

LEADING ACROSS generations

83RD CONVENTION

FARM
BUREAU
ARKANSAS

Featured **SPEAKERS**



Asa Hutchinson
Governor



Randy Veach
President, ArFB



Haydn Shaw
Author, *Sticking Points*



Patrick Henry
Humorist



LEADING ACROSS generations

**83RD ARKANSAS FARM BUREAU ANNUAL CONVENTION
STATEHOUSE CONVENTION CENTER**

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- 19** Trade Show
- 20** Awards
- 22** Annual Report

PRESIDENT'S REPORT

It is a great honor and privilege to serve as president of the Arkansas Farm Bureau and represent the men and women of Farm Bureau.

There have been a lot of great leaders who have worked on behalf of this organization over the past 83 years, and I am proud to have known many of them who have offered Leadership Across Generations.

There is much discussion about the challenges of bridging generational differences, and we will explore that topic in depth at this convention. For the first time in history, there are four generations working alongside each other and we must understand all of them — Traditionalists, Baby Boomers, Gen Xers, and Millennials — just to communicate without making someone angry. As author Haydn Shaw will explain to us, these generations think differently, vote different, buy differently and dress differently. Not understanding these differences creates conflicts, interferes with our work, and can threaten not only the future of family farms, but also the future of Farm Bureau.

The purpose of Farm Bureau fits each of you, whether you are a Baby Boomer, like me, or another generation. As I look across the challenges facing our organization, I am encouraged that our common values will help us ensure Farm Bureau's success in the future.

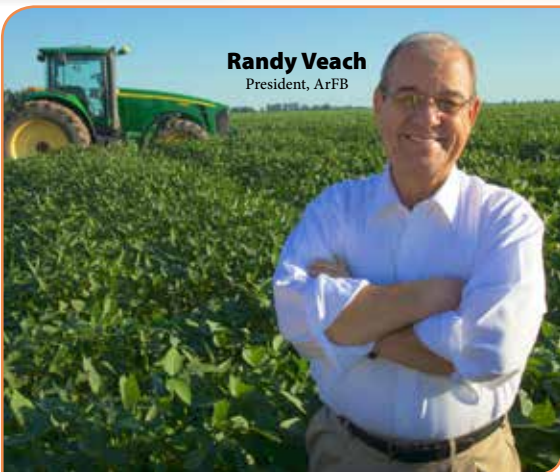
I believe we have the tools needed to LEAD across generational lines.

I know you have seen Farm Bureau's mission statement, but it is worth reinforcing.

Farm Bureau will:

- Advocate the interests of agriculture in the public arena;
- Disseminate information concerning the value and importance of agriculture; and
- Provide products and services that improve the quality of life for our members.

Our work, daily, falls under the umbrella of those three bullet points, and fits our membership regardless of generational definition.



Randy Veach

President, ArFB

Know that our diligence in opening the marketplace (trade) for our goods and services will continue. We will continue to work to improve the environment around us, the air, soil, and water, so that our stewardship actually leaves the land in better shape than we received it. And we will endeavor to ensure agricultural research and extension work are enriched, so that agriculture can continue to strive toward its goal to feed and clothe and growing world.

The future of our organization depends on you, and others like you, to provide wisdom, discernment and leadership to areas that affect agriculture.

That was one reason behind the creation of the Farm Bureau Foundation, a 501 (c)(3) designed to further the understanding of agriculture and rural issues and support those efforts through financial support for education, research, litigation and disaster relief.

Thus far we have donated money to the American Red Cross to help with flood relief in NE Arkansas, to the Texas Farm Bureau Hurricane Harvey Relief Fund and to the Florida Farm Bureau for the Hurricane Irma Relief Fund for Agriculture.

We are also funding some additional outreach efforts, including:

- A “farmer for a day” barn through Van Buren County Farm Bureau;
- A cotton promotion contest with Columbia County Farm Bureau;
- The Faulkner County Roundup for second-graders;
- The Pulaski County Master Gardner’s new teaching garden at the 4-H Center;
- And Huck Plyler’s Military Care Package Project, where this ambitious 6-year-old is providing care packages that include agricultural promotion materials and personal care items for soldiers who are overseas.

The Farm Bureau Foundation is designed to help foster common ground for those who need help understanding the role of agriculture.

The leaders within Farm Bureau help keep this organization relevant today, so that tomorrow’s leaders – YOU – will have a great organization.

Farm Bureau’s role, over the past 83 years and well into the future, is to ensure that agriculture is relevant, to advocate on behalf of agriculture and remain a key component of our state’s economic and political landscape, we must continue to have the best interest of our farmers and ranchers in mind.

And we must demonstrate leadership across generations.

That is my hope. That is my prayer.

God bless you and your families.

God bless the farmers and ranchers.

God bless Farm Bureau.

WEDNESDAY November 29

9:30 a.m.	Registration	Convention Center (Osage)
10:00 a.m.	YF&R Discussion Meet Preliminary	Hoffman & Manning Rooms
11:30 a.m.	Trade Show Opens	Governors Hall I & II
1:00 p.m.	General Session	Marriott Grand Ballroom
	Welcome <i>Randy Veach, President</i>	
	Invocation <i>Peggy Miller, Chair, State Women's Committee</i>	
	Presentation of Colors <i>Naval Operations Support Center, Little Rock</i>	
	Pledge of Allegiance <i>Chase Groves, Chair, State YF&R Committee</i>	
	National Anthem <i>Lane Fritch, State 4-H President, Benton County</i>	
	Gubernatorial Address <i>Gov. Asa Hutchinson</i>	
	Memorial Service	
	Stanley E. Reed Leadership Award	
	Leading Across Generations <i>Haydn Shaw, Author of "Sticking Points"</i>	
3:30 p.m.	Awards Presentation in Trade Show	Governors Hall I & II
	County Presidents Awards	
	Cooperative Extension Service Awards	
4:00-5:00 p.m.	County Photos	Convention Center (Osage Area)

5:00 p.m.

Resolution Committee Open Hearing Fulton Room

5:00 p.m.

