

By The Numbers

2021 Annual Report





On the heels of the ongoing pandemic, California farmers and ranchers continued to feed America in the face of exceptional drought conditions throughout much of the Golden State. Our farm families made difficult economic decisions in crop and livestock management to support water conservation. But they kept farming. They carried on even as they dealt with the second-worst wildfire season in California history. They persevered in the face of global supply chain disruptions.

As our farmers and ranchers adjusted to historic challenges, the California Farm Bureau fought for water infrastructure, secured new wildfire insurance pathways, and defeated onerous organizing legislation to protect farm employees' rights to secret ballot elections. Farm Bureau advocated for our 32,000 members and continued to provide our full range of services.

These numbers help tell our story for 2021.

Still Farming

amid searing drought

Farm Bureau advocated for our **32,000 members** and continued to provide our full range of services.

4,550 The number of Central Valley farms that were effectively cut off from surface water supplies from the Sacramento-San Joaquin Delta due to the August curtailments ordered by the State Water Resources Control Board. As many as **10,300** water rights holders were also affected.

California farmers, starting even before the curtailments, **fallowed more than 500,000 acres of croplands** in 2021 due to the drought and water shortages. **The drought's 2021 economic impacts are expected to exceed \$2.5 billion** for California agriculture.

Some **480 California farmers and ranchers** were surveyed on the drought by our partners at the American Farm Bureau Federation. Of survey participants, **25% of growers said they were highly or extremely likely to plow under crops** due to fears of inadequate future water deliveries for irrigation, and **41% said they were likely or extremely likely to remove orchard trees**.

As the COVID-19 pandemic continued, Farm Bureau and Farm Employers Labor Service worked help California agricultural employers to navigate new COVID-19 safety regulations. The FELS website provided **hundreds of free resources** to Farm Bureau members. FELS Newsletter subscribers and FELS' customers also received information on testing, vaccinations, health insurance and COBRA-related requirements. They were also kept abreast on the Coronavirus Aid, Relief and Economic Security (CARES) program, the Paycheck Protection Program (PPP) and occupational safety and health issues. FELS additionally provided **10 free webinars for thousands of participants** on protecting farm employees, on supplemental paid sick leave, the CalSavers program, family and medical leave mandate expansion, and other topics.

FELS also provided guidance on new overtime requirements, rising minimum wages and shortages of employees. It produced and sold to agricultural employers **more than 12,000**

laminated employment notification posters and books to help agricultural employers to post information required by law.

FELS labor management consultants made **nearly 2,000 worksite visits**, providing employee and supervisor trainings on safety, harassment, good management practices, supervisory practice, and other information as well as training vital to FELS' clients. Additionally, the FELS Newsletter **published 11 issues**, providing its subscribers with timely and pertinent information for California agricultural employers.

Responding to the challenges of the year, members of the California Young Farmers and Ranchers program donated **1.21 million pounds of food and \$216,718** in money. They also volunteered **8,319 hours** for the AFBF Harvest for All program.

The California Farm Bureau continued to play an important role in media coverage on the pandemic, fielding some **48 press inquiries**. But in 2021, that was dwarfed by local, regional, national, and international media interest in the California drought, from which Farm Bureau responded to **more than 70 drought-and-water-related inquiries** in the spring and summer months alone.

Farm Bureau helped lead a coalition of agricultural and water interests seeking drought relief for hard-hit western states. It pushed for federal infrastructure legislation to fund **\$8 billion in repairs and investments in water storage and conveyance projects**. Out of **\$550 billion in the total federal infrastructure spending** package, California stood to **receive more than \$45 billion in long-term funding**.

Additionally, Farm Bureau's federal policy team **held some 100 meetings** in Washington, D.C., rallying industry leaders, members of Congress and federal agencies for needed drought relief and continued support for California agriculture through the pandemic. The team secured significant results.

SURVEY

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Working hard for Our Members

California Farm Bureau’s Government Affairs Division and Federal Policy Division responded to challenges of 2021 and brought back returns for California agriculture.

Due to our efforts, programs to increase forest health, resiliency and private land ownership and help prevent wildfire and assist Cal Fire received about **\$1 billion**.

