



New York Farm Bureau

ANNUAL REPORT

2022



PRESIDENT'S MESSAGE

New York Farm Bureau is ever evolving to ensure our members have a strong, effective organization. In the past year, we scored some major legislative victories through what we supported and opposed. We brought industry leaders together to have a conversation about the future of agriculture, and we are developing new ways to shore up our finances, communicate with members, and provide educational programming. And that is just the start.



The 2022 New York Farm Bureau Annual Report is a first for us, but I believe it is important to share the depth of what we do. The disruption of the pandemic presented many challenges to farmers and Farm Bureau over the past few years. The last thing any of us like, especially as small business owners, is uncertainty, but that is what we were faced with at an unprecedented level. I was proud of how New York Farm Bureau ushered our members through this time and advocated for real changes that cleared red tape and found new market opportunities, like Nourish New York.

We built on that momentum this past year. We continue to navigate a difficult political landscape and prioritize member-approved public policy. This Annual Report drives that point home as we live up to our mission, "Supporting today's agricultural needs and creating member opportunities for tomorrow through advocacy and education."

A handwritten signature in blue ink, which appears to read "David Fisher". The signature is stylized and fluid.

David Fisher, NYFB President

CEO'S MESSAGE

I am proud of the work New York Farm Bureau has accomplished this year. Our committed leadership and staff strive each day to offer members value through advocacy, programming, and financial stewardship.



As this Annual Report demonstrates, New York Farm Bureau has found new opportunities for growth identified in the comprehensive strategic plan that sets our course over the next few years. We have found creative ways to engage policymakers. We are expanding our membership reach to meet growing agricultural needs. And New York Farm Bureau is providing unique educational opportunities that will better position our farmers for the future.

Our members depend on New York Farm Bureau to increase their awareness of changing markets, evolving regulations, and new demands from consumers. They rely on Farm Bureau at the local, state and federal levels to advocate for their needs and challenge public policy that will harm their ability to stay in business. Most importantly, Farm Bureau members rely on us to build bridges to create a stronger, more resilient food system for us all.

As always, we are here for our members, who are the foundation of all that we do. Stronger, more engaged members mean a stronger, more effective New York Farm Bureau.

A handwritten signature in black ink that reads "Elizabeth C. Dribusch".

Elizabeth C. Dribusch, NYFB CEO

NYFB BOARD OF DIRECTORS

President, David Fisher

Vice President, Eric Ooms

District 1, Lavern Warriner

District 2, Patrick McCormick

District 3, Kim Skellie

District 4, Norman "Lin" Davidson

District 5, Dan Palladino

District 6, Adam Miner

District 7, Tony LaPierre

District 8, Dean Casey

District 9, Vacant

District 10, Christopher Kelder

District 11, Robert Nolan

Chair, Promotion and Education Committee
Darleen Krisher-Meehan

Chair, Young Farmers & Ranchers Committee
Christina Kohler

NYFB AG ALLIANCE MEMBERS

- **NYS Nursery & Landscape Assoc. Inc**
- **Agri-Mark Cooperative Inc.**
- **NY State Turfgrass Association**
- **NY State Maple Producers Association**
- **Upstate Niagara Cooperative Inc.**
- **Hop Growers of New York, Inc.**
- **NY State Vegetable Growers Assoc.**
- **Dairy Marketing Services LLC**
- **Northeast Dairy Producers Association Inc.**
- **The NY Wine and Grape Foundation**
- **NY Apple Association Inc.**
- **Empire State Forest Products Assoc.**
- **NYS Assoc. of Agricultural Fairs Inc.**
- **Farm Credit East**
- **New York Thoroughbred Breeders Inc.**
- **Christmas Tree Farmers Assoc. of NY**
- **NY Assoc. of Agricultural Educators**
- **NY State Agri-Business Association**



“We can’t be afraid to tackle tough issues. We need to be proactive, work together, and play offense on the big issues.”

David Fisher
NYFB President

NYFB Vice President Eric Ooms, left, and President David Fisher served as New York delegates at AFBF 2022 Annual Meeting discussing and voting on national public policy resolutions during the business session.

