



Minnesota Farm Bureau®

Annual Report

2024

**SUPPORTING THE VITALITY OF
MINNESOTA AGRICULTURE**



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Minnesota Farm Bureau®

President's Message

As I reflect on the past year, I am filled with pride and gratitude for everything our members do to advance agriculture in Minnesota. Our collective achievements are impressive, and it's important to take a moment to celebrate.

Your efforts prove that we can drive meaningful change, whether that is through policy advocacy, local outreach, or leadership opportunities. The events you've hosted and conversations you've had are crucial to improving the understanding of agriculture's role in our state and advancing the mission of the Farm Bureau.

The challenges facing agriculture are ever evolving, and staying ahead requires engagement in a variety of ways. Agriculture is much more than a livelihood for many of us—it is a way of life. Yet, as more people become increasingly distanced from agriculture, it is essential to bridge the gap between farmers and the public. Sharing our experiences is crucial to ensuring our work and its impact is understood. The relationships you've built, the stories you've shared, and the connections you've made all ensure that agriculture's many voices are heard and valued.

While our farms and ranches are diverse, we all share a commitment to advancing agriculture and securing its future. When we come together as a unified voice, we can achieve great things. Being a member of the Minnesota Farm Bureau offers you an opportunity to amplify your story alongside over 31,000 members from across the state.

As we look to the future, let's build on the foundation we've established over the past 100+ years. I encourage each of you to continue sharing your agricultural stories and engaging with the Minnesota Farm Bureau. Whether through participating in local events, joining us at statewide programming, or simply having a conversation with friends and neighbors your involvement is crucial. There are always new opportunities to share our story, engage with our communities, and advocate for our industry.

Thank you for your contributions and for being the driving force behind our success.

With gratitude,



Dan Glessing
President



2024 Highlights

BUILDING CONNECTIONS

100+

Outreach events hosted by county Farm Bureaus, connecting with consumers

130

Attendees at the inaugural Urban Agriculture Conference held in St. Paul

100+

Ag Scavenger Hunt kits distributed to county Farm Bureaus and other groups

8,000

Spatulas with agriculture facts handed out during the Minnesota State Fair

DEVELOPING LEADERS

200+

Attendees at the annual LEAP Conference, held in Fargo/Moorhead

30

Youth supported as part of the Purple Ribbon Auction at the Minnesota State Fair

43

Participants statewide in the Collegiate Discussion Meet competition

7

Individuals participated in the inaugural Agriculture Leadership Network

ADVOCATING FOR AGRICULTURE

150+

Participants at the annual Day on the Hill

70+

Testimonies given at the state Capitol over the biennium

30+

State board/staff member appointments to various working groups, taskforces and committees

100+

Meetings held with legislators locally and at the Capitol





BUILDING AGRICULTURE CONNECTIONS

We're working to connect those not directly involved with agriculture to farmers and ranchers, bridging the gap to establish new relationships and understanding.

- Created recipe cards featuring members
- Expanded the Agriculture Scavenger Hunt activities
- Continued the annual State Fair educational display
- Held a youth agriculture photo contest
- Hosted Breakfasts on the Farm and other on-farm events
- Conducted interviews with media members
- Distributed first aid and mental health resources
- Donated agriculture books to local schools
- Gave back to food shelves
- Led educational activities at county fairs



Pine County Fair educational outreach



Elementary school educational visit



Wabasha County book donation



Kanabec-Isanti Farm Bureau
food awareness outreach



Ag Scavenger Hunt programming

AGRICULTURE AWARENESS

We're fostering a deeper appreciation for the role of agriculture in everyday lives.

Working to bridge the gap between farm and table, these important connections help consumers make informed choices and strengthens all of our communities.

The initiatives we host are as diverse as agriculture in our state. Farm tours, classroom visits, hands-on engagement, and other outreach efforts connect people to agriculture where they are.

By highlighting the contributions of Minnesota farmers and ranchers, we aim to build support and understanding for agriculture's impact not just locally, but its contributions on a global scale.







DEVELOPING AGRICULTURE LEADERS

Agriculture needs strong leaders to guide its future. Through our programming, members grow personally and professionally to become strong advocates.

- Blue Earth County Farm Bureau's Dan and Megan Roberts were awarded first place in the AFBF Achievement Award
- Amanda Durow of Dakota County was selected to a two-year leadership development program hosted by AFBF
- 200+ county leaders attended the annual LEAP Conference
- Crow Wing County member Carrie Allord received honors from National Ag in the Classroom
- Four college students were selected to participate in The Herd program
- Seven individuals participated in the inaugural Ag Leadership Network



Agriculture Leadership Network members



AFBF Achievement Award Winners
Dan and Megan Roberts



FFA Discussion Meet Finalists



Caitlin Keck
AFBF YF&R Committee



University of Minnesota Crookston
Collegiate Farm Bureau

We're cultivating the next generation of agricultural and community leaders.

By focusing on helping members develop their leadership skills, we're working to ensure that future leaders are well prepared to address challenges and advance the interests of Minnesota agriculture and surrounding communities.

Through conferences, networking, competitions and other development opportunities, we strive to equip members with essential skills and knowledge as they support agriculture not only on their farms and ranches, but in other leadership opportunities.

When we have strong leaders, our communities thrive.

LEADERSHIP DEVELOPMENT

ADVOCATING FOR AGRICULTURE

When it's time for important conversations with elected officials and leaders around the issues most pressing for the livelihoods of those in agriculture, Farm Bureau is at the table as a trusted voice.

- The annual Day on the Hill brought 150+ members from across the state to the Minnesota State Capitol
- 25 members traveled to Washington D.C. to meet with national leaders
- County Farm Bureaus hosted forums and other engagements with local candidates and elected officials
- Government agencies worked with members to visit farms and see firsthand the impact of proposed legislation and regulations
- The member-led Political Action Committee endorsed candidates based on their knowledge and support of agriculture issues



We're having the conversations with elected officials and leaders so you can keep farming.