Registration Closes

6:00 p.m.

Trade Show Closes



**MIX SOME FUN WITH YOUR
CONVENTION BUSINESS AND WIN!**

***Take part in the ArFB Social Media Scavenger Hunt
and you could win one of two \$250 gift cards!***

Just take 5 of the 7 possible photos listed below, post them on Facebook or Instagram, tag Arkansas Farm Bureau, and use the hashtag #FBleading

1. A photo from either general session
2. A photo from a workshop
3. A photo of you at the tradeshow
4. A selfie with Chairman of YF&R Committee, Chase Groves, OR Vice Chairman Mark Morgan
5. A photo from the Women's Leadership Luncheon
6. A photo of you in front of the ArFB photo background
7. A photo from one of the YF&R Discussion Meet competitions

THURSDAY November 30

8:00 a.m. **Registration** Convention Center (Osage)

8:00 a.m. — 9:15 a.m.

Special Conferences

State and Federal Tax Reform Miller
Leadership Workshop Caraway
*Haydn Shaw — FranklinCovey
Chairman's Award Winner*
Battling Activists & Ballot Initiatives Fulton
Cavalry Group
Forestry: Timber Certification Pope
Specialty Crops: Labor and Food Safety Izard

8:15 a.m. **Trade Show Opens** Governors Hall I & II

9:15 a.m. **YF&R Discussion Meet Finals
in Trade Show** Governors Hall I & II

10:00 a.m. **Crop and Livestock Conference**
Livestock Management and Profitability Conf. Caraway
Crops Management and Profitability Conf. Fulton

12:00 p.m. **Women's Leadership Luncheon** Wally Allen Ballroom
Welcome | *Peggy Miller, Chair, State Women's Committee*
Invocation
Recognition of Previous Women's Committee Chairwomen
Keynote Speaker | *Leslie Rutledge, Attorney General*
Award Presentations

1:00-2:00 p.m.

County Photos

Convention Center (Osage Area)

2:00 p.m.

Voting Delegate Registration Closes Convention Center (Osage)

2:00 p.m.

General Session

Marriott Grand Ballroom

Welcome | *Rich Hillman, Vice President*

President's Address | *Randy Veach, President*

Awards Ceremony

Ag in the Classroom Teacher of the Year

Ag Education Awards –

Top Ag Teacher, New Teacher and Top Program

AFBF 2018 Rural Entrepreneurship Challenge

Outstanding Women's Committee

Discussion Meet Winner

YF&R Achievement Award

YF&R Excellence in Ag Award

Membership Retention

Area Excellence

President's Award

Becoming "re-memorable" | *Patrick Henry, Humorist*

5:00 p.m.

General Registration Closes

5:15 p.m.

Caucus of Voting Delegates

5:30 p.m.

Trade Show Closes

Caucus of **VOTING DELEGATES**

District 1 Caraway I

Craighead
Crittenden
Cross
Lee
Mississippi
Phillips
Poinsett
St. Francis

District 2 Caraway II

Clay
Greene
Independence
Jackson
Lawrence
Monroe
Prairie
Randolph
Sharp
White
Woodruff

District 3 Caraway III

Baxter
Benton
Boone
Carroll
Fulton
Izard
Madison
Marion
Newton
Searcy
Stone
Washington

District 4 Miller

Crawford
Howard
Little River
Miller
Montgomery
North Logan
Pike
Polk
Scott
Sebastian
Sevier
South Logan

District 5 Izard

Cleburne
Conway
Faulkner
Franklin
Garland
Hot Spring
Johnson
Perry
Pope
Van Buren
Yell

District 6 Pope

Arkansas
Cleveland
Desha
Drew
Jefferson
Lincoln
Lonoke
Pulaski
Saline

District 7 Fulton

Ashley
Bradley
Calhoun
Chicot
Clark
Columbia
Dallas
Grant
Hempstead
Lafayette
Nevada
Ouachita
Union

7:00 a.m.

Breakfast for Voting Delegates

Governors Hall III

8:00 a.m.

Business Session

Marriott Grand Ballroom

Call to Order | *Randy Veach, President*

Report of the Credentials Committee | *Joe Thrash, Chairman*

Report of the Rules Committee | *Caleb Plyler, Chairman*

Introduction of Parliamentarian

Caucus Reports | *Warren Carter, Executive Vice President*

Election of Board Members

Election of Voting Delegates to American Farm Bureau Convention

Business Report | *Warren Carter*

Report of the Nominating Committee | *Joe Christian, Chairman*

Election of President & Vice President

Action on Proposed Amendment to the Bylaws

Discussion & Actions on Resolutions

Adjourn

SPEAKER BIOS



Asa Hutchinson, Governor

Asa Hutchinson was sworn in as the 46th Governor of Arkansas in January 2015, and immediately set in motion his plan to bring more jobs and economic growth to his native state.

Gov. Hutchinson kept a major campaign promise by working to pass the biggest income tax rate cut in state history. His initiative to require computer-coding classes in every public high school makes Arkansas a national leader and signals to businesses everywhere that our students will be prepared for the 21st century economy.

In addition, the Governor's emphasis on government efficiencies – including a hiring freeze instituted on his first day – have resulted in taxpayer savings and better focused state services.

As part of his strategy to market Arkansas and attract more jobs and businesses to the state, Gov. Hutchinson already has met with CEOs of major industries across the globe from Silicon Valley to France, Japan, Israel, Germany, China and Cuba.



Randy Veach, President, ArFB

Randy Veach is completing his ninth term as Arkansas Farm Bureau president. He previously served five years as the organization's vice president and has been on the state board of directors since December 1999.

As a third-generation farmer, he and his wife Thelma farm on land cleared by his grandfather and father.

Veach serves as a member of the American Farm Bureau board of directors, where he serves as chairman of the Audit Committee.

He is also president and chairman of the board of the Southern Farm Bureau Life Insurance Company, the first Arkansan to hold the office. He is a board member of the Southern Farm Bureau Casualty Insurance Company, and American Ag Insurance Corp. He is also on the Farm Bureau BanCorp board, where he serves as a member of the bank's Executive Committee.