Our Organization in Action

NYFB Mission Statement: *Supporting today’s agricultural needs and creating member opportunities for tomorrow through advocacy and education.*

NYFB Vision Statement: *The voice of New York agriculture that unites a diverse farm community and builds a stronger food system and rural economy.*



YF&R Wins National Award

Christina Kohler, below, NYFB YF&R chair accepts the Harvest for All award from AFBF President Zippy Duvall, left, and Dan Durheim, Associate Vice President Sponsor Relations at Nationwide. The program is an annual farm partnership linking Farm Bureau and Feeding America in each state.

Jensen Named to PAL Class

The AFB Federation selected Eileen Jensen, above, a NYFB member from Yates County, as a new member of the organization’s 11th Partners in Advocacy Leadership (PAL) class. Ten participants were selected from Farm Bureaus across the country. AFBF designed PAL to help agricultural leaders accelerate their engagement abilities and solidify their roles as advocates for agriculture.





Legislators in front of a grape harvester at the Cornell Lab.



NYFB's State Board joined Long Island Farm Bureau members and others for a volunteer harvest donation project.

Making a Difference

For New York Farming



Livingston County Farm Bureau's Day on the Farm had a great turnout in September.



Statewide Farm Bill Listening Tour



Gov. Hochul Farm Labor Bill listening session at Mapleview Dairy in Madrid, NY.



Brian Reeves, Onondaga CFB member and president of the NYS Vegetable Growers Association, hands more than 200 letters from farmworkers and farmers to a representative of Gov. Kathy Hochul on behalf of the Grow NY Farms coalition asking for the overtime threshold to stay at 60.



Erie CFB's Jeannette Kreher-Herberling, center, a 2022 AFBF Women's Communications Bootcamp Graduate.

Public Policy Department



STATE ACTIVITY

It has been a very busy year for the Public Policy Department and our grassroots network of committed farmer advocates. The final enacted FY22-23 state budget included major funding for agricultural promotion, research, environmental and animal health programs. The state budget also included a commitment to fund overtime for farmworkers as the state lowers the overtime threshold over the next ten years. New York Farm Bureau also successfully played defense on a number of bills detrimental to agriculture, including pesticide bans and mandatory producer recycling.

New York Farm Bureau held a successful virtual lobby day in March for our members, along with virtual meetings with members throughout the year. The Public Policy Division also kept in daily contact with legislators, agencies and their staff.

In July, the Public Policy Division hosted a successful in-person "Future of Agriculture Summit" for more than 100 members and in October we hosted a legislative farm tour in Washington County for almost 50 legislators and staff.

Also, throughout this time we have worked with members and county Farm Bureaus on policy development and individual members issues.

Of course, we are looking forward to the 2022 State Annual Meeting to help our members craft organizational policy for 2023.

Left photo: Meg Southerland of Gardenworks recounted the rich history of her family's farm at the Legislative Tour in Washington County, sponsored by the Public Policy Department.

Right photo: President David Fisher joined national and state agricultural leaders and members of Congress the nation's Capitol to call on Congress to pass bipartisan workforce solutions to address the farm labor shortage.

FEDERAL UPDATE

New York Farm Bureau's interactions at the federal level are a critical part of its grassroots advocacy which includes working with members of the New York Congressional delegation and advocating for sound regulatory reforms with agencies and the administration. In 2022, New York Farm Bureau members were able to effectively advocate for agricultural immigration reform in the House and continue to press the Senate on needed immigration reforms. In addition, members worked to prevent the inclusion of harmful tax provisions in spending bills as well as lobbied for voluntary conservation and climate programs to assist farmers with unpredictable weather patterns.

New York Farm Bureau was able to accomplish these measures by hosting two Washington, D.C. lobby events this year, one virtual in February and one in-person in September. In addition, opportunities were created so that farmers could interact with their Congressional representatives during in-district meetings.

NYFB also worked with farmer members to submit comments on harmful regulations, like WOTUS and pesticide restrictions as well as feedback on food water regulations, USDA assistance for farmers, and dietary guidelines.

In August, NYFB hosted a legislative reception at the Queens County Farm Museum which provided an opportunity for urban legislators to meet directly with farmers and discuss important issues on agriculture and nutrition.

As the Public Policy Department looks to 2023, staff, in consultation with members have begun identifying 2023 Farm Bill priorities and facilitated education for congressional offices.



The Communications Department on location in Riverhead, Long Island filming a series of videos.

332,000

reached on
social media

2,000+

podcast downloads

2,100

press mentions

Communications

NYFB's communications department continues to find new ways to tell member stories and the significant contributions they may make to New York State's food system and economy.

