

# CONNECT

Through Farm Bureau programs and events, members connected with peers and industry experts.

### Strategic Partnerships

Farm Bureau Insurance became the **first organization** to secure naming rights with Michigan State University's College of Agriculture and Natural Resources. The well-known livestock pavilion was renamed the Farm Bureau Pavilion.

### Engaging Media

Farm Bureau issued press releases covering policy, regulations, consumer advocacy, and the critical role of Michigan farmers. These efforts generated publicity valued at over **\$87.2 million**.

### Information and Member Involvement

Members received timely updates and insights through *Michigan Farm News*, with more than **1,819 articles** shared in our print and digital publications. The *Michigan Farm News* website saw a traffic increase, reaching **848,685 pageviews**.



Statewide social media channels achieved record-high engagement, reaching over **439,975 users**.

*Farm Gate*, our member involvement publication, was distributed to more than **19,000 farmer members** and featured more than **380 articles** on local, state, and national issues and events.

### Fostering Consumer Advocacy

Michigan Agriculture in the Classroom ag literacy efforts reached more than **100,554 students** and **4,130 teachers** through FARM Science Labs, the FARM Science Van, and FARM Crates — helping build trust in Michigan farmers and their practices.

# SAVE

Members found additional value in their Farm Bureau membership by utilizing exclusive discounts.

### Expanding Member Savings

Our exclusive member savings programs continued to grow in 2024 — check out our new programs below — adding new discounts on everything from travel and cell phones to farm management tools and prescriptions.

Members can view all statewide savings programs — including Ford, Caterpillar, John Deere, and Case IH — at [michfb.com/savings](https://michfb.com/savings).



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# STRENGTH IN NUMBERS



**MICHIGAN FARM BUREAU**

2024-25 IMPACT REPORT





“ Farm Bureau has given me the opportunity to have a seat at the table, have a stronger voice, and more knowledge about the industry I am passionate about.

**DARCY LIPSKEY, SANILAC COUNTY FARM BUREAU MEMBER**

*Raises beef and goats; grows corn, wheat and alfalfa*

”



## ADVOCATE

Farm Bureau members advocated for the safeguarding, growth, and sustainability of the agriculture industry.

### Strengthening Advocacy and Engagement

More than **500 policy recommendations** were submitted by **59 county Farm Bureaus** to support farms, families, and communities.

**368 members** served on candidate evaluation committees, helping AgriPac-endorsed candidates achieve nearly **90% success** in the November 2024 elections.

More than **300 members** engaged with state lawmakers in Lansing and more than **100** advocated in Washington, D.C.

With support from **176 public policy committee members**, events were planned to help members build relationships with elected officials.

### Maximizing Action Request Campaigns

Farm Bureau members and supporters sent more than **5,000 messages** to state and federal legislators and regulatory leaders.

### Securing Agriculture Funding

Farm Bureau supported a state budget that delivered **\$89 million in general funds** to the agriculture department to support programs such as the Michigan Agriculture Environmental Assurance Program (MAEAP),

the Michigan Alliance for Animal Agriculture, state FFA programs, and efforts focused on climate resiliency and regenerative agriculture. Additionally, MSU Extension and AgBioResearch received a **2.5% funding increase**.

### Defending Agriculture

Throughout the 2023-24 legislative session, Michigan Farm Bureau actively opposed more than **50 bills** that threatened the agricultural sector. Thanks to dedicated advocacy, these bills either failed to advance or were ultimately abandoned.

### Protecting Resources and Driving Conservation

We actively supported voluntary conservation programs that help farmers enhance environmental practices, including MAEAP, the Great Lakes Restoration Initiative, Manure Hauler Certification, and 4R Nutrient Stewardship, among others.

### Pushing for a Modernized Farm Bill

Partnering with the American Farm Bureau Federation, Michigan Farm Bureau is urging Congress to pass a new, bipartisan farm bill, giving farmers the long-term stability needed for business planning.

### Advocating for Agricultural Workforce Reform

Farm Bureau is leaving no stone unturned as we continue advocating for long-overdue agriculture workforce reforms. With more and more farms at risk of going out of business due to unchecked wage rate increases, we are working relentlessly with our Congressional Delegation to get action and results from USDA and the Department of Labor.

**42,086**

**Total Regular Members**

**2,358**

**New Regular Members Written**

**95.46%**

**Regular Member Retention Rate**

**14.3%**

**Regular Member Involvement Rate**

*\*2023-24 Membership Year*

## GROW

Through leadership development opportunities, members gained skills and knowledge about the industry to better their operation, career and personal lives.

### Membership Growth

For the fifth consecutive year, our organization achieved its target and experienced membership growth. As a result, the delegate body at the 106th Annual Meeting increased by **three delegates** to a total of **420 delegates**. Additionally, Michigan's representation at the AFBF Annual Meeting grew by **one delegate**.

### Professional Development

**16 members** participated in ProFILE Institute, a 15-month leadership program designed for agriculture's most promising leaders.

Since its inception, the Michigan Farm Bureau External Leadership Development Scholarship program has awarded **\$16,010** to **13 members**, continuing our strong tradition of investing in leadership development.

### Business Solutions

Great Lakes Ag Labor Services (GLALS), one of our affiliates, became Michigan's largest full-service H-2A contract filer. In 2024, GLALS helped **90 operations** secure **2,450 seasonal guestworkers** and now serves **four additional state Farm Bureaus**.

### Social Mission

The Farm Bureau Family of Companies donated more than **100,000 pounds of food**, coordinated more than **\$50,000 in grants**, and volunteered over **1,000 hours** to support Michigan families in need.

Farm Bureau Insurance donates **\$1** for every policy in force to hunger-relief efforts. Along with the Agent Charitable Fund, **\$900,000** was invested in the fight to end childhood hunger.



**FARM BUREAU INSURANCE®**

**PROTECT**



Farm Bureau Insurance continues its commitment to servicing Michigan farmers. Scan the QR code to view the 2024 Farm Bureau Insurance Annual Report.