Haydn Shaw, Author

Haydn Shaw has researched and helped clients regarding generational differences for over 20 years. He is the author of ***Sticking Points: How to Get 4 Generations Working Together in the 12 Places They Come Apart*** and FranklinCovey's bestselling workshops ***Leading Across Generations*** and ***Working Across Generations***. He also writes on generations and leadership for the ***Huffington Post***.

Hailed as a "leadership guru" by the ***Washington Post***, Haydn speaks and consults in excess of 160 days each year to clients who consistently invite him back. Not only does Haydn speak on his own, he has also worked as a senior consultant with FranklinCovey for over 21 years. He is one of a handful of consultants in FranklinCovey to win the Chairman's Award.



Patrick Henry, Humorist

Patrick Henry is an author, songwriter and performance keynote speaker who partners with meeting planners to make meetings memorable. As a former Nashville songwriter and humorist on the SiriusXM Radio Family Comedy Channels, Patrick brings a unique blend of humor, music and message to his audiences to create an event that is full of energy and actionable ideas. His book ***The Pancake Principle: 17 sticky ways to make your customers flip for you*** was released in 2013 and he will soon be featured on a comedy album along side Jeff Foxworthy, Steve Martin, Larry the Cable Guy and Jeanne Robertson. One of Patrick's audience members best described him as "what happens when, keynotes, comedy, and concerts . . . collide". When not on the road serving clients, Patrick can be found at home in North Carolina with his wife and three children. He is an avid Auburn football fan and is doing his best to get his golf handicap under 20. He is a firm believer that "If you do what you love to do for a living, you'll never work a day in your life."

STATE AND FEDERAL TAX REFORM

Miller

Presiding: Joe Christian and Bruce Jackson

Taxes and taxation are always a policy issue being discussed at the federal and state level. Currently, there is legislation that would provide income tax changes at the federal level and at the same time there is a legislative tax task force at the state level looking at all taxes. Agriculture as an industry has multiple tax exemptions that help farmers and ranchers to keep their costs down. This panel of tax experts and lawmakers will address these issues and offer insights as to where we are heading with these policies.

Panelists:

Pat Wolff, *AFBF, Federal Taxes*

Pat Wolff serves as an American Farm Bureau Federation lobbyist and is the organization's tax specialist. She also follows Affordable Care Act issues. Prior to joining AFBF, Pat lobbied for the Pennsylvania Farm Bureau and administered PFB's political action committee. She started her Farm Bureau career as an organization director for the Ohio Farm Bureau. Pat holds a master's degree in public administration and a bachelor of science degree in agricultural economics and rural sociology, both from Penn State University. She is recognized as a Certified Association Executive by the American Society of Association Executives and as a Distinguished Toastmaster by Toastmasters International. Pat lives in Rockville, Md., with her husband, Howard Jung, and has two adult children, Rachel and Adam.

Michael Parker, *Dover Dixon Law Firm, Arkansas Tax Exemptions*

Michael O. Parker is a principal in the Little Rock law firm of Dover Dixon Horne PLLC and has been practicing law in Arkansas for over 40 years. Mike now concentrates his practice within the areas of state and local tax and litigation, business law and regulatory issues. Mike is a member of the American (Taxation Section, State and Local Tax Committee), Arkansas and Pulaski County Bar Associations. He is a past chairman of the Arkansas Tax Advisory Council created by the Arkansas General Assembly as a forum for interaction with the Arkansas Department of Finance and Administration on legislative and

administrative issues, and has served as a private sector representative for Arkansas in the Streamlined Sales Tax Project. Mike is a past chairman of the section on taxation of the Arkansas Bar Association, recipient of the ARBA Golden Gavel award, is listed in The Best Lawyers In America in Tax Law, Litigation and Controversy – Tax, and Trusts and Estates and has received the Preeminent Peer Review Rating from the Martindale-Hubbell Legal Network.

Senator Jim Hendren, Co-Chair Legislative Tax Taskforce

Sen. Jim Hendren represents Senate District 2, which comprises portions of Benton and Washington counties and is serving his first term in the Arkansas Senate. He is chairman of the Health Reform Legislative Task Force and vice chairman of both ALC-Peer and ALC-Personnel. A native of Gravette and owner of Hendren Plastics, Inc., Sen. Hendren received a bachelor of science in electrical engineering from the University of Arkansas in 1984. The same year he joined the United States Air Force, where he served eight years as an F-15 fighter pilot. Following the tragedies on Sept. 11, 2001, Hendren returned to military service through the Missouri Air National Guard and is currently a Senior Offensive Duty Officer (SODO), 157 Air Operations Group in St. Louis. Senator Hendren and his wife of over 25 years, Tammy, have three sons and one daughter.

Representative Lane Jean, Co-Chair Legislative Tax Taskforce

Rep. Lane Jean of Magnolia is serving his fourth term in the Arkansas House of Representatives. He is serving his second term as House Chair of the Joint Budget Committee. For the 91st General Assembly, he also serves on the House Public Transportation Committee, the House Agriculture, Forestry, and Economic Development Committee and the House Rules Committee. Rep. Jean graduated from Magnolia High School. He attended Abilene Christian University and graduated from Southern Arkansas University in Magnolia with a bachelor's degree in history. He works in timber, real estate and cattle farming. He is a member of the Columbia County Cattlemen Association and the Arkansas Municipal League. He enjoys spending time outdoors in his free time. He and his wife, Judy, are members of the Church of Christ and they have two grown children and one grandchild.

TOOLS FOR GETTING 4 GENERATIONS WORKING TOGETHER

Caraway

Presiding: Sherry Felts and Dan Wright

Haydn will pick up where he left on Wednesday and provide leaders with the tools to help facilitate working with multiple generations. For the first time in history, there are four generations working alongside each other and you have to understand all of them – Traditionalists, Baby Boomers, Gen Xers, and Millennials – just to communicate without making someone angry. These generations think differently, vote differently, buy differently and dress differently. Not understanding these differences creates conflicts, interferes with work, and can threaten not only the future of family farms, but also the future of Farm Bureau.