Over the past year, New York Farm Bureau launched the weekly podcast *New York Farm Bureau News Bytes*, expanded its social media presence to include Facebook, Twitter, Instagram, YouTube and Linked-In, as well as grew its video production storytelling with the hiring of a new content creator and drone work. The longstanding newspaper *Grassroots* received the Best Newspaper Award from American Farm Bureau Federation's communication's contest with the judge praising the content's diversity, and New York Farm Bureau members



Communications Director Steve Ammerman and Assistant Director of Communications Brooks Brown accept the award for *Grassroots* presented by Terri Moore, Vice President of Communications for AFBF.

received weekly and urgent digital news alerts to keep them up to date on news, events, and programs.

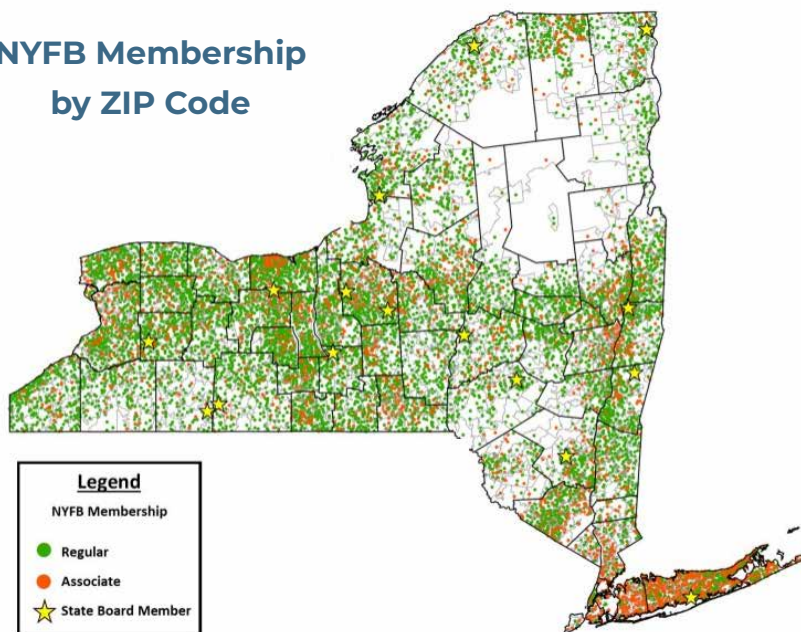
Meanwhile, the communications department continues public affairs efforts with more than 2,100 mentions in local, state and national news outlets including Fox News, USA Today, Wall Street Journal, RFD-TV, and the Associated Press. We are also a key partner in managing the Grow NY Farms campaign that rallied against lowering the overtime threshold.

Finally, our communications team offers media training services to members and leaders, and works closely with the Dairy Issues Team, Partners for Healthy Watersheds, and the New York Animal Agriculture Coalition among others.

"Farm Bureau has accomplished many things that benefit agriculture and farmers, over the years. Are your farm inputs sales tax exempt? Thank New York Farm Bureau. Take the Farmer's School Tax Credit? Ditto. Educating legislators and consumers about our businesses and way of life? We have done so much as an organization that would have been impossible as individuals."

Bill Olin
Broome County

NYFB Membership by ZIP Code





County Farm Bureau Relations and Development

The County Farm Bureau Relations and Development Department works as a resource to support the activities and operations of county Farm Bureaus, the building blocks of NYFB. Our staff act as liaisons between the county Farm Bureaus and the state organization, and provide leadership development education, member acquisition support, and guidance, as well as, make sure that county Farm Bureaus have the tools necessary to make a difference in their communities.

Left photo: LeadNY, a leadership development program at Cornell University for adult professionals in the food, agriculture and natural resource sectors selected three NYFB staff members for their 2022 class. They are, from left, Renée St. Jacques, PPD, Kim Trombly and Renee Ciardi, County Farm Bureau Relations and Development Managers.

Right photo: New York Farm Bureau County Manager Todd Heyn speaks in support of Assemblyman Chris Tague's effort to bring back whole milk options to New York schools. Bill sponsors Tague and Sen. George Borrello stand behind him to the right.



Tompkins CFB Member a Semi-Finalist in AFBF's Ag Innovation Challenge

The Propagate Ventures' team and its CEO, Ethan Steinberg, from Tompkins County Farm Bureau received a \$10,000 semi-finalist prize in the 2022 American Farm Bureau Federation Ag Innovation Challenge. The challenge is the first national business competition focused exclusively on rural entrepreneurs launching food and agricultural businesses. The top 10 semi-finalist teams were given the opportunity to network with industry leaders and venture capital representatives from the USDA's Rural Business Investment Companies.

