in your leadership development, organizational understanding, and general success as a board member.

County Board Structure

The county Farm Bureau board of directors consists of a president, vice president, third member, Promotion & Education representative, Young Farmer representative, and at-large members. These leaders are elected by their county, and serve on a volunteer basis.

Elections for board of directors takes place during the county Farm Bureau annual meeting. Terms for members on the board of directors are determined by the county bylaws.

The county Farm Bureau board executive committee — which consists of the president, vice president and third member — has the power to appoint committees as needed, subject to the approval of the board of directors. They also have the power to make decisions or take action on items between board meetings.



Primary Responsibilities of Board Members

Sitting on the county Farm Bureau board of directors is a prestigious role. You serve as a leader not only in the Farm Bureau organization, but also in your community. As a board member, you have many responsibilities including:

- Regularly attending county board meetings
- Acting in good faith of the organization in accordance with the legal duties of an officer
- Being mindful of agricultural issues within the county
- Recognizing membership as fundamental to the success of the organization
- Supporting programs and activities of the county Farm Bureau
- Providing supervision and direction of the financial matters of the county Farm Bureau
- Encouraging member involvement and retention
- Actively supporting the policies of the organization
- Behaving in a professional manner when representing the organization
- Delegating appropriate responsibilities to other leaders in your organization

Organizational Discipline

All issues and topics that Michigan Farm Bureau has a position on can be found in the MFB Policy Book. The policy book is updated annually through an entirely grassroots process. This process strengthens our organization's ability to influence others because it's member-developed and voted on. The resulting policies send a consistent message and unified voice throughout the agriculture industry.

The policy process follows a rich history and tradition that has commanded respect and clout in many political circles. The same can be said for our candidate evaluation process and AgriPac endorsements.

Even with these time-tested processes in place, there is sometimes disagreement on Farm Bureau's policy positions or candidate endorsements among individual members or commodity groups.

It is our hope that as an elected representative of the county Farm Bureau, you will do your best to uphold the unified interest of the organization as a whole.

Farm Bureau Code of Conduct

The code of conduct for board members is the expectation that all individuals can work in an environment of dignity and respect. Breaking the code of conduct can lead to harassing behaviors and a breakdown of trust. As a director of your county Farm Bureau, you should strive to represent yourself as well as the farmer members of your community in a professional and respectful manner. Farm Bureau is an organization for all, with the sole interest of promoting and protecting agriculture. As such, we do not discriminate or tolerate discrimination against any groups or individuals. The code of conduct is based on the MFB values: respect, excellence, leadership, integrity and service.

As a board member, you have a duty to create and sustain a safe environment. This means:

- Understanding what harassment is
- Being aware of how your behavior affects others
- Setting a good example
- Holding each other accountable
- Making sure everyone understands the organization's expectations

Directors and Officers Liability Program

Michigan Farm Bureau (MFB) provides a directors and officers liability insurance policy as well as an employment practices liability insurance policy for the benefit of all county Farm Bureaus.

Directors and officers liability insurance covers defense costs and damages arising from wrongful acts, allegations and lawsuits against an organization's board and officers.

Employment practices liability insurance includes coverage for defense costs and damages related to various employment-related claims, including allegations of wrongful termination, discrimination, workplace harassment and retaliation.

Legal Duties of a Director of any Corporation

In accordance with *Nonprofit Corporation Act of Michigan*, Act 162 of 1982, all nonprofit corporation directors or officers are to conduct their duties in a manner of good faith, with the care a prudent person would exercise, in the best interest of the organization.

Duty of Diligence

Directors must use the same care that a reasonably prudent person in a similar position would use under similar circumstances. Directors must act in good faith and in the best interests of the county Farm Bureau. This duty demands not only reasonable behavior on matters submitted for approval, but also requires inquiry and monitoring of company affairs.

Duty of Loyalty

Directors cannot use their position to further a private interest. Directors owe an undivided loyalty to the county Farm Bureau and there can be no conflict of interest. Examples of prohibited conduct are:

- Directors may not realize unfair gain through personal transactions with, or on behalf of, the county Farm Bureau.
- Directors may not usurp a county Farm Bureau opportunity.

Duty of Obedience

Directors are required to perform their duties in accordance with applicable statutes and the terms of the corporate charter.



Bylaws and Agreements

Just a few key documents define your county Farm Bureau, detailing its rules, duties, responsibilities and procedures. Think of them as your founding documents — your Constitution and Bill of Rights — as they outline the essential structure and relationships of your organization.

Bylaws

Bylaws are the rules adopted by the county Farm Bureau that govern its operations. These bylaws form the basic structure of the county Farm Bureau, outlining a number of specific rules that the organization must follow. The county Farm Bureau bylaws provide an outline for how all procedures should be handled. It is important that county Farm Bureau boards regularly review their bylaws to verify that the county is operating in compliance with these rules.

The process to change the bylaws is outlined within the bylaws themselves. Changes are usually developed by a bylaw review ad-hoc committee, which is appointed by the board, and then adopted by the county Farm Bureau members at the county annual meeting.

The bylaws of both the state and county organizations include:

- Membership qualifications
- Voting rights
- Election process
- Quorum
- Annual meeting procedures
- Special meeting procedures
- Board of director structure
- Terms of directors
- Committees
- Dues

Relationship Agreement

The County Farm Bureau Relationship Agreement exists between all county Farm Bureaus and Michigan Farm Bureau (MFB). This agreement establishes duties, responsibilities, and operational procedures between the two entities. In other words, it tells us what each party is responsible for and how we work together effectively. Some of the major responsibilities outlined in the agreement include:

County Responsibilities

- Accept membership classification
- Appoint a membership committee
- Accept MFB dues structure
- Maintain certain records
- Establish organizational activities
- Plan and conduct an annual membership campaign

MFB Responsibilities

- Conduct programs consistent with policy
- Provide staff to assist counties
- Assist with the membership campaign
- Maintain billing system
- Conduct annual review of the county administrative manager

Insurance Partnership Agreement

The Insurance Partnership Agreement exists between the county Farm Bureau, Michigan Farm Bureau and Farm Bureau Insurance of Michigan (FBI). The primary purpose for this agreement is to make sure FBI and the counties are promoting and supporting each other at all times.

Items covered under the agreement include sponsorship funding, county staff's responsibility to promote membership and member benefits to the agents, working with your managing partners, promoting FBI, and computer and printer support. Following this agreement will help your county build a trusted relationship with your agents and their staff — who sell the majority of Farm Bureau memberships — and can benefit your county.

Health Insurance Soliciting and Servicing Agreement

County Farm Bureaus have the option of entering into the Health Insurance Soliciting and Servicing Agreement, which allows county administrative managers (CAMs) to sell and service health insurance coverage such as Medicare, dental, and other ancillary health insurance products to provide additional sources of revenue to the county Farm Bureau. This income may be used to offset the CAM's salary, county programs, and more. Counties are responsible for marketing the products, as well as keeping their staff licensed and up-to-date with required continuing education credits. Counties are also held to selling minimums on an annual basis and will work directly with the health services department on maintaining these numbers.

Administrative and Management Service Agreement

The administrative and management service agreement is for county Farm Bureaus with a Michigan Farm Bureau (MFB)-employed county administrative manager (CAM). Once a county enters into this agreement, MFB will hire a qualified county administrative manager/coordinator on behalf of the county Farm Bureau. The county executive committee sets priorities and provides direction for the CAM, while MFB handles all human resources functions, payroll and taxes. See *Roles of County Staff* for more information. Items covered under the agreement include:

- Vacancies
- Sick time
- Vacation time
- Time card approvals
- Insurance policies management
- Group auto insurance discounts
- Discipline/termination
- Performance appraisals
- Personnel policy management
- Flex spending accounts
- 401K

Other Policies and Agreements

It is recommended that the county Farm Bureau considers adopting a handful of additional policies and agreements.