We secured **\$855 million** to assist with implementation of the Sustainable Groundwater Management Act, **\$3 million** to compensate for livestock lost to wolves, **\$10 million for the California Nutrition Incentive Program**, which pays for purchases of farm products, and **\$25 million for the Healthy Soils Program**.

We brought in **\$32 million for livestock methane reduction, \$15 million for pollinator habitat, \$30 million for the Fresno-Merced Food Innovation Initiative** and **\$213 million for the FARMER program** to help replace out-of-compliance tractors.

Farm Bureau also secured **\$33.2 million in ongoing funding** for the University of California Cooperative Extension and 4-H.

Thanks to Farm Bureau’s leadership, California Farmers and Ranchers avoided more than **\$90 million** in new taxes on pesticides over the next two years.

Throughout the legislative session, the Farm Bureau political affairs unit, FarmPAC® and **14,434 FarmTeam members** were fully engaged. Members sent **over 5,300 contacts to legislators and Governor Gavin Newsom** on priority legislation, such as Assembly Bill 616. **Nearly 100 farmers, ranchers, farm employees and state staff** rallied at the Capitol against anti-democratic provisions in the AB 616 union-organizing bill that culminated in the governor vetoing the legislation.

Our Federal Policy Division was not to be outdone. Besides championing the **\$8 billion in western drought relief**, the team achieved direct results for California farm communities.

\$25 million was secured for agricultural producers in the Klamath River Basin alone, including **\$15 million for a drought-response pilot project** and an additional **\$10 million** from the U.S. Department of Agriculture’s Wildfire and Hurricane Indemnity Program Plus.

That money was part of **\$10 billion** that Farm Bureau and a broad coalition secured nationally for WHIP+ disaster relief for 2020 and 2021. Additionally, Farm Bureau and partners brought in **\$1.35 billion** for the meat and poultry industries to increase competition, strengthen small processing facilities and provide economic relief from the COVID-19 pandemic.

Additionally, our federal team brought in **\$500 million to support drought recovery** and encourage the adoption of water-smart management practices — a much needed boost for hard-hit farmers and ranchers.

14,434
FarmTeam members
fully engaged

5,300
contacts to top
state officials sent
from members on
priority legislation



Representing our Family Farms

20,669 The total number of pages of briefs, letters and regulatory materials the California Farm Bureau legal team reviewed this year. Additionally, our attorneys composed **1,391 pages of briefs, letters and regulatory materials**.

We **participated and testified at 64 regulatory hearings** and workshop meetings and took part in **1,300 hours in related Zoom meetings**.

We also prevailed in the highest court in the land. Last year, California Farm Bureau **submitted a 15-page brief** to the U.S. Supreme Court that helped convince

justices to consider a case challenging a longstanding California labor regulation. It allowed union representatives to come onto private farm properties for three hours a day and 120 days a year. The Supreme Court ruled in June that the state law was unconstitutional and unnecessary.

Farm Bureau also filed a **16-page brief** with the California Public Utilities Commission to intervene in proceedings involving Pacific Gas & Electric Co. and San Diego Gas & Electric Co. Resolution of cases involving the companies paid off in **\$15 million in electricity savings** for Californians.



Sharing the Story of California agriculture

892
individual stories in
46 issues of Ag Alert®
2,500,000
viewers of
California Bountiful®



The California Farm Bureau continued its long tradition of representing and amplifying the voices of farmers, ranchers, and California’s rural communities in the media. Our communications team responded to **more than 300 media inquiries, distributed 34 news releases**, sent more **than 630 tweets**, and posted more than **560 images to Instagram**. The **46 issues of Ag Alert®** contained **892 individual stories**. Our **50 editions** of the Food and Farm News service and

blog contained 200 news items. In addition, **more than 1.5 million people** watched the Farm Bureau’s **California Bountiful®** program on California stations and **another 1 million** watched nationally via RFD-TV. Meanwhile, the **six issues** of California Bountiful magazine **featured 85 stories** for non-farm readers and **33 recipes** using California farm products. California Bountiful content was also featured in **7 pages** in Sactown magazine’s “Farm to Fork 2021” September/October issue.

