

ANNUAL REPORT

Another Award-Winning Year!

FFB Earns AFBF Recognition in all Five Program Classifications



American Farm Bureau awarded Awards of Excellence to Florida Farm Bureau in all five performance categories. The awards program provides one way to measure a state Farm Bureau's overall performance compared with

that of other state Farm Bureaus in its membership category.

The performance categories include education and promotion, leadership development, policy implementation, public relations and member services.

Membership is Up!

Florida Farm Bureau's membership increased during 2009. At the end of our membership year, we boasted 141,283 member-families. This reversed the slight membership decline we experienced in 2008.

In his annual address to the 2009 Annual Meeting in Daytona Beach, President John L. Hoblick attributed this increase to "the work of our staff, Insurance agents, county Farm Bureau leaders and rank and file members."

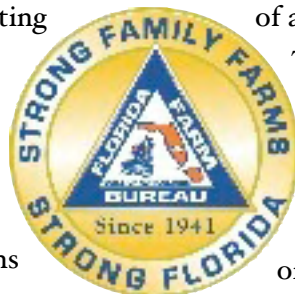
American Farm Bureau recognized this accomplishment with the Navigator Award. This award is presented for exceptional membership growth.

Nationwide, Farm Bureau membership exceeds 6 million.



FLORIDA FARM BUREAU IS **THE** ORGANIZATION THAT SPEAKS FOR FAMILY FARMS

The Florida Farm Bureau annual meeting in October 2009 marked the end of the first year of our Family Farms Initiative. This initiative, which will culminate at the annual meeting in 2010, puts forth the theme "Strong Family Farms: Strong Florida," emphasizing the contributions made to Florida's economy by family farms



of all sizes.

The initiative has refocused the organization on its core mission: to increase the net income of farmers and ranchers and improve the quality of rural life. It has another goal as well: to imprint the image of Florida Farm Bureau as *the* organization that speaks for family farms.

FORMAL PLANNING YIELDS SUCCESS

All of Florida Farm Bureau’s activities are driven by goals that are formally adopted by our state Board of Directors. Senior management, staff and the state board review goals, evaluate existing programs, discern areas where programs could be enhanced and develop an annual Strategic Plan with input from all staff and divisions. At the end of the year, management weighs the organization’s performance against the elements of the Strategic Plan and begins the planning cycle for the next year.

The annual planning process begins immediately following the annual meeting and Council of Presidents. In December the President, Executive Assistant to the President and Executive Director will meet with Division Directors to begin developing a vision for the Federation. This process continues at a retreat where all staff members will be involved in developing a collective, shared vision for the future of the Federation.

Once a comprehensive strategic plan is developed, individual staff members and their

directors will meet to set individual goals. Staff evaluations will include a review of the level of



fulfillment of the individual goals. The planning process is aimed at developing a shared vision and strategic plan and specific goals and objectives for every operating division and every member of our staff.

SPECIAL PROGRAMS BUILD LEADERSHIP FOR THE FUTURE



Women and YF&Rs are active on county boards of directors and are represented on the state board of directors. The chair and vice chair of the State Women’s Leadership Committee and the chair and immediate past chair of the state YF&R Leadership Group serve on

the state board. Our goal is to effectively integrate Women and young producers into county Farm Bureau activities and programs. More than 90 women serve on county boards of directors, 20 of them as officers; five are vice presidents and three are county presidents.

Farm Bureau Women

In 2009, more than 80 Farm Bureau Women attended the two-day, statewide Women’s Conference and more than 250 received leadership training. The State Women’s Leadership Committee cosponsored the statewide Florida Ag in the Classroom State Workshop, a forum where

volunteers are trained, exchange ideas, share successes and develop confidence

Young Farmers & Ranchers

Florida Farm Bureau’s Young Farmer & Rancher program surfaces and trains future leaders. The State YF&R Leadership Group is made up of selected members 18-35 years of age. The two-year curriculum includes instruction and travel experiences. This group also hosts the annual YF&R Conference. Both our state President and Vice President are alumni of this program, attesting to its effectiveness.



GRASS ROOTS SUPPORT FOR POLICY IMPLEMENTATION

The grassroots nature of our organization enables FFB to mobilize its members. One of the most effective ways we do that is through the FFBACT program, which enabled members to send thousands of targeted messages to lawmakers during 2009. Members also rallied in person in support of Farm Bureau policies.

EDUCATION AND PROMOTION

Florida Farm Bureau Federation’s Agriculture Promotion Program has been on TV and radio and in printed publications in Florida since 2002. In a 2008 survey, 1/3 of all adults 18+ in Florida recognized our message: “Safe, Affordable and Abundant: Food for Thought from Florida’s Farmers. This campaign also supported our legislative team in Tallahassee by keeping policy makers aware of our industry’s size and importance.