Financial Policy

The county Farm Bureau must be committed to responsible financial management. The board of directors, county administrative manager and other staff work together to ensure that all financial matters of the organization are addressed with care, integrity, and in the best interest of the county Farm Bureau. The financial policy helps outline county policy and procedural guidelines including: protecting county Farm Bureau assets, ensuring the maintenance of accurate records of financial activities, providing a framework of operating standards and behavioral expectations, and ensuring compliance with legal and reporting requirements.

Investment Policy

The board of directors determines how to invest the county Farm Bureau's money. The investment policy helps guide those decisions by setting forth the investment objectives and parameters for the management of county Farm Bureau funds. The investment policy is designed to safeguard funds on behalf of the members to assure the availability of operating and capital funds when needed and to ensure invested assets are used to satisfy the mission of the county Farm Bureau.

County Personnel Policy

County Farm Bureaus that hire their county administrative manager (CAM) directly are responsible for putting together an employee handbook that outlines policies, procedures and benefits offered. This handbook is not intended to serve as a contract of employment. Some of the topics covered within the handbook are: harassment policy, dress code, hours of operation, holiday and vacation schedule, benefits, funeral and jury leave policy, and corrective action procedures. Whenever any of these topics need to be discussed, the CAM will work directly with the county president or executive committee.

County Conflict of Interest Policy

The purpose of this policy is to protect the county Farm Bureau's interests and the integrity of its decision-making processes. Under the conflict of interest policy, individuals covered — directors and officers of the county Farm Bureau, the CAM, and any additional employees designated — must disclose any financial interest that they (or a member of that person's immediate family) have in any transaction or business arrangement existing or being negotiated with the county Farm Bureau. The CAM is responsible for making sure that the county Farm Bureau board of directors sign a conflict of interest statement annually each fall after the county reorganization.

Harassment Policy

The harassment policy expresses our commitment to maintain a workplace that's free of harassment, so our employees can feel safe and happy. We will not tolerate anyone intimidating, humiliating or sabotaging others in our workplace. We also prohibit willful discrimination based on age, sexual orientation, ethnicity, racial, religion or disability. The policy defines harassment in the workplace, how to properly address and report harassment, and disciplinary actions for offenders. This policy should be reviewed on an annual basis.

Lease Agreement

County Farm Bureaus that rent space to or from a Farm Bureau Insurance agent or outside entity are strongly encouraged to have a lease agreement in place. This agreement helps iron out details such as: *Will you get a key to the office? Do you have access to the board room? Who is responsible for buying office supplies and light bulbs? Who is responsible for snow removal?* These questions can become areas of contention and need to be clearly spelled out to make sure all parties are working together effectively. Michigan Farm Bureau (MFB) has a sample lease agreement that counties are able to utilize. Once signed by both parties, a copy of that agreement should be sent to the MFB county services department.



All existing county Farm Bureau bylaws, policies and agreements, along with templates for documents are available through your county office. Contact your CAM for assistance.



Role of County Staff

The county administrative manager (CAM) plays an important role in the county Farm Bureau, supporting its programs and events, its board of directors and, most importantly, its members.

Employment Options

CAMs are either employed by Michigan Farm Bureau (MFB) or the county Farm Bureau. In either scenario, the county Farm Bureau remains in control of daily activities and duties. Currently, around 80% of CAMs are MFB-employed and 20% are county Farm Bureau-employed.

MFB-employed CAMs

If employed by Michigan Farm Bureau, the relationship is managed through the administrative and management service agreement, which is an arrangement similar to contract labor. MFB is responsible for managing the employee, however, the day to-day-direction of the employee comes from the county Farm Bureau. Under this agreement, MFB manages all the human resources functions, payroll, and taxes for the county employee. The program ensures that employees are managed legally and provides consistent salaries, benefits, vacation time, and personnel policies. In this scenario, the CAM's supervisor remains consistent regardless of changing county Farm Bureau leadership. Most importantly, it allows county presidents to dedicate their time to agriculture.

County-employed CAMs

If employed by the county Farm Bureau, the county executive committee is in charge of day-to-day direction of the CAM and all human resources (hiring, firing, discipline, personnel policies, workers compensation, unemployment, sick time, vacation time, etc.), payroll and tax functions for the employee. ADP is the payroll provider for all MFB CAMs. MFB recommends county Farm Bureaus use PayEntry for county CAMs.

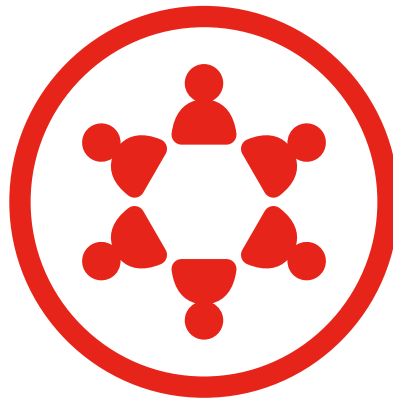
CAM Roles and Duties

Your CAM serves a dual role within your organization. First and foremost, they serve as your secretary and treasurer to handle finances and legal documents. Second, and their primary daily role, is as the administrator of all county programs, office functions, board and committee support, and member content information. Some of the standard CAM duties include:

- Updating member information and generating reports in iMIS and Guidewire
- Managing QuickBooks, paying bills, entering deposits, running month-end reports
- Supporting programs and events (sending invites for county events, booking venues, planning, working with committee chairs, etc.)
- Supporting the county board of directors (monthly meeting preparation, minutes, financial reports, etc.)
- Handling member benefit inquiries

Working with your CAM

Your CAM is here to help you navigate your new role as a county leader — do not hesitate to reach out to them when questions arise! Be sure your CAM knows how to contact you and that you check in with them regularly to help them understand the goals of the county Farm Bureau and your expectations of their role.



County Committees

County committees are groups of members selected and appointed by the county Farm Bureau to meet specified goals and objectives. Committees determine their own leadership structure, establish their own programming, and hold their own meetings.

Committee Structure

A county committee is made up of members who are appointed by the county Farm Bureau board of directors. A committee appointment can be made any time the board deems necessary.

Committees should be reviewed at least once a year to remove members who are uninvolved or disinterested and add people who will bring new ideas and a fresh perspective. Typically, committee review and reappointments occur in December or January.

Committee Funding

The annual county Farm Bureau budget established by the county board of directors should include funding for committees. Budgeted funding allows committees to operate independently of the county board in order to achieve their goals. Funding can be established in the budget as a standing line item, or be requested as needs arise. A committee should know what financial resources are available for them to use — the board should always strive to be transparent and honest in regard to financial direction. Typically, county Farm Bureaus begin budgeting in June or July for the upcoming fiscal year beginning on September 1.

Committee Expectations and Support

The county Farm Bureau board of directors sets expectations for and provides general guidance to committee leaders. Sharing the big-picture vision for the committee will help its programming stay aligned with the county Farm Bureau mission. Written reports to the board are encouraged for the board to stay up-to-date.

It's also important for the committee to communicate its needs to the board, so the board can provide support as needed. The county board of directors can support committees by promoting committee activities and events, volunteering at committee activities and events, surfacing potential committee members, and offering administrative support from the county administrative manager.

Standing and Ad-hoc Committees

Standing committees are the basic committees that every county Farm Bureau has at any given time. These specific committees are supported through program managers and various departments at Michigan Farm Bureau. These committees are outlined on the following pages.

Ad-hoc committees are formed for a specific objective and are dissolved after its completion. The decision to have ad-hoc committees is at the discretion of each county Farm Bureau. These committees can be established at any time by the county Farm Bureau board of directors.

Candidate Evaluation Committee

Michigan Farm Bureau Support Department:

Public Policy & Commodity Division

Purpose

The candidate evaluation committee (CEC) evaluates the state and national candidates who, if elected or re-elected to public office, represent all or a portion of their county. Following their evaluation, the committee decides which candidate to *recommend* for an AgriPac endorsement for a specific public office.

Suggested Structure

Committee members should be regular members appointed by the county Farm Bureau board of directors.