Making the Difference for Our Members

When CF&D Managers **Todd Heyn** and **Tim Bigham** were asked by NY FarmNet to consider being instructors for mental health first aid, it seemed a natural extension of Farm Bureau's leadership development program. While it's outside the normal realm of what's been traditional leadership training, it develops the whole person

which we believe in at Farm Bureau.

"There's a lot of times when a mental health challenge affects one part of the farm or one part of the family and to just kind of go forward like it's not that important to the functioning of the whole person is, reckless ... Todd and I really want to part of changing that," Tim said.

LOCAL AWARENESS 2021



5.7 million

Pounds of Food Donated to Harvest for All and 180 Volunteer Hours

90

County Farm Bureau Events Across the State

\$82,200

Donated to Community Activities, such as FFA, 4-H and Food Banks

Member Advocacy

The County Snapshot Program

New York Farm Bureau's strategic planning process identified a need to look at membership and county Farm Bureau analysis at a more micro level. The research and data reviewed by staff and State Board during strategic planning highlighted the vast diversity in New York agriculture.

There was consensus that a one-size-fits-all approach to membership and county activity does not make sense. We developed the County Snapshot program as a way to encourage and allow counties to embrace their individuality, while helping to accomplish the overall goals of the organization.

The County Snapshot is about using data to understand the agricultural landscape and membership make up in the county. By putting these two data sets side-by-side, we can start to look at how well the county Farm Bureau represents local agriculture and what opportunities, and threats exist.

The goal of the Snapshot is to help county Farm Bureaus think critically about the shape of their organization today, and how they want it to look in the future.

A County Snapshot will offer recommendations based on industry



St. Lawrence County Farm Bureau President Dan Huntley stands at St. Lawrence CFB's booth at St. Lawrence County Day at the Farm.

research, best-practice information and data. The recommendations are not a directive and are not exhaustive of all possible plans and ideas. The goal is to offer some ideas to start a discussion at the county Farm Bureau level.

In 2021 and 2022, NYFB Staff has provided County Snapshots to 20 County Farm Bureaus. Over the next two years, we will complete a cycle to provide the opportunity to all 52 Counties. During that time, we will work with all counties to provide information an insight to implement their local strategies.

Planning for the Future With Nationwide

New York Farm Bureau has been working together with Nationwide® to serve our members since 2012.

Whether members are focused on business success, family security or community prosperity, Nationwide is constantly evolving to ensure a bright future.

Nationwide offers a broad range of insurance products for members' homes and farms including risk management and financial solutions.

Through Land As Your Legacy®, their team



of legal and tax professionals are helping to ensure the successful transition of a family business from one generation to the next and preserve the legacy that's been built.

Together, Nationwide and Farm Bureau are planning for a future that benefits both organizations, while prioritizing our members' needs.

Business
Solution
Partners:



Promotion & Education

The NYFB Promotion & Education (P&E) Program has been conducting programs and activities to fulfill the program of work that was established at the beginning of the year. The NYFB P&E State Committee has been virtually meeting monthly to plan programs. A “Roundtable Quarterly Update for County P&E Chairs” Zoom call has been held to provide county chairs the opportunity to learn about different P&E programs and network with others across the state. The NYFB P&E program offered Public Speaking Training for county P&E Chairs in the fall for County P&E chairs to better prepare them to share their agricultural story.

The Agricultural Youth Scholarship for high school seniors was offered with increased award amounts and is available as an online application. These changes increased the number of applicants significantly.

The P&E program continues to support ag literacy. Farm Bureau members were encouraged to participate in their local Ag Literacy Week activities to read the selected book to second-grade classrooms. Due to a generous donation, the State committee purchased copies of the book “Barn At Night”. Each county received a copy to donate to a local library.



Dave Long, Monroe County Legislator, read “Farmer Will Allen and the Growing Table” by Jaqueline Briggs Martin to students as a part of Ag Literacy Week.

Several NYFB members attended the AFBF Target Training Conference which provided consumer engagement training for Farm Bureau members. NYFB members also participate in the quarterly AFBF Amplify Ag webinars to learn about different P&E projects, activities and events that are happening around the country. NYFB members also participate in the AFBF Market Basket surveys that show consumers the cost of holding a summer picnic and Thanksgiving Day dinner.