Speaker: Haydn Shaw, *Franklin Covey Chairman's Award Winner*

Read Haydn's bio on page 11.

FORESTRY: HOW CERTIFICATIONS DRIVE FOREST LANDOWNERS

Pope


Presiding: Troy Buck and Joe Thrash

Changes in consumer preferences has made timber certification an important part of managing timber. In addition to documenting improved timber health, certification in many instances also allow landowners improved access to markets during peak demand periods. With all the different options (Tree Farmer, SFI, SFC, ect) which one, if any, are right for you? In this workshop, a panel of industry experts will discuss the growing demand from a consumer level and things landowners should consider when deciding which certification they should have on their timber.

Speakers:

Scott Meek, *Coordinator-SFI Program, Green Bay Packaging*

Scott Meek is the sustainable forestry initiative and natural gas activities coordinator at Green Bay



Packaging's Fiber Resource Division in Morrilton. After beginning his career as a forestry consultant in Mississippi, he and his family moved to Arkansas in 1998 to work with Green Bay Packaging Inc., where he has worked for 19 years. Since 2014, he has been the SFI coordinator for GBP's Arkansas operations. Scott is a registered forester in both Arkansas and Mississippi, a member of the Arkansas Forestry Assoc., Arkansas Timber Producers Assoc., board member of the Lake Conway/Point Remove Watershed Alliance, member of the Arkansas Forestry and Drinking Water Steering Committee and currently serves as the vice chair of SFI's Arkansas State Implementation Committee.

Doug Teale, *Sustainability Manager, Domtar*

Doug Teale is the sustainability manager at Domtar's Ashdown Mill. He has worked in the forest industry for 25 years and with Domtar for 22 of those years. Over his career he has held many titles within Domtar from procurement forester, purchasing timber from private landowners, to harvest and chips and fuel manager. His primary focus is on forest certification and managing the Four States Timberland Owners Association. Ashdown is dual certified to FSC and SFI. The Four States Timberland Owners Association is 140 members strong accounting for 500,000+ acres. Doug is an active graduate of Stephen F. Austin State University with a bachelor of science in forestry, a Registered Forester, and a member of the Arkansas Forestry Association.

Caroll Guffey, *University of Arkansas Cooperative Extension*

Caroll Guffey is the Extension Forester for the UofA Division of Agriculture, Cooperative Extension Service. Job duties include developing, organizing and implementing continuing education short courses for natural resource professionals in Arkansas. Caroll holds a BS in forest management and a MS in forest policy, both from the University of Arkansas at Monticello. He also works as a resource for UACES county agents to help with questions/concerns dealing with forest management, shade and urban trees, prescribe fire, forest insect and disease, GIS and GPS and forest landowner issues. He is the current chair of the Arkansas State Board of Registration for Foresters, past chair for the Ouachita Society of American Foresters and past chair of the Arkansas Tree Farm Committee.

SPECIALTY CROP: LABOR AND FOOD SAFETY ISSUES

lizard

Presiding: Jon Carroll and Mark Morgan

Food safety has become one of the biggest issues for consumers in this country. Since the new rules for the Food Safety Modernization Act were developed, food manufacturers of all sizes have been working to determine how to implement them into their cultures and food safety plans, and producers are scrambling to meet the needs of all their customers.

Meanwhile, immigration reform is a focus of the Trump administration, but long-term plans are still being developed. So what will this administration's "Immigration Reform" look like? What further obstacles will our producers face in the future? Will there be a wall built to protect America?

Speakers:

Amanda Perez, *University of Arkansas*

Dr. Amanda Philyaw Perez is an assistant professor with the University of Arkansas Division of Agriculture Cooperative Extension Service. She specializes in produce safety and community food systems development. She oversees the Food Safety Modernization Act Produce Safety Education and Outreach program for Arkansas. Dr. Philyaw Perez works with Arkansas farmers and community leaders to provide education, outreach and strategic planning. Dr. Philyaw Perez believes that communities need local solutions to address issues related to food, water, health, prosperity and community development.

Paul Schlegel, *AFBF*

Paul Schlegel joined American Farm Bureau Federation in 2005 and oversees the public policy team that handles a wide range of issues, including pesticides, Endangered Species Act, Clean Water Act, regulatory reform, GMOs, transportation, labor, immigration, energy and natural resources. He worked for 20 years in the U.S. House of Representatives, serving as chief of staff for a member of Congress and staff director of a House committee.

BATTLING ACTIVISTS & BALLOT INITIATIVES: LESSONS FROM MISSOURI AND OKLAHOMA

Presiding: Tom Jones and Mike Freeze

Anti-agriculture activists are increasingly using and manipulating the referendum process in state governments to enact their ideological agenda. Learn what it takes to prepare to fight these initiatives, what causes organizations to lose the battle, and what it takes to win. Hear from a national expert in defending the constitutional and private property rights of law-abiding animal owners and animal-related businesses.

Speakers:

Mindy Patterson, *Cavalry Group*

Mindy Patterson is president and co-founder of The Cavalry Group, a national leader in advocating for and defending the constitutional and private property rights of law-abiding animal owners and animal-related businesses. Mindy specializes in working with animal related businesses, national animal associations, animal agriculture interests, and outdoor sportsmen, leading the charge in defending against the onslaught of anti-animal ownership ideology while challenging the infiltration of animal rights activism in government at the local, state and federal levels. Mindy's clear messaging and expertise cuts through the animal-rights propaganda, and shares her knowledge and passion for these issues regularly on television, radio, print and prominent internet news platforms.

Mindy's firm, The Cavalry Group, is engaged on multiple fronts to protect its members and their animal-related businesses including the deterring of illegal search and seizure and ensuring due process as outlined in the U.S. Constitution. In 2012, Mindy directed the campaign that defeated the Humane Society of the United States' effort to install "direct democracy" in Missouri called "Your Vote Counts." Previously, Mindy organized and managed the campaign to oppose HSUS' 2010 ballot initiative known as "The Puppy Mill Cruelty Prevention Act." More recently, Mindy spearheaded the campaign to protect the horse carriage industry in New York City, and she continues fighting legislative attacks on horse, cervid, exotic animal, pet and animal agriculture industries across America.