Tips for Success

- Evaluate candidates in a non-partisan manner to determine which candidates will best represent agriculture.
- Interview candidates face-to-face.
- Provide the AgriPac Committee with details on why your committee is making certain recommendations.
- Use all the tools available (CEC Planning Guide, interviews, vote records, AgriPac questionnaire, etc.) to make informed recommendations.
- Meet the established deadlines.
- Attend the training session.

Examples of Activities

- Attend the training session.
- Schedule interview meetings with candidates.
- Review vote records, AgriPac questionnaire, etc.
- Participate in activities to help get AgriPac-endorsed candidates elected.

Membership Committee

Michigan Farm Bureau Support Department:

Membership Development Department

Purpose

The membership committee is charged with the planning and conducting of the annual county membership campaign. The membership campaign should ensure continued membership growth by retaining previous years' members and acquiring new members for the current year. The committee's success relies on the involvement of the board in the retention and involvement of members, including current, uninvolved, and prospective members.

Suggested Structure

The county president, in conjunction with the membership captain, should appoint the membership committee with final approval by the board of directors. Geographic location, age, commodity interest, and skill set should be considered when assembling this committee to guarantee the county's membership is well-represented.

Most membership committees have four to eight members and serve for a term of one year. Membership committee members should be selected as early as possible in order to allow committee members to fulfill their responsibilities, which may include attending training in mid- to late-fall.

Tips for Success

- A membership captain who is on the board can be beneficial to help with retention and involvement efforts at board meetings.
- Fill out the membership retention plan with the board, then regularly work it throughout the year with the committee, board, and CAM.
- Ask committee and board members to personally invite members to your membership event.
- Have your CAM pull monthly reports from iMIS to show you new members, inactive members, etc.

Examples of Activities

- Membership appreciation picnic
- Ice cream social
- Barn dance
- Transportation meeting
- Safety seminar
- Estate planning seminar
- Chili cook-off

Nomination Task Force

Michigan Farm Bureau Support Department:

Field Operations Division

Purpose

The role of the nomination task force is to provide a fair process that provides an opportunity for any interested and qualified farmers to serve on the board of directors. Its purpose is to solicit, screen, interview, evaluate, and present a slate of qualified candidates for election.

Suggested Structure

A board member (preferably the vice president) should serve as the task force chair. Other task force members can include non-board members and even non-members, if the board determines it appropriate. The task force should consist of three to five people, including the chair. The task force should begin their work no later than 60 days prior to the annual meeting. Lastly, task force members should be people who know what the board needs, know lots of people, are willing to do the work, and aren't afraid to ask people to volunteer.

Tips for Success

- Utilize the county board member recruitment toolkit resources (can be accessed through your CAM or regional manager) to assist your county Farm Bureau with identifying and recruiting future county Farm Bureau board members.
- Have a clear understanding of the election requirements and bylaws.
- Target outstanding farmers to be candidates for election.
- Identify potential candidates at a board meeting.
- Task force members should be outgoing and willing to ask candidates face-to-face.
- Be prepared to explain the role of a board member.
- ASK! Seal the deal and follow up as needed.

Leadership Succession Planning

Having a succession plan on the farm or in any ag business is essential to longevity. The same goes for the county Farm Bureau. It's important to identify the strengths and weaknesses of the current leadership, and to have a clear vision for the future. By being prepared to transition leadership in the next direction, a county Farm Bureau sets a plan in place for who will move into open executive positions. A great place to discuss this is during county goal setting or nomination task force meetings.

Examples of Activities

- Have a conference call with the committee to establish election needs.
- Contact farmers in the community about serving on the board.
- Give a report to the board.
- Give a report at your county annual meeting.

Public Policy Committee

Michigan Farm Bureau Support Department:

State and National Government Relations Departments

Purpose

The public policy committee is responsible for developing relationships with elected officials.

Public policy committees are not intended to be policy issue experts; their task is to establish and enhance the county Farm Bureau's relationship with local, state and national elected officials.

Suggested Structure

County public policy committees consist of two to three individuals focused on developing relationships with elected officials. Members are selected for their qualifications and respect within their community, and for their willingness to support their Farm Bureau policy. The committee should represent the different areas of the county and its demographics, as well as the major commodities produced.

Tips for Success

- Identify people who have an interest in policy and politics.
- Focus on building relationships with local, state and federal elected officials. It is easier to have a discussion when a challenges arise if a strong relationship has already been established.
- Identify emerging township and county issues for member engagement.

Examples of Activities

- Meet with county board of commissioners, road commission, sheriff and drain commissioner at least annually.
- Host a legislative breakfast(s) for members to discuss issues with local, state and federal officials.
- Host a farm tour to create first-hand awareness for local officials. Don't tell them; show them.
- Attend coffee hours of elected officials or township/county board meetings to stay current on local events.
- Attend and/or assist in identifying members to attend Lansing Legislative Seminar and Washington Legislative Seminar.
- Host a dinner on the farm event with your member of Congress.

Policy Development Committee

Michigan Farm Bureau Support Department:

Public Policy & Commodity Division

Purpose

The farmer member-controlled grassroots policy development process is a point of pride for our organization. Our policies are developed through individual member participation, including the study, debate and development of policy recommendations at the local, state, and national level. This bottom-up grassroots process results in positions that have been well-vetted, are clear, reasonable, and responsible.

Central and pivotal to the success of this process is an active and engaged local policy development (PD) committee.

These committees have the responsibility to surface and study local, state or national issues, and then draft a slate of well-considered policy recommendations for consideration by members at the county annual meeting.

Suggested Structure

Your local policy development committee should include several members who are representative of the different areas of the county, the major commodities grown, and the demographics of their agricultural community.

Tips for Success

- The county board of directors is encouraged to surface hot topic issues at each of their board meetings throughout the year and then provide that list to the policy development committee chair to help them get the process started.
- Hold informational meetings on an issue(s) important to local farmers.
- Survey members in your county for policy development issues.
- Engage Young Farmer members with a policy development workshop geared towards them.

Examples of Activities

- Draft a committee policy development plan to present to the board.
- Attend and participate in Farm Bureau meetings.
 - Examples include regional or district probable issues/policy development meetings.
- Review current policy and policy suggestions from other Farm Bureau committees/groups.
- Participate in committee meetings to discuss issues and craft resolutions.
- Attend and present resolutions to members at your county Farm Bureau annual meeting.
- Attend the MFB Annual Meeting delegate session.

Promotion & Education Committee

Michigan Farm Bureau Support Department:

Promotion & Education Department

Purpose

The mission of the Michigan Farm Bureau Promotion & Education (P&E) committee is to be the voice for agriculture while educating consumers about our industry.

The P&E committee's vision is for its volunteers to be the best equipped to speak and advocate on behalf of agriculture in Michigan.

Suggested Structure

The committee should be appointed by the county president with board approval. A chairperson should be named, according to county bylaws. Committee members should lead at least one project for the committee, or work with other members as project leaders. Project leaders should recruit ad-hoc project team members who work together to accomplish the goals of the committee. Appointees to the P&E committee should be interested in promoting agriculture and Farm Bureau through educational programs. They should enjoy working with a variety of people and be willing to assist in the organization of events.

Tips for Success

- Develop programming for the P&E committee that fits the needs of your county Farm Bureau. Submit this program of work to the county board for approval.
- Keep the county Farm Bureau board of directors abreast of P&E activities and involve the board in those activities.
- Review the P&E committee handbook or other project guidebooks to help direct event planning.
- Utilize our online resources such as the P&E store, website, and social media pages.
- Connect with your state P&E committee member(s) and your regional manager to engage with others in the district.

Examples of Activities

- Project RED
- Ag Awareness Days
- Agriculture in the Classroom outreach with schools
- Volunteering with the FARM Science Lab
- Consumer outreach at fairs, festivals, farmers markets, grocery stores, etc.
- Agricultural safety events
- Voice of Agriculture Conference
- Consumer engagement through social media and traditional media

Young Farmer Committee

Michigan Farm Bureau Support Department:

Young Farmer Department

Purpose

The Young Farmer (YF) committee is charged with providing opportunities for leadership development and involvement for farmer members aged 18-35. The committee should provide programs and events that actively engage young farmers in the county Farm Bureau and the organization at large. The YF committee is an integral part of the entire Farm Bureau program.

