

MEDIA OUTREACH

CARRYING THE MESSAGE

Maintained a steady drumbeat of positive messages about Country-of-Origin Labeling, the Renewable Fuel Standard, trade, climate change and other issues of importance to family farmers.

DRIVING OPINION

Published guest opinion pieces in The Des Moines Register, Omaha World-Herald, The Hill, Huffington Post, Agri-Pulse, and other top national, regional and agricultural trade publications.

HIGHLIGHTING ISSUES

Spotlighted key organizational issues on a monthly basis through a comprehensive media marketing kit including press releases, blogs, talking points and sample social media posts.

MEMBERSHIP PROGRAMS

LEADING NEW GROWTH

Membership in Hawaii had a robust 45.6 percent increase in the previous year, and the Hawaii Board of Directors remains committed to achieving charter status. North Dakota led all states in total growth by adding over 4,500 new members in 2015.

PLANNING FOR THE FUTURE

Membership staff conducted strategic planning sessions with the staff and board members in Arkansas, Hawaii, Indiana, Iowa, Michigan and Missouri. These planning sessions allow states to set a strong direction, stay focused on growing new membership and develop new programs for their existing members.

HEALTHY PARTNERSHIPS

The partnership with NFU and Hastings Mutual Insurance has helped to increase membership in the participating states of Illinois, Indiana, Iowa, Michigan, Ohio and Wisconsin by 6.5 percent since 2012. Michigan led all of the Hastings states with a 10 percent increase in membership in 2015.

TRAINING MESSAGE LEADERS

Selected and trained five members to speak to media outlets on behalf of National Farmers Union as part of the Family Farm Forum.

BROADENING OUR REACH

Renewed the organization's focus on expanding presence and awareness through new media platforms for both public relations and membership purposes. The NFU Blog is now a key medium for thought leaders, the public and farmers and ranchers to gain information on NFU priority issues, and NFU's social media platforms allow these demographics to engage with each other and the organization. All platforms experienced at least 30 percent growth in followership and engagement levels.

ANNUAL CONVENTION

NFU held its 113th Annual National Convention in Wichita, Kansas on March 14-17, 2015. The four-day event drew nearly 500 family farmers, fishers and ranchers from across the country to develop NFU policy for 2015. The convention also included many informative speakers and educational activities.

DEVELOPING NEW GROWTH

States participating in NFU's Development Grant program have benefitted from newly available resources to hire staff, improve programs and expand membership. Participating states are required to create a 5-year plan that will lead to a stable and engaged board of directors, financial sustainability and growth in their overall membership.

EXPANDING NEW DIVISIONS

The recently created Northwest Farmers Union continues to develop an active and engaged membership. Northwest Farmers Union recorded an impressive 42 percent increase in membership in 2015.



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nfu.org/topics/blog



HARD AT WORK
A Review of NFU's Major Accomplishments in 2015

NFU Hard at Work is printed using eco-friendly ink formulated with linseed and tung oils.

GOVERNMENT RELATIONS

LIVESTOCK

Successfully defeated an appropriations rider that would have prevented USDA from enacting updated Grains Inspection Packers and Stockyards Act (GIPSA) regulations that would provide basic protections for farmers and ranchers.

Reauthorized Livestock Mandatory Price Reporting without support of the packers.

Advocated against importation of beef from countries with a history of animal health issues.

Aggressively opposed the repeal of Country-of-Origin Labeling (COOL) and demonstrated leadership on compromise to resolve World Trade Organization (WTO) dispute. Unfortunately the provisions of COOL requiring clear origin labeling on muscle cuts of meat from pork and beef was repealed by Congress in the very last act passed in 2015.

COMPETITION AND ANTITRUST

Advocated for greater scrutiny of multiple mergers of agribusiness that would negatively impact farmers including Syngenta-Monsanto, JBS-Cargill, and DuPont-Dow.

TRADE

Represented the interests of family farmers and ranchers in the negotiations of the multilateral trade agreements including the Trans-Pacific Partnership (TPP) and the Trans-Atlantic Trade and Investment Partnership (TTIP) at stakeholder meetings, on Capitol Hill, and through the Agricultural Policy Advisory Committee.

Raised public and congressional awareness of currency manipulation and its impacts on trade agreements. As a result currency manipulation was included in TPP preamble.

Worked to build support for restoring trade and diplomatic ties with Cuba.

Successfully worked to pass the Grain Standards Reauthorization Act, which maintains the gold standard of weights and grading for the benefit of grain that enters the international market.

ORGANIC

Submitted a proposal to USDA on the organic checkoff that would allow farmers to determine whether such a checkoff should be created and ensure that adequate funding is allocated for agricultural research.

RURAL DEVELOPMENT

Led coalition of advocates to successfully work with USDA Rural Development to preserve and expand cooperative services.

CROP INSURANCE

After multiple attempts to cut crop insurance including a \$3 billion dollar cut in the Budget Deal, NFU worked successfully to reverse these harmful cuts.

TRANSPORTATION

Successfully worked to pass Surface Transportation Board Reauthorization for freight rail, a long-term highway bill, and an extension of positive train control.

BIOFUELS

Contributed to successful efforts to secure higher renewable fuel volume targets than originally proposed by EPA for 2014, 2015 and 2016.

Advised FSA on how to ensure efficient functioning of the Biomass Crop Assistance Program.

CLIMATE

Urged EPA, USDA and other federal agencies to consider the potential for climate change to accelerate food system consolidation and consider the inherent risk associated



with accelerated consolidation, among other negative consequences.

CONSERVATION

Advised FSA on how to secure efficiencies and better environmental results through the Conservation Reserve Program.



EDUCATION

WOMEN'S CONFERENCE

47 women participated in the annual NFU Women's Conference. The conference highlighted women agricultural leaders and women veterans, and included training on the 5 areas of risk management.

BEGINNING FARMER INSTITUTE

Hosted the 5th Beginning Farmer Institute program participants in Washington, DC and Salinas, CA. The sessions included training on leadership, boards, farm finances and taxes, as well as farm tours. NFU partnered with several non-profits to offer training to more beginning farmers.

COLLEGE CONFERENCE ON COOPERATIVES

157 college students and educators participated in the NFU College Conference on Cooperatives in Minneapolis, MN. Participants learned about co-op business structures and visited local cooperative businesses.

ALL-STATES LEADERSHIP CAMP

Held the 79th annual All-States Leadership Camp, where 67 young adults learned about leadership, diversity and cooperatives. Six new NYAC were elected to plan and lead next year's camp as well as participate in convention and the annual fly-in.

INTERNSHIPS

Hosted five college students as interns from different universities across the country. Interns participated in events such as fly-in and convention while learning about family farm advocacy and agricultural education.

SCHOLARSHIPS

Awarded five college scholarships for \$1,000 to \$2,000 to students across the country.

CURRICULUM

Developed a comprehensive curriculum for youth in grades 1 to 12 and early college students that focused on the theme of, "Diversity: It's What We Have in Common," and emphasized career readiness and agricultural industries.