THURSDAY Workshops - 10 a.m.

LIVESTOCK MANAGEMENT AND PROFITABILITY CONF. Caraway

Speakers: **Cy Shurtleff**, *DVM, Morrilton Veterinary Clinic*

Landon Watkins, *Zoetis, Territory Business Manager, Cattle – Equine*

Chris Meador, *Carroll County Farmer*

Presiding: **Caleb Plyler and Gene Pharr**

A discussion with industry experts and Arkansas producers that will cover emerging trends, new technologies in animal health and management practices that will enhance your business and improve your operation.

CROPS MANAGEMENT AND PROFITABILITY CONF. Fulton

Speakers: **Robbie Bevis**, *Lonoke County Farmer*

Michael Oxner, *White County Farmer*

Jacob Appleberry, *Desha County Farmer*

John Bailey, *ArFB Environmental Specialist*

Presiding: **Rusty Smith and Terry Dabbs**

A discussion with industry experts and Arkansas producers that will cover emerging trends, new technologies and management practices that will enhance your business and improve your operation.

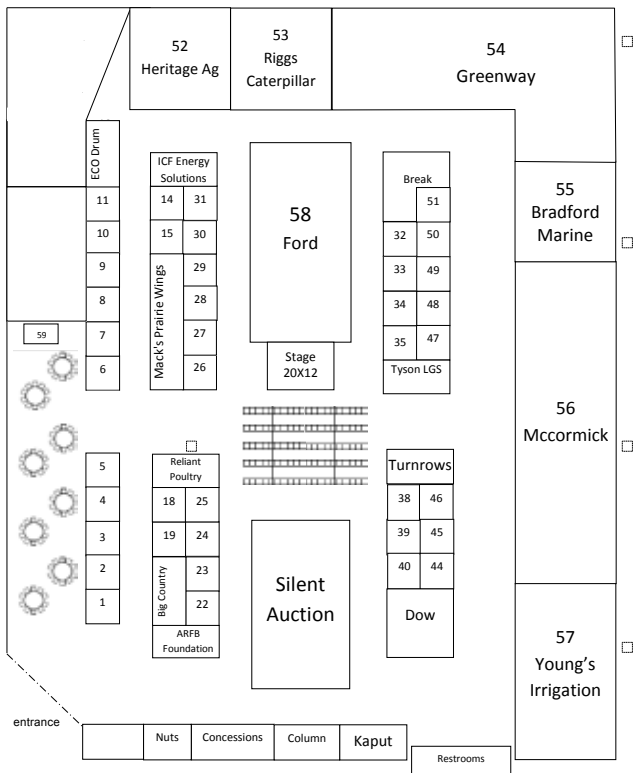
TRADE SHOW

LEADING
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generations

- 1 Koch Agronomic Services
- 2 Zoetis
- 3 Arkansas Agriculture Dept.
- 4 ADM
- 5 Valley View Agri-Systems
- 6 Farm Credit
- 7 Bemis Family Farm
- 8 Whiting Systems
- 9 Southern Arkansas University Agriculture Dept.
- 10 Farm Bureau Bank
- 11 Arkansas Farm Bureau Insurance Company
- 12 Hindsite Solutions, Inc./Ecodrum
- 13 ICF Energy Solutions/Entergy Arkansas
- 14 USA Rice
- 15 Promac
- 16 Mack's Prairie Wings
- 17 Reliant Poultry
- 18 DTN/The Progressive Farmer
- 19 CK Water Filtration/Construction
- 20 Big Country Toys
- 21 Arkansas Farm Bureau Foundation
- 22 Pro Ag Services
- 23 Arkansas Soybean Promotion Board
- 24 Mirlech Harvest Center
- 25 Priefert Farm, Ranch & Rodeo
- 26 Farmers Business Network
- 27 AP Innovations
- 28 Arkansas State University
- 29 Miller Repair Co.
- 30 Rice Tec, Inc.
- 31 Arkansas Insulators and Overhead Door
- 32 USAg Recycling
- 33 UA Cooperative Extension Service-LeadAR
- 34 Big Branch Breeders Service
- 35 University of Arkansas Bumpers College
- 36 Tyson Foods, Inc.
- 37 TurnRows Apparel
- 38 ValuePlus/HR Block
- 39 Eagle Seed Company
- 40 Arkansas Farm Bureau YF&R Committee
- 41 Dow AgroSciences, LLC
- 42 Ozark Candies & Nuts
- 43 Scimetrics Ltd. Corp./Kaput
- 44 Stone Bank
- 45 Beef Council

- 46 BioZyme, Inc.
- 47 Air Med Care Network
- 48 PGC (Premium Game Calls)
- 49 Delta Plastics
- 50 Arkansas Rice Council
- 51 USDA/NASS
- 52 Heritage Agriculture of Arkansas

- 53 Riggs Caterpillar
- 54 Greenway Equipment, Inc.
- 55 Bradford Marine
- 56 McCormick
- 57 Young's Irrigation & Equipment
- 58 Ford Motor Company
- 59 AFBF Information Booth



AWARDS

YF&R ACHIEVEMENT AWARD

Chris and Breanne Damron won the YF&R Achievement Award. The Jonesboro couple farm rice and soybeans. They won \$35,000 courtesy of Southern Farm Bureau Casualty Co. and a trip to Nashville in January to represent Arkansas at the American Farm Bureau convention. The Achievement Award recognizes young farmers and ranchers who have excelled in their farming/ranching operations and exhibited outstanding leadership abilities. The Damrons have two children, Reese and Mason.



YF&R EXCELLENCE IN AGRICULTURE AWARD

Austin Kennon and his wife Amber grabbed the YF&R Excellence in Agriculture Award. The Mountain View couple raise meat goats and sell show goats. The award recognizes young farmers and ranchers engaged in production agriculture but who derive the majority of their income off the farm. Austin is a vo-ag teacher and FFA adviser at Mountain View High School. Award candidates are judged on their leadership abilities and involvement in Farm Bureau and their local community.