Suggested Structure

It is recommended that the county Farm Bureau president annually appoint a county Young Farmer (YF) committee comprised of three to ten young adults with approval of the board. A chairperson should be elected by the YF committee, according to county bylaws. It is recommended that the county committee chair serve on the county Farm Bureau board in a voting capacity, according to county bylaws.

Tips for Success

- Develop a plan of work for the Young Farmers in the county and submit it to the board of directors for their approval.
- Establish a relationship with local Collegiate Farm Bureau chapters, 4-H Clubs and FFA chapters and support their activities.
- Participate in and promote district and statewide Young Farmer activities.
- Attend a planning meeting with your state Young Farmer committee member(s) and regional manager to collaborate and build relationships with your fellow Young Farmers.
- Chairs should attend monthly board meetings and report on Young Farmer activities.
- County boards should offer assistance and support to Young Farmers as they plan and execute activities.
- Take full advantage of Young Farmer Leader Conference core program spots and seek ways to engage county attendees following the event.

Examples of Activities

- Involve Young Farmers in the activities of the organization: policy development, membership, legislative initiatives, commodity advisory committees, Promotion & Education, etc.
- Districtwide engagement events that couple activities of the organization with a social/networking aspect. These are coordinated by state Young Farmer committee members and county YF chairs.
- Young Farmer Leaders Conference: February
- District Young Farmer Discussion Meets: March–June
- Young Farmer Awards: February–March
- MFB State Annual Meeting: November–December



Michigan Farm Bureau

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MFB Basics

For more than 100 years, Michigan Farm Bureau (MFB) has been the voice of Michigan agriculture. MFB is the state's largest and most impactful agricultural organization, representing farms of all types, sizes and production styles. Its members come from every corner of the state and every walk of life.

Mission

The purpose of the Michigan Farm Bureau is to represent, protect, and enhance the business, economic, social and educational interests of our members.

Purpose

To serve farmer members.

Vision

To be the largest, most influential and respected voice for Michigan agriculture.

Values



RESPECT

For our members and each other. Show it. Earn it. Live it.



EXCELLENCE

Continuous improvement to be the best at everything we do.



LEADERSHIP

Be intentional, confident and an example that empowers others.



INTEGRITY

We commit to honesty and sincerity in all that we do.



SERVICE

Committed, accountable and selfless action for our members and our team.

Core Strengths

-  Leadership Development
-  Grassroots Advocacy
-  Telling the Story of Michigan Agriculture



Legacy

Farm Bureau members advocate year-round on behalf of farms and agribusinesses. From identifying farm-friendly candidates to supporting or opposing legislation or regulation in line with member-developed policy, county Farm Bureaus constantly seek ways to better Michigan agriculture and protect its ability to grow safe, abundant and affordable food. What follows is a small sample of our most significant historical legislative accomplishments.

1974

Farmland and Open Space Preservation

Commonly known as PA 116, the Farmland and Open Space Preservation Program was designed to preserve farmland and open space through agreements that restrict development and provide tax incentives for participation. More than 3.3 million acres are enrolled in the program.



1981

Right to Farm

The Right to Farm Act was designed to help protect farmers and their farms from nuisance lawsuits. At the time of its adoption, residents new to the rural environment found themselves downwind from pre-existing farms. Odor complaints, noise complaints and ecological concerns led to lawsuits, forcing many farmers into expensive and stressful litigation. The law protects farms that meet Generally Accepted Agricultural Management Practices (GAAMPs) from nuisance lawsuits.



1994

Proposal A

Proposal A was approved by Michigan voters to reform the state's educational finance system from one that disproportionately affected farmers because it was previously funded by property taxes.

Farmland was given new classification that allows for an exemption of up to 18 mils from school millages. The exemption protects large land producers from excessive taxation, while providing benefits to smaller agricultural producers in ensuring a lower cost in farm maintenance.



1996

Project GREEN

Project GREEN—Generating Research and Extension to meet Economic and Environmental Needs—is Michigan's plant-agriculture initiative housed at Michigan State University. The program is a cooperative effort established by commodity groups and businesses in cooperation with MSU AgBioResearch, MSU Extension and the Michigan Department of Agriculture and Rural Development. It's designed to benefit plant-based agriculture through a focus on research and educational programs, ensuring and improving food safety, and protecting and preserving environmental quality.



2001

Farm Vehicle License Plate

The farm plate program was designed to better reflect the seasonal use of many farm vehicles by charging registration fees that reflect only the amount of time farm vehicles are in use, as well as the distance farm vehicles travel. It also exempts farm equipment from state truck weight laws that require different fees based on weight and number of axles.



2003

Farm Produce Insurance Authority

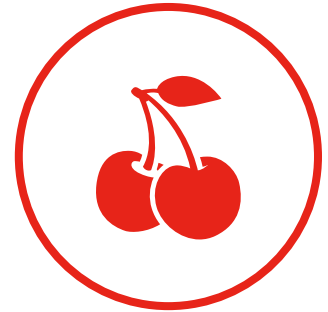
The Farm Produce Insurance Act was established to protect producers from losses due to lack of payment in the event of a grain dealer's financial failure. In the event of a failed grain cooperative or similar operation, farms can apply to receive a refund on lost product.



2004

Specialty Crop Block Grant

The Specialty Crop Block Grant Program was created to enhance the competitiveness of specialty crops including fruits, vegetables, tree nuts, dried fruits, horticulture and nursery crops. Funding granted through the program can be used to begin a new farm or expand an operation to meet different needs.



2008

Water Withdrawal Assessment Tool

The Water Withdrawal Assessment Tool program was created to better reflect the seasonality of agriculture's large-quantity water withdrawals and ensure water access for farms. The program also ensures withdrawals will not adversely impact nearby water resources.



2011

Michigan Agriculture Environmental Assurance Program

The Michigan Agriculture Environmental Assurance Program (MAEAP) was placed into state law as an innovative, proactive program that helps farms of all sizes and all commodities voluntarily prevent or minimize agricultural pollution risks.

MAEAP's mission is to develop and implement a proactive environmental assurance program ensuring that farmers are engaging in cost-effective pollution prevention practices and working to comply with environmental regulations.



2012

Agriculture Disaster Loan Program

The Agriculture Disaster Loan Origination program was established to provide state funding to help farmers secure loans in the event of crop damage caused by natural disasters.



2014

Michigan Alliance for Animal Agriculture

The Michigan Alliance for Animal Agriculture was established as a partnership among the state’s animal agriculture sectors and MSU’s College of Agriculture and Natural Resources, College of Veterinary Medicine, AgBioResearch and Extension. The alliance funds proposals designed to enhance animal agriculture research focused on disease, feed efficiency, care, pest and predator management, wildlife impacts and potential impacts of invasive species.



2018

Sales and Use Tax Exemption

Michigan’s agriculture sales and use tax exemption was affirmed and updated to prevent misinterpretation of the law by the Department of Treasury and ensure farm-related equipment and technology purchases are not subject to the taxes. The law gives farmers the ability to reinvest in their farms, so they can keep providing safe, abundant and affordable food domestically and internationally.



2020

Career and Technical Education

Farm Bureau supported legislation enabling career and technical education students, like those enrolled in agriscience programs, to permanently count those courses toward the state’s high school graduation requirements.



To learn more about advocacy accomplishments and activities, visit new.michfb.com/agriculture/political-action.



Organization Structure

Michigan Farm Bureau's Board of Directors is made up of farmer members who are elected to set priorities and to lead the organization. Michigan Farm Bureau's staff plays a supporting role, helping advance the organization's goals at the county, state and national level. Michigan Farm Bureau's affiliate companies were created to fill members' needs for insurance products, commodity marketing, and funding for educational and charitable activities.