Young Farmers & Ranchers

The NYFB Young Farmers & Ranchers (YF&R) Program has been working to offer programming to young farmers. The State Committee has been having monthly zoom meetings to discuss program planning. Quarterly calls with county YF&R chairs have been held this year to provide networking opportunities for the county chairs and state committee members and to highlight both state and county young farmer programs.

NYFB YF&R joined with Pennsylvania Farm Bureau’s Young Ag Professionals (YAP) to sponsor a Young Farmers Leadership Conference this past February. Several NYFB young farmers attended the AFBF YF&R Leadership Conference in Kentucky. Young farmers participate in the monthly AFBF YF&R Connect Calls to learn more about programs for young farmers, different commodities and to network with other young farmers from across the country. They also participate in the YF&R Competitive Events, the Achievement Award, the Excellence



Zippy Duvall, Jon Iverson, Morgan Norris, NYFB YF&R member Paul Molesky and Alisha Schwertner (current AFBF YF&R Chair) at the AFBF 2022 Leadership Conference.

in Agriculture Award and Discussion Meet contests.

There are three active Collegiate Chapters: Cornell, SUNY Cobleskill and SUNY Morrisville. The chapters conduct regularly scheduled meetings, participate in campus events and offer other activities for the students such as farm tours and attendance at NYFB events.

NYFB continues to support the youth involved in NYS FFA and 4-H. This past spring, the NYFB YF&R Chair spoke at the NYS FFA convention and 4-H Capital Days Program.

Another Strong Year for Workers' Compensation Insurance Safety Group 486

SG 486 was formed in 1967 by New York Farm Bureau to provide our members with reliable and affordable Workers' Compensation Insurance through the NY State Insurance Fund. Today we have over 2,300 members participating in the Safety Group insuring over \$700 million in agriculturally related payroll.

The Group performance continues to be strong which has enabled us to return a 40% dividend to our eligible policy holders of nearly \$8 million for the 2021 policy year. In addition, we are again able to offer a 25% upfront discount on renewals.

During the year of 2022, SG 486 and the NY State Insurance Fund have expanded our safety training and resources library to over 3,000 fact sheets, videos and guidance documents. We have also combined to provide a complimentary Risk Consultancy Program that utilizes business-specific risk control loss analysis to identify specific losses that can be improved upon. All of this is to lower costs for individual farms and provide continuous improvement of the Group performance.

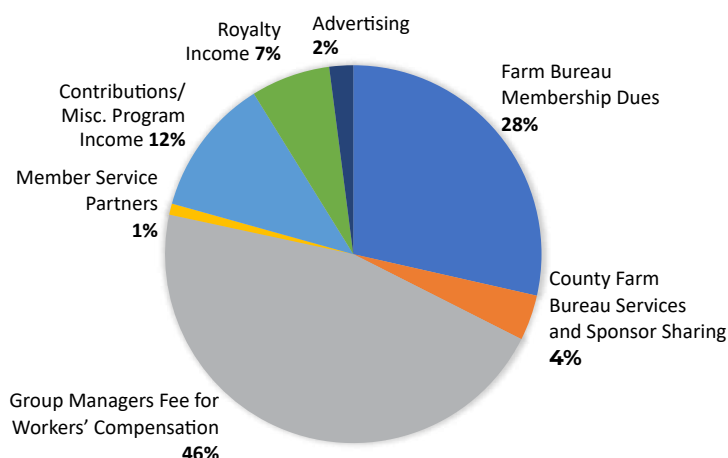
We have also expanded our claim servicing in 2022. NY Farm Bureau licensed WC staff are more actively engaged with helping policyholders file and process claims. We are also more engaged with claim strategy and assisting with reducing the number of open claims to help policyholders reduce the financial impact of claims on their individual businesses.

SG 486 is one of the oldest, largest, and strongest performing safety groups in New York State. We are proud to offer this important service to our members.