The Kennons received an \$11,000 check for winning courtesy of Farm Bureau Mutual Insurance Co. and PCI Publishing Co. They will also represent Arkansas on a trip to the American Farm Bureau convention in Nashville in January. The Kennons have four children: Addison, Ava, Aubrey and Archer.



AFBF 2018 RURAL ENTREPRENEURSHIP CHALLENGE

Grass Roots Farmers' Cooperative is a group of small-scale farms that have come together to share resources to deliver high-quality foods more easily to customers. All of the farmers are committed to the sustainable raising of livestock on clean pastures using methods beneficial to the animals and the land where they graze. Each Grass Roots farmer has a unique, personal interest in sustainable agriculture. Grass Roots Farmers' Cooperative earned a 2018 Farm Bureau Rural Entrepreneurship Challenge best-in-show award for "Best Farm-to-Table Startup."


MISS ARKANSAS RICE

Shelby Bosnick of Moro, Miss Lee County Rice, was named 2017-18 Miss Arkansas Rice. Bosnick, 17, is a senior at Lee Academy and is the daughter of Jason and Ashley Bosnick.

Anna Mae Roemer of Jonesboro (Craighead County) was first runner-up. Second runner-up was Kalyah Edwards of Pine Bluff (Jefferson County). Other county winners participating in the state finals were Harley Bishop of DeWitt (Arkansas County), Addy Thornhill of Wynne (Cross County), Mallory Perkins of Lonoke (Lonoke County), Lawson May of Forrest City (St. Francis County) and Courtney Dorton of Judsonia (White County).

The goal of the Miss Arkansas Rice program is to encourage interest in rice promotion and to publicize the importance of the Arkansas rice industry to the state's economy. Contestants were judged on their promotion activities and knowledge of the rice industry. They also cooked a rice dish at the competition on which they were judged. Shelby's recipe was "Parmesan Shrimp and Rice Casserole."



The image features a large black silhouette of a man on the left and a smaller black silhouette of a child on the right. They are holding hands, with the man's hand on top and the child's hand on the bottom. The background is a gradient of colors, transitioning from a light purple/pink at the top to a bright yellow at the bottom, suggesting a sunset or sunrise. The overall mood is contemplative and hopeful.

"Every generation inherits a world it never made; and, as it does so, it automatically becomes the trustee of that world for those who come after. In due course, each generation makes its own accounting to its children."

— *Robert Kennedy*

LEADING
ACROSS
generations



Arkansas Farm Bureau has been blessed with another positive year. For that, I'm thankful to our staff and leadership. Such successes throughout Farm Bureau's 83-year existence reveals our continued commitment to "Leading Across Generations." It's a mindset we're proud of and take seriously for our members. Organizationally, we've continued to demonstrate leadership as a strong company, and we've taken numerous steps throughout the year to continue to ensure that strength for future generations.

We successfully met our membership quota for the third consecutive year, finishing 2017 with 191,557 member families. This growth is vital to the future of our organization. Achieving this goal takes hard work, and I congratulate the Farm Bureau team for making it happen. The strength of the Farm Bureau insurance companies certainly plays a key role there, as well as the many other services we've added during the years to our ValuePlus program to bring true financial value to our membership. Our success has a lot to do with the value inherent in an Arkansas Farm Bureau membership.

Our ValuePlus and SavingsPlus programs continue to provide easily accessible money-saving value to our member families. Our entire organization did an outstanding job when we lost our major automobile discount program. They quickly and efficiently worked hard to replace it with the new Ford and Lincoln Motor Company discount program and also added the John Deere GreenFleet Loyalty Rewards program to the mix of more than a dozen membership benefit programs. Arkansas Farm Bureau members saved roughly \$5 million using these SavingsPlus and ValuePlus discounts, as well as Farm Bureau Bank incentive programs.

We're historically known by decision makers in the state and differentiate ourselves from other organizations



Warren Carter
Executive Vice President, ArFB

because of the statewide grassroots engagement of our members. As I've said many times, our grassroots efforts with you – our farmers and ranchers – make up the backbone of this organization. That's always where success begins – on the ground with our members – identifying your needs and advocating for them at the local, state and federal levels. Our success is based on the engagement of our volunteer leaders across the state in our efforts to advocate for agriculture. The leadership shown by our volunteer members across generations has earned us respect with elected officials and other key decision-makers statewide. This year in the state Legislature, we were 100 percent successful in addressing all of our priority issues.

These priorities included:

- Protecting agriculture tax exemptions;
- Supporting additional funding for the University of Arkansas Division of Agriculture;
- Retaining the present structure of commodity research and promotion programs;
- Passing a seed standardization law;
- Protecting livestock farming and ranching practices;
- Strengthening private property protection;
- Passing a law allowing the Forestry Commission, Plant Board, and Livestock and Poultry Commission to rehire retired employees during emergencies;
- Maintaining the structure for ag-related state agencies;
- And passing legislation to more efficiently deal with the state's waste tire problem.

I'm also excited about the internal mechanisms we established this year that will ensure Farm Bureau's continued leadership across generations to come. These include our new Arkansas Farm Bureau Foundation, the establishment of an endowment and new financial incentives for the counties. The work of the nonprofit foundation will help further the understanding of agriculture and rural issues and provide financial support for ag education, research, litigation and disaster relief in rural communities. The endowment will provide a pillar of financial strength to build upon. The new county incentives will strengthen our county FBs and ensure our organization is strong for generations to come.

Every department of the Arkansas Farm Bureau Federation strives to excel at our organizational mission every year and 2017 was no exception. Our experienced and dedicated team members worked to find new and effective ways to tell the agriculture story and provide agriculture education, new strategies for winning policy victories and new methods for meeting the needs of our members and all Arkansas farmers and ranchers.