Board of Directors

- One director from each of MFB's 12 districts, each serving two-year terms
- Two directors-at-large, each serving two-year terms
- Young Farmer representative (chair of the state Young Farmer committee), serving a one-year term
- Promotion & Education representative (chair of the state Promotion & Education committee), serving a one-year term
- President, serving a two-year term in a director-at-large capacity

Michigan Farm Bureau Divisions and Centers

Field Operations Division

- Field Training
- Events
- Membership
- County Services
- Member Savings
- Regional Managers

Center for Education and Leadership Development

- Michigan Foundation for Agriculture
- Promotion & Education
- Young Farmer Program
- High School and Collegiate Programs
- Michigan Agriculture in the Classroom
- Agent Charitable Fund
- Michigan Ag Council

Center for Marketing and Media

- Member Publications
- Media Relations
- Advertising
- Video Services
- Print and Digital Design Services
- Centralized Print and Mail Services

Public Policy and Commodity Division

- State and National Government Relations
- Industry, Conservation, and Regulatory Relations
- External Executive Management Services
- Policy Development
- Elections and AgriPAC

Financial Services

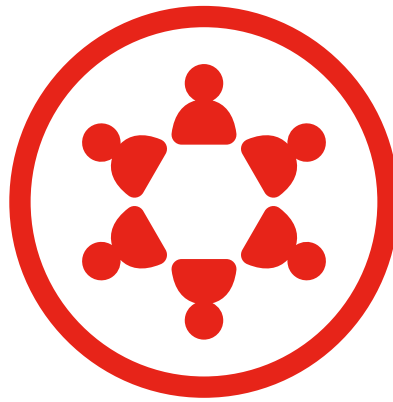
- Financial Reporting
- Accounting & Taxes
- Payroll Services

Center for Technology

- iMIS Database
- Membership Data/Reporting

Affiliate Companies

Over the past century, affiliate companies have been formed to provide financial stability to the organization and provide members with needed products and services. Formed through policy and decided upon by the members, these affiliate companies are owned by Michigan Farm Bureau. A majority of the directors of each affiliate company board are farmers from the MFB board of directors. Affiliate companies include: Farm Bureau Insurance of Michigan, Michigan Agricultural Cooperative Marketing Association, and Michigan Foundation for Agriculture.



State Committees

Much like county Farm Bureaus, the Michigan Farm Bureau Board of Directors appoints various standing and ad-hoc committees to carry out the work of the organization.

County Farm Bureaus are encouraged to invite the committee representatives from their area to attend related county activities. Some of the major standing committees are outlined in this section.

Promotion & Education Committee

This 15-member committee consists of one representative from each of the 12 districts and three at-large members. The committee is responsible for carrying out statewide programs related to the promotion of agriculture and assisting county Farm Bureaus in developing successful county Promotion & Education committees. One representative from this committee serves on the Michigan Farm Bureau Board of Directors.

Young Farmer Committee

This 15-member committee consists of one representative from each of the 12 districts and three at-large members, all between the ages of 18-35. The committee is responsible for developing future leaders for the organization through coordinating statewide activities for Young Farmers and assisting county Farm Bureaus in developing successful county Young Farmer committees. One representative from this committee serves on the Michigan Farm Bureau Board of Directors.

Membership Advisory Committee

This 12-member committee consists of one representative from each of the 12 districts in the state. The committee helps provide insight from a regular-member perspective on the membership campaign and membership in general. The committee members also act as the liaison between their district's membership captains and share feedback and ideas from the field. This advisory committee also provides insight on member engagement, member benefits/savings, and value for the membership.

Policy Development Committee

This 21-member committee consists of a representative from each of the 12 districts, two members from the state at-large, three Young Farmers, one from the P&E program, and three members of the Michigan Farm Bureau Board of Directors. The purpose of this committee is to develop state and national policy recommendations based on those resolutions developed by the county policy development committees and approved at county Farm Bureau annual meetings. The committee also reviews policy recommendations from MFB's 13 Commodity Advisory Committees.

AgriPAC Committee

Working with recommendations from county Farm Bureau candidate evaluation committees, AgriPAC evaluates and endorses state and federal candidates whose positions are consistent with Farm Bureau policy. The 14-member AgriPAC committee consists of 12 district representatives and two at-large members.

Commodity, Marketing and Issue-Based Advisory Committees

These committees provide an opportunity for members who are vitally interested in specific agricultural commodity issues and cross-commodity issues to further develop Farm Bureau policy and our agricultural industry. Committee members must be regular Farm Bureau members and commercial producers of the specific commodity. Committee members are appointed by the Michigan Farm Bureau president, selected from nominations from county Farm Bureau presidents or MFB board members, and serve for a term of two calendar years. Consideration for appointment includes geographic location, age of operator, and size and type of operation to ensure diversity of commodities and direct marketing alternatives are represented. The 13 committees are: Aquaculture; Dairy; Direct Marketing & Agritourism; Dry Bean & Sugar Beet; Economic Development; Equine; Feed Grains, Oilseeds & Wheat; Forestry; Fruit & Vegetable; Labor; Livestock & Poultry; Natural & Environmental Resources (NERAC); Nursery & Greenhouse.



Resources

Michigan Farm Bureau is a large, diverse organization. As such, we have many resources to promote and protect agriculture across our state. These resources are available to all of our members. As a board member, consider unique opportunities and partnerships that can help your farming community. Realizing the potential of these resources will ensure the strength of your county Farm Bureau.

Advocacy

For more than 100 years, Michigan Farm Bureau has been the voice of Michigan agriculture. Our advocacy staff understands that policy and politics play a key role in protecting the interests, passions and livelihoods of MFB members.