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Raising Knowledge

for the next farming generation



Some **5,000 students** throughout California tuned in to learn about California's Top 10 Commodities during the virtual California Farm Day, an inaugural event hosted by the California Foundation for Agriculture in the Classroom.

The Agriculture in the Classroom program awarded **\$46,450 to 372 educators** throughout California through its annual grants to expand agricultural literacy efforts. In 2021, **25 teachers** were awarded Literacy for Life grants, and **350 teachers** received Taste and Teach Grants.

More than 100,000 copies of Agriculture in the Classroom's **16-page** educational newspaper **What's Growin' On?** were distributed in 2021. The **19th annual edition** focused on the many items used in our daily lives that come from agricultural commodities.

Christine Klistoff, a K-8 agricultural teacher at Fairmont Elementary School in Fresno County was awarded the 2021 National Excellence in Teaching about Agriculture Award for work incorporating agriculture into her classroom. She was one of **8 teachers honored nationally**, marking the second consecutive year a California teacher made the list.

Scholarships totaling \$215,000 were awarded in 2021 by the California Farm Bureau Scholarship Foundation to **53 current or college-bound students** interested in agricultural careers. Additionally, **200 collegiate memberships** were awarded to California FFA and 4-H members participating in various leadership events.

40 YF&R members attended the Leaders Meeting held in July in Sonoma County. The first in-person YF&R meeting since March 2020 consisted of leadership development sessions, program planning and networking.

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Engaging and Serving

our Farm Bureau Members



40TH ANNUAL PHOTO CONTEST



There were **33 member benefits** that Farm Bureau members in California could take advantage of in 2021. They include Farm Bureau's newest Agricultural Member Benefit, the Farm Bureau 401(k) Multiple Employer Plan administered by Nationwide, and Great Wolf Lodge, the family friendly resort with locations nationwide.

The California Farm Bureau distributed **\$35,206 in funds** to participating counties to assist them in local Farm Bureau membership generating efforts.

Farm Bureau's new Grow in the Know professional development series program held **12 sessions** for county farm bureau executive directors in 2021. Session topics included "Fearless Facilitation," "California Grown," "Fundraising and Sponsorship Tips" and "Media Training & PR 101."

5 roundtable discussions brought together Farm Bureau members and California Insurance Commissioner Ricardo Lara. Those meetings paid off as Lara announced implementation of a series of changes to help farmers and ranchers struggling to insure their properties after several years of devastating wildfires.

California Farm Bureau wrapped up its **40th photo contest** Sept. 30, awarding **\$2,500 in cash prizes**. This year's theme, "Member Reflections," encouraged the amateur photographers among the membership to enter photos showcasing California's agricultural bounty from their personal perspectives. Award-winning photos will be published in winter issues of **Ag Alert®** and **California Bountiful®** magazine, promoted through a news release, and showcased on Farm Bureau's websites and social media channels.

Meanwhile, testimonials for **44 canine contestants** poured in for Farm Bureau's **2nd annual Farm Dog Contest** in 2021. The grand prize winner will receive a \$1,000 cash prize and recognition at the California Farm Bureau Annual Meeting.



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33 member benefits that Farm Bureau members in California could take advantage of in 2021.

Industrial Equipment & Supplies

Grainger
Caterpillar
John Deere
Case IH

Auto, Apparel & Home Discounts

Ford
O'Reilly Auto Parts
Dungarees
A4 Promotions & Incentives
Jiffy Lube
Kelly-Moore & Dunn-Edwards
Paints
AmeriGas
California Grown

Health and Wellness

Farm Bureau
Prescription
Discount Program
AirMedCare
Network

Theme Parks

LEGOLAND
San Diego Zoo
Six Flags
Discovery Kingdom
Santa Cruz Beach Boardwalk

Travel & Entertainment Discounts

Great Wolf Lodge
Choice Hotels
Wyndham Hotels
Avis
Budget



Proud to be the official insurance provider of the California Farm Bureau. For over 90 years.



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