COMMODITY AND REGULATORY AFFAIRS

Arkansas Farm Bureau's 12 commodity divisions serve to advise the state board of directors on matters affecting the various commodity interests of our members. The divisions, which meet twice annually, also engage in commodity promotion, market information analysis and dissemination and outreach to both producers and consumers.

The 2017 winter meetings garnered participation from more than 200 county leaders, while the summer round of meetings hosted a total of 110 leaders.

Policy Issues addressed:

- the use of chemical baits to augment Arkansas' feral hog control efforts;
- providing input into environmental regulations applicable to in-state confined animal operations; participation in official forums on implementation of an overall animal disease traceability system;
- sponsorship and participation of several workshops on marketing and production of selected specialty crops;
- maintaining involvement in emergency preparedness activities on livestock and poultry diseases; adoption of "re-hire" provisions for Forestry Commission's emergency needs;
- serving on AFBF's Farm Bill Working Group that produced several background papers to facilitate policy development discussions;
- monitored the development of regulations on the dicamba issue;



- conferring with officials of the Risk Management Agency on specific provisions of crop insurance programs for rice and aquaculture, including revenue protection coverage;
- engaging with U.S. Fish and Wildlife Service on matters concerning control of double-crested cormorants and black vultures;
- supported the successful adoption of increased maximum penalties for egregious violations of Plant Board rules.

It was also a strong year for commodity promotion programs. ArFB continued to supply administrative and program support for six of the state's commodity checkoff programs – beef, catfish, feed grains, rice, soybeans and wheat. Specific Farm Bureau-sponsored promotion projects and contests were coordinated for dairy foods, rice and cotton.

The commodity and regulatory affairs team made waves with their industry outreach activities as well, specifically through sponsorship of the Arkansas State Fair and coordination of several its awards programs; partnering on the “Best Pick” local market listing service; provided commentary for numerous media inquiries on several policy issues, as well as, other economic development impacting Arkansas agriculture; sponsored two animal welfare/care conferences; and maintaining liaison with several state and federal agencies that impact Arkansas’ commodity industries.



Finally, the department hosted a team of poultry companies from Southeast Asia interested in purchasing grain from the U.S. The team toured export facilities on the Mississippi River, row crop farms and met with Arkansas poultry companies.

ORGANIZATION AND MEMBER PROGRAMS

Providing and supporting agriculture education and encouraging people to join together in support of farming and ranching are priorities at the core of Farm Bureau's mission. From managing Ag in the Classroom programs, safety education and M*A*S*H camps to working with the Women's Committee, Young Farmers & Ranchers and

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the Farm Family of the Year program, our staff built on the success of previous years and set our efforts on a solid foundation for years to come.

The Young Farmers & Ranchers Committee continued to build the attendance at its annual statewide conference, with 375 attendees at the 2017 event. The committee was also proud of the \$500 Teachers' Scholarship provided to state educators to teach students about agriculture and funded through the sale of special Farm Bureau t-shirts.

The state Women's Committee raised and matched \$12,500 for food for the back-pack program that feeds elementary students who do not have food and have no means to earn money for food.

The education staff continued to provide materials and books for schools and agricultural education programs around the state.



Specifically, our team accomplished the following:

- Placed more than 95,000 pieces of AITC materials in classrooms
- Conducted 215 ag education programs utilizing mobile ag education trailers
- Educational displays at over 52 fairs and festivals
- More than 600 books donated to schools and libraries for Ag Literacy
- \$7,250 in Garden Grants totaling more than \$100,000 in 12 years
- Science workshops in two locations, training 22 science teachers and directly impacting over 1,000 students
- Over 300 teachers trained through AITC workshops
- A national scholarship winning teacher in AITC
- More than 80 students competing in high school discussion meets around the state
- Ag information, news and issues updates to 208 FFA chapters
- Reached several thousand children and adults with ag education efforts at the Arkansas State Fair through partnerships with FFA, 4-H, Cooperative Extension, Arkansas Corn & Grain Sorghum Board, Arkansas



- Soybean Promotion Board, Arkansas Rice Council, Arkansas Forestry Association and Economics Arkansas
- There were 379 safety and health education programs conducted statewide with an audience of 22,804

Additional successes included:

M*A*S*H

- More than 500 students attended 34 camps, representing the most students to ever participate in the program.
- County Farm Bureau organizations combined contributions of \$20,000, which is \$3,000 more than last year
- M*A*S*H received a grant from the Arkansas Blue Cross and Blue Shield Blue and You Foundation for \$65,000 for the 2018 M*A*S*H camps



Collegiate Farm Bureau

- Collegiate Farm Bureau has seven active chapters at the University of Arkansas, Arkansas State University, UAM, SAU, Arkansas Tech, ASU-Beebe, and Northark Community College
- Every chapter was represented at the Collegiate Discussion Meet in February during the YF&R Conference
- A meet-and-greet reception was held for Collegiate Farm Bureau members the Friday night before the YF&R conference and, on Saturday morning, a group of 75 attended a tour of Delta Plastics

PUBLIC AFFAIRS AND GOVERNMENT RELATIONS

Advocacy has long been a core part of our mission and our hard-working staff and engaged grassroots leaders again delivered policy results for Arkansas farmers and ranchers in 2017.

This year, the Public Affairs and Government Relations staff had a 100-percent success rate on our priority legislation list for the 91st General Assembly. Those priorities included the protection of agricultural exemptions; additional funding for the University of Arkansas Division of Agriculture; retention of current structure of commodity research and promotion programs; creation of a seed standardization law; protecting livestock farming and ranching practices; strengthening private property rights; creation of an exemption for rehiring retirees during emergencies; and monitoring and halting state government reorganization to prevent harmful consolidation.

During the 2017 legislative session, ArFB hosted one of the largest Farmers' Day at the Capitol events in our history, with more than 150 farmers converging on the Capitol to meet with legislators. We also hosted a pre-Capitol visit event at which leaders were briefed on issues and trained on good advocate interactions. With

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daily communications to more than 1,000 Farm Bureau leaders, the Public Affairs and Government Relations staff is supported by one of the most informed and engaged memberships in the state.