BY THE NUMBERS:

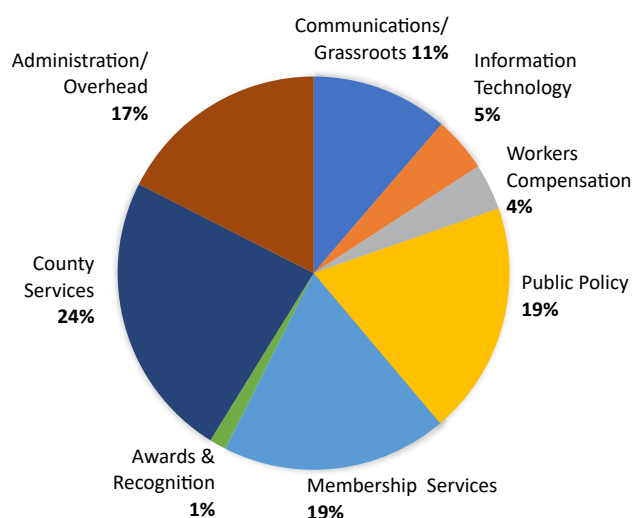
Revenue based on FYI 2021

(includes Farm Bureau and Member Services)



Expenses based on FYI 2021

(includes Farm Bureau and Member Services)



MEMBER SAVINGS 2021



\$8 million

Paid in Dividends to Workers' Compensation Safety Group 486 members

1,330

Members Saved on Members-Only Programs such as Budget, Cat, Choice Hotels, Grainger, Ford and John Deere

2,300

Members Enrolled in Safety Group 486

\$185,166

Members Saved on Purchases with Case IH and Caterpillar

"Farm Bureau is a grassroots organization to help us as farmers succeed and help agriculture thrive. We the members set the policies of the membership democratically that then serve our members on local, state, and national levels. Our Farm Bureau works for us every day as we weather the issues that challenge us. Being a member is one of the many tools our farm depends on to help us be a successful farm business."

Barb Hanselman
Delaware County



Legal Affairs

New York Farm Bureau has been actively involved in the case of Nonhuman Rights Project, Inc. v. Breheny, commonly known as the “Happy” case. On May 18th, 2022, New York’s highest Court, the New York Court of Appeals heard oral arguments. Shortly thereafter, the Court decided (5-2) in favor of James Breheny, the Director of the Bronx Zoo. This was the case regarding an elephant, Happy, who lives at the Bronx Zoo. The Nonhuman Rights Project, Inc. argued that the elephant is entitled to habeas corpus relief and should be moved to an animal sanctuary. Habeas Corpus relief is a right given to a person who is seeking relief from being illegally imprisoned or restrained in their liberty.

New York Farm Bureau submitted an amicus curiae brief in support of the Respondents (Breheny on behalf of the Bronx Zoo) arguing habeas corpus relief is not proper as it is well established case law that Happy is not a person nor is the elephant being illegally imprisoned. In NYFB’s brief, we argued that not only would this devastate animal agriculture, but it would also raise constitutional issues for humans surrounding unlawful takings, seizures, and impairments of contracts.

The court agreed, opining “granting legal personhood to a nonhuman animal in such a manner would have significant implications for the interactions of humans and animals in all facets of life, including risking the disruption of property rights, the agricultural industry (among others), and medical research efforts.” *Majority Opinion, page 12.*



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\$3.5 Million

in Ag Promotion in State Budget from Lobbying Efforts

\$15 Million

in Agriculture Research in State Budget from Lobbying Efforts

2,909

E-Lobby Letters sent to Legislators by Members

231

Topics Lobbied on at the Local, State and Federal Levels

\$95 Million

in Farm Environmental Programs in State Budget from Lobbying Efforts

Bossard Named NY FFA Golden Owl Awardee and NY’s Ag Educator of the Year

The New York FFA, New York Farm Bureau and Nationwide honored Johanna Bossard at the New York FFA annual state convention in May as the 2021-22 NY FFA Golden Owl Awardee where she was crowned New York’s Ag Educator of the Year.



Agricultural educators serve a critical role in preparing future generations for success. They also devote immeasurable time, and often their own resources, to help students pursue their passions. Our goal for this program is to recognize outstanding agricultural educators because we understand the importance of developing the next generation of agriculturalists.

Johanna has been teaching for twelve years at the same school, building a program that now boasts 175 students. Her involvement in agricultural education goes beyond her

local school district, she also gives back by mentoring other agricultural educators in the areas of animal science and middle school agriculture. Speaking of giving back, it is important to her that the general public understand agriculture. She accomplishes this goal by serving on the Madison County Farm Bureau Board as the Pro-Ed chair, educating the community about agriculture through her social media platforms and providing activities throughout the year on their family’s dairy farm.