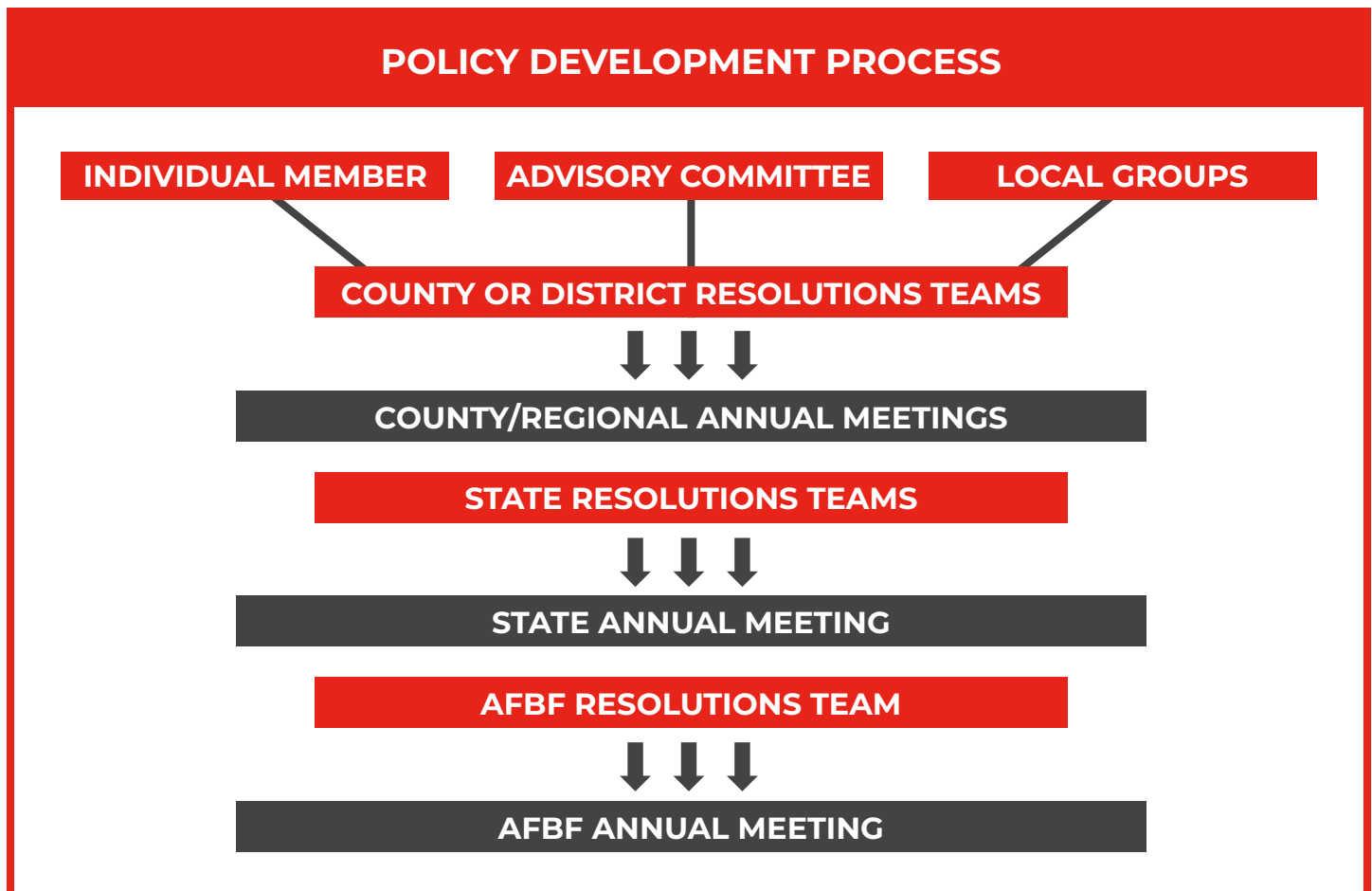


Farm Bureau's grassroots policy development process provides every regular member an opportunity to participate and voice their concerns regarding issues pertinent to the agricultural industry. The result is policy recommendations on local, state and national issues that provide advocacy direction to the organization.

Major issues of focus

- All types of farm production
- Biotechnology
- Election engagement
- Labor & safety
- Energy
- Environment
- Land use
- Regulations
- Right to Farm
- Tax
- Trade
- Transportation
- Wildlife management

 For more information visit new.michfb.com/agriculture/political-action.



Communications, Marketing and Media Services

Since 1938, Michigan farmers have trusted *Michigan Farm News* to deliver credible news and information about the state's farm sector. Our goal is to help Farm Bureau members succeed in their agricultural businesses.



Michigan Farm Bureau's Center for Marketing and Media staff have 120 years of experience between them, working in all aspects of media. From proactive media training to accessing our deep contact network, our staff provides Farm Bureau members with practical resources for navigating your most challenging moments.

MFB also focuses on telling the story of agriculture — your story — through the communications media that best fit your lifestyle: print, graphic, online, video and social.

Member publications

- **Michigan Farm News:** The flagship publication of Michigan Farm Bureau. The print version is distributed 20 times per year to more than 30,000 farmer members. The digital version is distributed Monday through Saturday to more than 25,000 farmer members.
- **Farm Gate:** Our twice-monthly involvement publication compiles and shares information about upcoming events, programs and other opportunities for making the most of your Farm Bureau membership. Farm Gate also spotlights successful county Farm Bureau activities and the outstanding members who make them work.

Media relations

As Michigan's voice of agriculture, our members have a unique and valuable perspective on the issues impacting the food, fiber and renewable fuel they provide to families. Our media relations specialist works with reporters to answer their questions through interviews with farmer members and provides connections and ideas for relevant stories that benefit Michigan agriculture.

Social and digital communications

-  **Facebook:** Michigan Farm Bureau
-  **Instagram:** @michiganfarmbureau
-  **Youtube:** Michigan Farm Bureau
-  **Twitter:** @michfarmbureau
-  **Snapchat:** michfarmbureau

-  **Michigan Farm Bureau:**
new.michfb.com
-  **Michigan Farm News:**
michiganfarmnews.com

Video

Seeing is believing. The technical expertise of our video staff combined with practical farm background makes all the difference in telling your story.

Print and digital design

Our team of professional graphic designers create stunning promotional materials for the organization and outside customers.

Printing and mailing

A full service, one-stop shop for your print and mail needs. Our team assists with projects of all sizes while offering competitive pricing and quality customer service.

Consumer and Agriculture Education

Michigan Farm Bureau is developing and using educational tools to create connections with consumers and farmers for greater transparency. We are empowering farmers to build relationships with customers and consumers through effective resources that can be used at local events. The Voice of Agriculture Conference provides training for more than 200 volunteers every other year.



Additionally, we provide teacher-focused, agriculture-accurate resources. We have a database full of classroom lessons and more than 100 resources available on our Agriculture in the Classroom online store.

Resources for your county Farm Bureau

- FARM Science Labs
- FARM Crates
- Ag-accurate books
- County facts
- Grants and scholarships
- Grade-specific lesson plans
- Consumer Conversation Training

 For more information visit miagclassroom.org.

Great Lakes Ag Labor Services


The Great Lakes Ag Labor Services (GLALS) team is an experienced, full-service, Michigan-based agent supporting employers in meeting their agricultural workforce needs through the H-2A foreign worker visa program. GLALS was established in 2015 and is now the largest H-2A contract filer in Michigan. We are located in the Farm Bureau Center in Lansing, with a satellite office in Rockford.



We have a partnership with Varnum Law for expert legal support and 24/7 online access to the Labor Compliance Guide with specific information on H-2A.

GLALS facts

- The H-2A program establishes a contract employment relationship, rather than an at-will relationship.
- All workers who perform any of the job duties listed in the contract and during the contract period must be included in the H-2A contract and all the benefits it provides for.
- We give preference to all able, willing, and qualified domestic workers for the positions and must conduct positive recruitment, including placing newspaper advertisements.
- The employer must provide transportation and subsistence costs from the point of recruitment and return trip.
- The employer must provide free housing.

 For more information visit GreatLakesAgLabor.com.

Farm Bureau Insurance

Farm Bureau Insurance of Michigan is dedicated to bringing safety, security, and hope to Michigan families and businesses in good times and bad. That's why over half a million Michigan residents trust us with their families, vehicles, homes, businesses, and lives.



Founded by Michigan farmers, Farm Bureau Insurance is guided by values of hard work, honest service and a rooted passion for Michigan's future. With nearly 450 agents investing in local communities across the state, we're prepared to serve and protect against the risks of everyday life.

Agents and managing partners

Farm Bureau Insurance agents provide direct sales and service of all Farm Bureau Insurance products. They support Farm Bureau membership through the sale of membership-required insurance products. Managing partners oversee the recruitment, training, and supervising of agents within a certain geographical region of the state. They are required to report on the progress of the insurance programs and the employment of new agents within the agency to the county Farm Bureau board of directors. Additionally, they are responsible for effectively working with the county Farm Bureau in promoting agent understanding and participation in Farm Bureau activities, including member-focused activities. Agents and managing partners should be introduced to the county Farm Bureau board of directors.

Farmowners Insurance

In 1960, we introduced the nation's first farmowners policy. Today, our farm insurance policy protects more than 70 percent of Michigan farms. We understand the significance of your contributions and want to safeguard all areas of your farming operation. Contact your local Farm Bureau Insurance agent today to experience the support Michigan's Insurance Company has for our state's farm owners.

Crop Insurance

Crop insurance helps Michigan's farmers stay competitive and be more innovative. It also helps them sleep better at night knowing that, should the unexpected happen, they will have the financial security to stay in business and go on to plant the next season.

Farm Bureau Insurance has crop insurance specialists in regions throughout the state whose sole focus is to help you with your risk management needs via crop insurance. Contact your local Farm Bureau Insurance agent to find a specialist in your area and learn more about crop insurance plans that are available to you.

Additional services

- Auto Insurance
- Homeowners Insurance
- Lake Estate® Insurance
- Country Estate
- Renter Insurance
- Business Insurance
- Life Insurance
- Health Insurance
- Liability Insurance
- Workers Compensation
- Annuities/Retirement Plans

 For more information on insurance products and services visit new.michfb.com/insurance.