Even after the end of the session, Public Affairs and Government Relations staff remain actively engaged in the rule-making process. They continued to monitor and provide input to the Tax Reform and Relief Legislative Task Force, the task force on feral hogs, a new waste tire recycling program, increased penalties for misapplication of herbicides and a permit allowing farmers to transport heavier weights of certain commodities.

At the federal level, all of our congressional delegation were recognized as “Friends of Farm Bureau” with special plaques and brief ceremonies at the ArFB office and/or at their offices. The designation is only given to members of Congress who achieve a certain level of support for Farm Bureau’s key votes and very few states honor their entire delegations. It is a testament to our staff that our representatives and senators have such a strong voting record on Farm Bureau’s positions.

Public Affairs and Government Relations staff also supported the objectives of American Farm Bureau Federation, including regulatory reform; taking an active role in writing the 2018 Farm Bill; working toward meaningful immigration reform; and multiple tax reform measures. Public Affairs and Government Relations staff are working on the AFBF “watch list” particularly technology and trade. ArFB has been an active participant in AFBF’s “Ditch the Rule” campaign, asking members to submit comments that led to helping on the final proposed rescind. Our congressmen and senators continue to introduce and support legislation aligning with the goals of Farm Bureau including: normalization of trade relations with Cuba, regulatory relief on federal lands and tax reform particularly the reduction of estate taxes. Public Affairs and Government Relations staff are passionate advocates for improved broadband access and protecting farmer’s control of their data.



All of Arkansas' four Congressmen and one Senator participated in farm tours featuring Farm Bureau members. The Arkansas House and Senate Agriculture Committees have also been on farm tours reviewing innovative farming practices, research and regulatory issues.

Public Affairs and Government Relations staff initiated the "I Farm I Vote" campaign. With the assistance of the Public Relations staff, hundreds of Farm Bureau members posed on their farm or ranch holding the "I Farm I Vote" sign signifying their active engagement in the election process. Photos were posted online with nearly 37,000 views of this page.

They also expanded outreach to veterans, by actively recruiting new veteran farmers for our mentorship program. Public Affairs and Government Relations staff assisted the Arkansas Agriculture Department and other agencies in the production of the Vets4Ag Summit, an event for veterans interested in becoming farmers or improving their farms. ArFB also unveiled our first "Challenge Coin" as way to give recognition to special Farm Bureau members and veterans.

Finally, the Public Affairs and Government Relations staff conducted another successful "How to Win an Election" campaign seminar. The seminar, co-sponsored by the Arkansas State Chamber of Commerce, was held at the Farm Bureau Center and served to train both our members and others how to run a successful campaign.

PUBLIC RELATIONS

In 2017, ArFB Public Relations transitioned from producing a monthly video newsletter to a quarterly 30-minute program, "Voices of Agriculture." The program debuted on the RFD-TV network in July. New programs are broadcast on Saturday afternoons every three months. The DVD of the broadcast is also sent to county Farm Bureau offices and all high schools in the state.

The ArFB website was overhauled and relaunched, offering more detailed information on commodities and market data, Foundation goals and objectives, membership benefits, social sharing capabilities and multimedia news and features. Visits to our website and social media channels increased over the past year. Mobile traffic has increased by almost 4 percent and social traffic is up by almost 50 percent. In addition, the "time on site" metric increased 13 percent and pages/session increased 4 percent, highlighting increased engagement.



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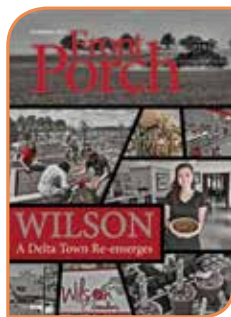
Arkansas Agriculture magazine is produced quarterly and distributed to the farming membership to highlight current issues, programs and developments in the state's agriculture industry. *Front Porch* magazine is distributed to every Farm Bureau member and contains articles on economic and agricultural issues important to all our members and the general public. The bi-weekly *Farm Bureau Press* is sent to farm members to relate program updates and current news. In addition, all 208 high-school agriculture education departments in the state receive *Arkansas Agriculture* and *Front Porch* magazines. This year we continued to refocus and refresh the content of the magazines with a particular "hard" agriculture news focus in *Arkansas Agriculture* and a more specific farm and rural life focus in *Front Porch*.

Social media remained an important focus for the department, and welcomed Maddison Stewart as its new social media specialist, replacing Mollie Dykes. Stewart took over during the summer and continued to increase the number of followers Arkansas Farm Bureau has across all social media channels.

In 2017, the number of fans who "liked" our Facebook page increased 23 percent to 22,908. The ArFB YouTube channel had 88,601 video views the past 12 months, an increase of more than 21,000. The ArFB Twitter account increased 11 percent and now has 3,983 followers. The ArFB Instagram page now has 1,590 followers, an increase of 30 percent from 2016. Use of ArFB's Taste Arkansas website was strong with 21,582 different users viewing 41,435 pages.

Magazine distribution now stands at close to 189,000 for *Front Porch* and just over 41,000 for *Arkansas Agriculture*. The *Feed* e-letter has 2,289 subscribers, representing a growth of around 20 percent during the year and the average open rate is above 30 percent, which far exceeds industry average.

Finally, the PR department introduced major changes this fall designed to better serve the needs of county offices and provide a steady stream of new content for digital and print channels. Specifically, Gregg Patterson, Keith Sutton and Ken Moore assumed senior field communications specialist roles and were assigned to specific regions of the state, where they will now work closely with county contacts and ArFB district directors to gather news and produce interesting and timely agriculture stories. Department director Rob Anderson officially took over as editor of the magazines and other department members took on new duties that will help this new structure take hold and succeed in 2018.



LEADING ACROSS generations

**WE WOULD LIKE TO EXPRESS
OUR APPRECIATION TO THE
2017 CONVENTION COSPONSORS:**

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Farm Bureau Mutual Insurance Company of Arkansas, Inc.



A background image showing several hands of different skin tones reaching towards the center, forming a circle. The lighting is warm and soft, creating a sense of unity and community.

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