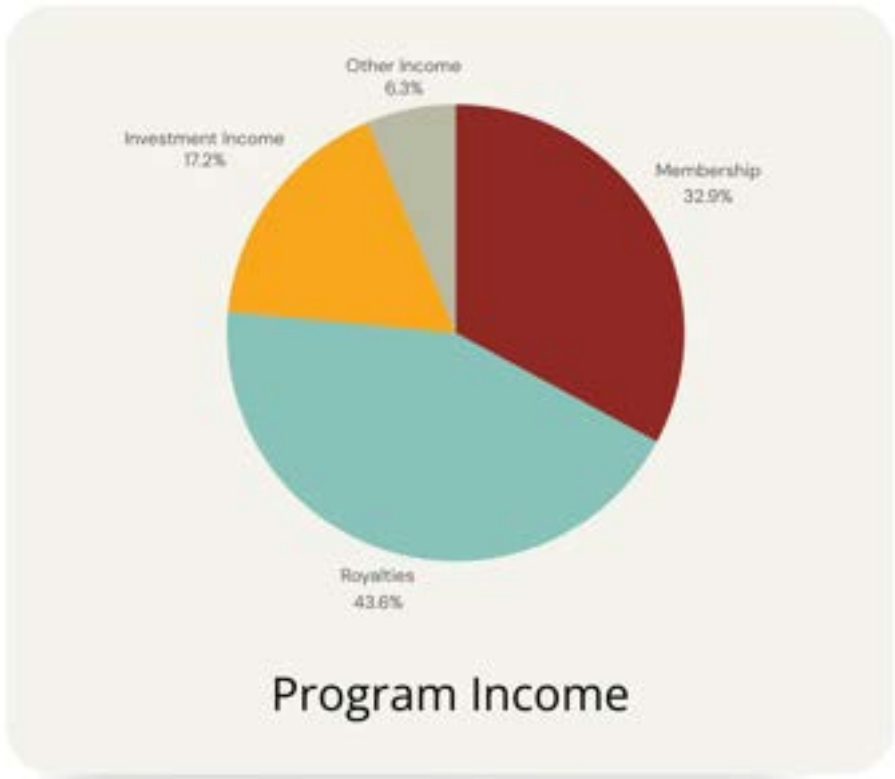
Advancing farmer, rancher, and rural community interests is at the forefront of Minnesota Farm Bureau's grassroots advocacy work.

Through the development of relationships and mutual understanding between farmers and policymakers, we ensure that rural voices and concerns are heard, helping to secure the vitality of agriculture for the next generation.

Know that your voice is stronger when you're a part of Farm Bureau.

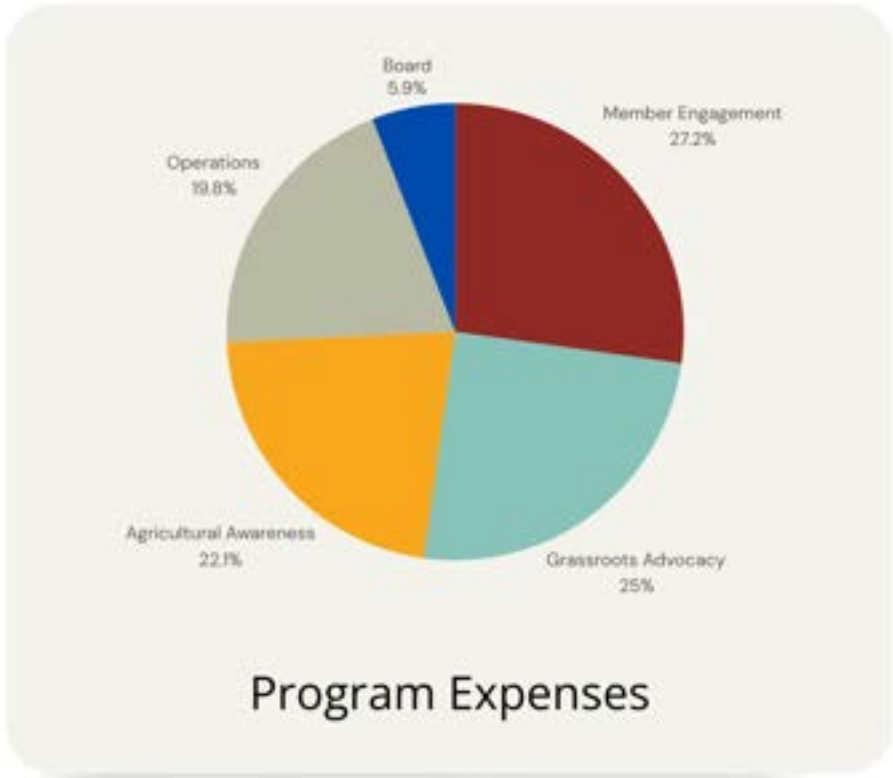
GRASSROOTS ADVOCACY

2024 FY FINANCIALS



\$2,166,115	Income from FBFS royalties
\$1,637,058	Income from membership dues
\$855,198	Income from financial investments
\$312,547	Additional income
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\$4,970,918	Total income

2024 FY FINANCIALS



\$1,006,223	Member engagement
\$924,095	Grassroots advocacy efforts
\$816,316	Agricultural awareness outreach
\$732,740	Operational expenses
\$219,819	Board member expenses
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\$3,699,193	Total expenses



Minnesota Farm Bureau®

To ensure Minnesota's agricultural vitality, the Minnesota Farm Bureau Federation amplifies its members' voices through engagement, grassroots advocacy and agricultural awareness.