Legal Defense Fund

The Michigan Farm Bureau Legal Defense Fund is designed to provide financial support in connection with legal issues of common concern to Michigan agriculture and, in particular, those issues where the decision will be viewed as establishing an important legal precedent for agriculture in the state. The money in the fund is generously donated by the county Farm Bureaus which Michigan Farm Bureau will match up to \$20,000 per year!



Types of issues supported


- **Right to Farm Act:** farm vehicle access, zoning ordinance preemptions, etc.
- **Natural Resources & Environmental Protection Act:** adverse agency enforcement actions
- Adverse NRCS determinations regarding conservation program compliance
- Tax disputes

 For more information visit new.michfb.com/agriculture/farming-resources.

Member Savings

For more than 100 years, our members have seen the value of a Michigan Farm Bureau membership. We continuously strive to provide valuable, money-saving benefits that are designed with the member in mind. Member benefits can be used by both regular and associate members.



 For more information visit michfb.com/savings.



To learn more about these Michigan Farm Bureau resources, visit new.michfb.com or contact your regional manager.

Guide to Member Savings

MICHIGAN DESTINATIONS

Grand Hotel
Star Line Mackinac Island Ferry
Great Wolf Lodge
Treetops Resort – Gaylord
Crystal Mountain – Thompsonville
Bavarian Inn – Frankenmuth
The Homestead – Glen Arbor
Golf Michigan
Michigan’s Adventure
Detroit Zoo



TRAVEL

IHG Hotels & Resorts
Choice Hotels
Wyndham Hotels & Resorts
Travel Sherlock Travel Discounts
Theme Parks
Roadside Assistance
Car Rentals
Budget Truck Rentals

VEHICLES, EQUIPMENT AND SUPPLIES

Ford Exclusive Cash Reward
John Deere Rewards
Case IH Equipment
Caterpillar Equipment
Grainger Equipment and Supplies
Yamaha Vehicles



HEALTH AND WELLNESS

My Free Pharmacy
QualSight Lasik Benefit
Rx Optical
FB Health Plans Medicare Supplements
FB Health Plans DentalVision Plan



SAVINGS+

Farm Bureau Family Credit Union
MFB Payroll, powered by Payentry
ODP Business Solutions
Legal Services
AmeriGas Propane
Marathon MakeItCount™ Rewards
MFB Savings Marketplace
Free Sports and Concert Tickets
Dunham's Sports





Core Programs

MFB's core programs are vital components of the organization's functioning and annual milestones by which our members pace their progress through the calendar. Together they provide a clear path looping through our grassroots policy development process, the advocacy of those policies, and educational activities to enrich our members' knowledge of issues and equip them with the best possible tools for representing industry priorities.

Core Program Funding

Funding from Michigan Farm Bureau (MFB) and the county Farm Bureaus helps provides all counties an equal opportunity to participate in core programs. Currently, for each membership written, two dollars is designated to the core fund. This does not cover the cost of running all our core programs, so MFB subsidizes the additional costs at approximately \$400,000 per program year.

It should be understood there is a cost to MFB when a reservation is made, and that the participant(s) who choose not to attend are considered 'no-shows.' We ask that county leaders do not treat the core program slots as free to attend, but to instead inform their participants of the true cost of the program prior to registering to ensure their participation. Both the county Farm Bureau and MFB will benefit with lower costs and fewer meals going to waste. The key to utilizing the core programs is to focus efforts on identifying members you would like to get involved and asking them to participate.

Some core programs occur annually, while others rotate on/off with larger joint events or district programming. Please reference the current Core Program Guidelines for Participation book for additional details.

MFB State Annual Meeting

This is the annual meeting of the state-level organization, where delegates conduct policy deliberation and elect members to the MFB Board of Directors.

Attendees will:

- **Meet** others dedicated to the future of agriculture;
- **Help** steer MFB's priorities for the coming year;
- **Learn** the complexity of the one organization that represents the interests of all Michigan farms.

Council of Presidents Conference

An annual event held exclusively for county Farm Bureau presidents, this one-day conference allows presidents an opportunity to network with peers and learn from staff.

Attendees will:

- **Meet** peers from across the state;
- **Help** guide new county presidents as they take on their new roles;
- **Learn** about current state and national organizational issues as well as leadership skills.

Voice of Agriculture Conference

The Voice of Agriculture Conference is a one-and-a-half-day event that provides new ideas for county Farm Bureau Promotion & Education and/or communication volunteers who are interested in becoming the voice of agriculture.

Attendees will:

- **Meet** Farm Bureau members from across the state to share ideas;
- **Help** teach children about food and farming through Agriculture in the Classroom programming;
- **Learn** to use new tools for connecting with consumers.

Young Farmer Leaders Conference

The Young Farmer Leaders Conference is a two-and-a-half-day event for Young Farmers ages 18 to 35.

Attendees will:

- **Meet** 300 young agriculture leaders and industry experts;
- **Help** build confidence to 'ag-vocate' for the industry and step up to fill leadership positions;
- **Learn** about business, financial, technology and issues facing the industry.

Growing Together Conference

Every other year our Voice of Agriculture and Young Farmer Leaders Conferences merge to become Growing Together. It provides new ideas, farm business resources, leadership development, and much more.

Attendees will:

- **Meet** over 450 Farm Bureau members and industry experts from across the state;
- **Help** build confidence to 'ag-vocate' for the industry and step up to fill leadership positions;
- **Learn** about business, technology, how to interact with consumers and issues facing the industry.

Lansing Legislative Seminar

The Lansing Legislative Seminar is a one-day event for members who are passionate about Farm Bureau policy and issues affecting agriculture.

Attendees will:

- **Meet** members with shared interests, concerns and goals;
- **Help** demonstrate to legislative and regulatory leaders the significance of our member-developed policy and the strength of our county Farm Bureaus;
- **Learn** from expert speakers about proposals being considered in Lansing that would impact Michigan farmers and the food and agriculture economy.

Washington Legislative Seminar

The Washington Legislative Seminar, held in Washington, D.C., updates farmers on national issues and provides an opportunity for participants to make personal contact with government leaders to advocate for legislation and/or regulation using Farm Bureau policy.

Attendees will:

- **Meet** and network with Farm Bureau leaders, members of Congress, and their staff, and American Farm Bureau Federation issue experts;
- **Help** advocate for your Farm Bureau policy positions at a congressional level;
- **Learn** about key Farm Bureau policy issues from national experts.

Presidents' Capitol Summit

The Presidents' Capitol Summit takes place every three years in Washington, D.C. This event replaces the Council of Presidents Conference and is held exclusively for county Farm Bureau presidents, vice president, or third member of the county Farm Bureau board of directors.

Attendees will:

- **Meet** peers from across the state;
- **Help** guide county presidents by sharing ideas between county leaders;
- **Learn** and discuss state and national issues affecting our organization.

Take Root™ Conference

The Take Root™ conference is designed to meet the needs of individuals in any stage of succession and estate planning. Although not technically a core program, the Take Root™ seminar is a statewide program.

Attendees will:

- **Meet** consultants, attorneys, accountants and other specialists all focused on farm estate and succession planning;
- **Help** prepare their family business to transition from one generation to the next;
- **Learn** strategies to grow their business and secure farm assets for future generations.

ProFILE (Institute for Leadership Education)

Farm Bureau's Institute for Leadership Education (ProFILE) is an educational program designed to mold the next generation of Farm Bureau leaders by strengthening leadership skills and offering insight on how to become more involved in the organization's activities. Selected participants, ages 25 to 35, are nominated by their county Farm Bureaus.

Participants will:

- **Meet** with peers and make friends for life;
- **Help** benefit themselves, their farm and community with the skills they gain;
- **Learn** about themselves and gain knowledge of the organization, government, industry and more.