The program is conducted in partnership with the Florida Department of Agriculture, which produced two

30-minute programs that ran as part of Farm Bureau’s “Voices of Agriculture” series on RFD-TV. The program also reached out to Hispanic workers, delivering a message of support, respect and appreciation for our partners in production.

FFB’s education and promotion programs included the CARES Program, recognizing producers who voluntarily adopt environmentally friendly Best Management Practices, and events including Farm-City Week and Food Check-Out Week.

PUBLIC RELATIONS

Public relations involves telling people about a your organization’s good works. Our media relations efforts frequently result in positive media coverage. We also communicate directly with the public via our Web site, social media, public service announcements and through

our Ag Promotion Program. Farm Bureau uses modern electronic media to keep in touch with its members, but every member-family continues to receive *FloridaAgriculture* magazine, monthly.

LEADERSHIP

In 2009, every county Farm Bureau participated in the County Recognition Program, a record level of participation. Florida Farm Bureau offers members opportunities to acquire and exercise leadership skills at all levels. Leadership programs include the Women’s and YF&R programs and their state-level components, the County Action Partnership and support for Florida Ag in

the Classroom seminars and activities. About 233 Farm Bureau leaders comprise the membership of our 16 advisory committees. Participants in all of these groups, as well as county and state board members and officers, received leadership training and briefings throughout the year.

POLICY IMPLEMENTATION

Developing and implementing our policies involves thousands people. These include members, staff, county Farm Bureaus and advisors and participants commodity organizations and other associations and institutions. Policy implementation is supported by the annual Field to the Hill visit to Washington, D.C., Farm Bureau Day in

Tallahassee, legislative appreciation activities at the county level and farm tours for policy makers and staff. Members receive a steady stream of information through Agricultural Policy Bulletins and FBACT alerts, as well as the other FFB publications.

MEMBER SERVICES

Among the new programs to be offered in 2009 is the Members’ Auto Buying Service (MABS). Members can purchase a new or used car through MABS and finance through Farm Bureau Bank.

Insurance services are the most used among our full line of money-saving member benefits.



FOCUS ON FAMILY FARMS



Community Development

In 2009, we focused on supporting agricultural operations run by families and the message “Strong family farms, Strong Florida.” In the coming 12 months, we must continue and intensify that focus.

Whether our policy makers recognize it or not, agriculture, which consists mainly of those family farms, continues to be a pillar of Florida’s economy. That is particularly important now that we are seeing record declines in tourism and housing.

In 2010, Florida Farm Bureau will take the Family Farm Initiative and build on it to strengthen that pillar. We will work to develop and strengthen rural communities and the family farms with which they have such a symbiotic relationship. In short, we will get aggressive about rural and community development.

We can begin with analysis using the statistics our UF/IFAS economists have provided for us. We can also support economists’ efforts to provide even better statistics.

District Listening Sessions

Who knows more about a community and its needs than the people who live there? Early in 2010, President Hoblick will

conduct a series of district listening sessions. These will be casual interfaces between the state organization and county presidents. He will be seeking ideas from county Farm Bureau leaders about what could strengthen their communities and how the state’s largest general agricultural organization can help.

Social Media

In 2009 we began using social media to communicate with our volunteer members. The Federation, YF&R Leadership Group, Women and Collegiate Farm Bureaus and *FloridAgriculture* all have Facebook pages and our national and state legislative affairs teams offer updates on Twitter.

A Traditional Media Presence

We communicate with members and the public through our Web site and via electronic and printed communications tools. We issue electronic policy bulletins and calls to action through FBACT, a network of 3,000 responsive active members. Our monthly magazine (*FloridAgriculture*), is mailed monthly to all member families. All of our publications are available both in print and electronic formats.

Appreciation for Staff

President John Hoblick recognizes the Federation staff as “not the largest, but probably the best state staff of any state Farm Bureau in the nation.”

The staff derives its “marching orders” from member-approved policy and is responsible for coordinating policy implementation efforts and communicating with Farm Bureau members, policy makers and the public.

2010 Calendar

Jan. 10-13

American Farm Bureau Annual Meeting

Feb. 8-10

FFB Women’s Conference

March 16

Farm Bureau Day in Tallahassee

May 5-7 (tentative)

Field to the Hill visit to Washington, D.C.

Oct. 13-15

FFB Annual Meeting

Initiatives

FAMILY FARMS

“Strong Family Farms: Strong Florida” will continue to be the theme in 2010. The initiative will culminate with the 2010 Annual Meeting.



AG PROMOTION

Since 2002 the “Safe, Affordable and Abundant” promotion campaign has increased Floridians’ awareness of our farmers and ranchers.



FLORIDA FARM BUREAU



Florida Farm Bureau sets the Gold Standard for agricultural organizations.