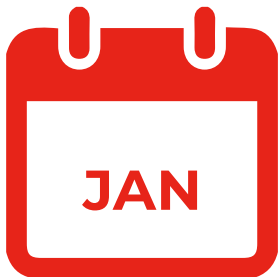


For more information about MFB core programs or other events, visit new.michfb.com/agriculture/events or contact your regional manager.

CORE PROGRAMS CALENDAR



State Annual Meeting



Council of Presidents Conference
Voice of Agriculture Conference



Take Root Conference
Young Farmer Leaders Conference



Washington Legislative Seminar
Presidents' Capitol Summit

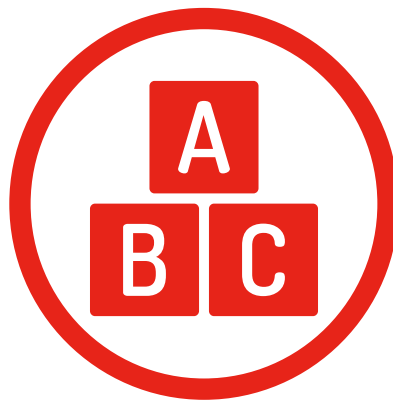


American Farm Bureau Federation

50 ... AFBF BASICS

52..... AFBF EVENTS

54 ... FB UNIVERSITY: ONLINE LEARNING



AFBF Basics

The American Farm Bureau Federation (AFBF) is the national Farm Bureau organization, headquartered in Washington, D.C. Organized in 1919, AFBF has been the unified voice of American agriculture for more than a century. The organization is governed by and represents farm and ranch families working together to build a sustainable future of safe and abundant food, fiber and renewable fuel for our nation and the world.

AFBF Connection to Michigan Farm Bureau and County Farm Bureaus

When you become a member of your county Farm Bureau, you also become a member of Michigan Farm Bureau and the American Farm Bureau Federation. The value of being part of the American Farm Bureau is the united voice of Farm Bureau members across the nation and the strength those numbers have to positively influence legislation that benefits and protects farmers.

AFBF Programs

Michigan Farm Bureau pays American Farm Bureau \$5 per member to provide programs and legislative and consumer advocacy activities.

Young Farmers and Ranchers*

The Young Farmers & Ranchers program includes both men and women ages 18-35. The program provides leadership in building a more effective Farm Bureau to preserve our individual freedoms and expand our opportunities in agriculture. This includes Michigan Farm Bureau's Young Farmer Program.

Women's Leadership

Michigan's women's program evolved into Promotion & Education in the mid-1980s, but at the national level, the American Farm Bureau Women's Leadership program provides specialized coaching to empower strong advocates for modern agriculture. Through networking, leadership and communication training, participating women strengthen and fine-tune their ability to inspire positive change in their communities and the agricultural industry. Two key components include the Women's Communication Boot Camp and the year-round Our Food Link initiative.

Promotion & Education*

The American Farm Bureau Promotion & Education program is for members who are interested in communicating the importance of agriculture to a wide range of audiences. Michigan Farm Bureau was instrumental in helping create this program at the American Farm Bureau level.

Partners in Advocacy Leadership (PAL)*

The Partners in Advocacy Leadership (PAL) program is a high-level, executive training program that prepares participants to represent agriculture in the media, public speaking, congressional testimony and other advocacy arenas. Program graduates gain opportunities to promote awareness about issues important to farmers and consumers.

Patriot Project

The Farm Bureau Patriot Project is a mentorship program that connects military veterans interested in farming or ranching with experienced Farm Bureau members.

Farm Bureau Health and Safety Network

The Farm Bureau Safety and Health Network provides leadership and assistance to local and state Farm Bureaus promoting safety and health in agricultural and rural communities.

**Michigan Farm Bureau members can serve on the Young Farmer and Rancher and Promotion & Education committees or participate in the PAL program through state nominations.*



For more information on American Farm Bureau issues, programs and advocacy efforts, visit fb.org. For the latest American Farm Bureau news, subscribe to the *Farm Feed*.



AFBF Events

Michigan Farm Bureau members are encouraged to consider American Farm Bureau events, offering opportunities for members to sharpen leadership and communication skills, network with peers from across the country, boost their agribusiness savvy and set the industry's advocacy agenda. Contact your regional manager for more information.

American Farm Bureau Annual Convention

If you want the inside scoop when it comes to policies and perspectives that will affect your farm or agribusiness, don't miss the American Farm Bureau Annual Convention. This is your opportunity to help set the agenda for the leading voice of agriculture in Washington, D.C., and so much more. Participate in educational workshops to advance your leadership skills, expand your business acumen, and gain deep insight into the trends and realities impacting food production. Witness cutting edge innovation in agriculture, hear from powerful speakers, and explore the trade show floor to build a stronger network, shop featured products, and enjoy TED-style talks on the Cultivation Center stage.

FUSION Conference

The AFBF FUSION Conference includes great speakers, breakout sessions and evening events to bring together volunteer leaders from the Promotion & Education, Women's Leadership and Young Farmers & Ranchers programs. You'll leave the conference with new friends, new ideas and new energy for your farm and Farm Bureau.

Young Farmers & Ranchers Conference

The YF&R Conference brings members and leaders of the Young Farmers & Ranchers programs together to learn, share and grow to build a stronger Farm Bureau. It provides a networking opportunity for members to share experiences, learn and connect with industry leaders and experts, inspiring members to apply new conference ideas on their farms and in their Farm Bureau. This conference provides current, accurate, and valuable information on the four major focus areas of AFBF: consumer outreach; member value; advocacy, outreach and education; and leadership development.

Trust Engagement Training

Trust Engagement Training is ideal for Farm Bureau members who are active on any state or local committee and believe in the value of promoting agriculture and the value of agriculture literacy. Participants will receive training designed to develop trust and enhance engagement with consumers. This event offers every Farm Bureau member the opportunity to learn from agriculture advocates who are making a difference in building trust and confidence with American consumers by sharing their story.



**For more information on American
Farm Bureau events, visit fb.org/events.**



FB University: Online Learning

Farm Bureau University allows Farm Bureau members to learn through interactive online experiences, when and where they want. Farm Bureau members can log onto FB University from a desktop computer in their office or on a tablet in the field.

Farm Bureau Board Essentials

Farm Bureau University's Farm Bureau Board Essentials program was designed to help county Farm Bureau board members lead strong, effective organizations that meet members' needs on all levels. The program offers resources and training to county board members to improve governance, planning, policy development and advocacy, and membership. Whether you've been on the board for three weeks or three decades, Farm Bureau Board Essentials sharpens your skill set and understanding as a board member.

Farm Bureau Builder

County Farm Bureaus are the foundation upon which the collective voice of agriculture is built. Developing healthy and vibrant county Farm Bureau organizations helps to strengthen that voice across the country. In today's volatile business and political environment, it is increasingly important that Farm Bureau leaders have the right tools to build the critical mass needed to achieve their goals and objectives in their local communities, across their states, and together as a national united movement. Farm Bureau Builder is a robust instrument that will measure your county Farm Bureau's organizational health in the following building blocks to help you make informed decisions as a leader:

- Finance
- Governance
- Image
- Membership
- Planning
- Policy
- Programs
- Volunteer engagement

Pillars of Agricultural Literacy

It may seem hard to imagine a world without agriculture. However, a majority of Americans do not have a basic understanding of where their food, fiber and fuel comes from. For them, agriculture is simply not part of their world. We believe the solution to this problem is education.

The Pillars of Agricultural Literacy offer a framework for lifelong learning. The goal is to build a strong foundational understanding of the relationship between agriculture and the environment, food, fiber, energy, animals, lifestyle, economy and technology. We seek to cultivate this awareness in any person, no matter their age or experience.

The Pillars of Ag Literacy courses can help you effectively develop programs to educate consumers about agriculture, write a grant for an ag literacy program, or strategically think about how your organization can improve its ag literacy efforts.



Any member can register for FB University for free at university.fb.org. New users need to register for an account using the organization code *mifb*.



MICHIGAN
FARM BUREAU®