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# A Conversation about Pesticide Use in Agriculture: From the "A" Team

*Farmers and ranchers must begin having a transparent dialogue with their network on their judicious and effective use of pesticides*

By Julie Murphree, Arizona Farm Bureau Outreach Director

You've heard, "The dose makes the poison." But, do you know the saying's origin? As we dive into the topic of pesticide use in agriculture, it's an appropriate time to brush up on the basics. So, I reached out to a cadre of experts from the University of Arizona and the Arizona Department of Agriculture.

By the end of a month-long research effort, I concluded that agriculture has the pesticide use thing down. Consumers, not so much.

And about the famous dosage use saying: Swiss physician, alchemist and astrologer of the German Renaissance (1493-1541), Paracelsus, is known to have said, "All things are poison and nothing is without poison; only the dose makes a thing not a poison."

**Arizona Agriculture:** Explain the toxicology maxim.

**The "A" Team:** "The dose makes the poison" maxim relies on the finding that all chemicals, even water and oxygen, can be toxic if too much is consumed or absorbed. And, for a consumer-friendly understanding of what a pesticide is, here's a good definition to keep in mind: a pesticide is any substance or technology that is used to kill, manage or repel pests.

**Arizona Agriculture:** So then, if we're going to focus on pests, what types of pests are we talking about?

**The "A" Team:** Don't think just bugs. A pest is any living thing, whether animal, plant or fungus/bacteria, that damages or interferes with human interests, including agriculture. Pests may harm crops and livestock that we rely upon for food. They may damage our garden and landscape plants, our structures, disrupt the ecological balance in natural areas, even spread human diseases. Scientists also suggest that the

use of the term "pest" may be subjective, as an organism can be a pest in one setting but beneficial, domesticated or acceptable in another.



The public doesn't realize that most pesticide practices, through integrated pest management, involve mechanical and cultural methods, not chemical. Photo courtesy of Yuma farmer Jonathan Dinsmore.

- **Insects**
- **Mites** (these are creature-like insects but have soft bodies and four pairs of legs)
- **Rodents and scorpions**
- **Other mammals** (like javelina, wild boar, deer, squirrels and other furry friends that can cause crop damage)
- **Birds**
- **Unwanted plants** (that appear and interfere in crop areas, otherwise known as weeds)
- **Disease**

**Arizona Agriculture:** What type of pest damage to agriculture are we talking about?

**The "A" Team:** Several types of pests reduce the yield and quality of agriculture crops, which translates into production losses and less food and fiber availability in the supply chain.

**Arizona Agriculture:** Describe methods of pest control, especially non-chemical, since most don't realize a type of pest control even involves when we plant and harvest.

**The "A" Team:** Broadly, there are two types of pest control: preventative and curative. Preventative measures are used before the attack of the pest and curative measures are used to control the pest after they appear and during their initial attack. Spanning across preventative and curative measures are several methods of pest control.

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## The Future of America's Tax Code May Have the Most Consequential Impact on Agriculture

By Chelsea McGuire, Arizona Farm Bureau Government Relations Director

In a nation where most of our citizens are two or three generations removed from the family farm, it's understandable that many have an incomplete view of agricultural production. Pictures of serene countryside, idyllic red barns, and amber waves of grain are certainly fun to look at, but they only tell a fraction of agriculture's story. Behind every bushel, bale, or pound of the farm products we consume is a sophisticated business person whose life's work is utilizing limited resources to create quality food products.

And, like any business person, today's farmer is particularly concerned about the future of America's tax code. Campaign promises from 2016 remain unfulfilled while Washington negotiates to create a simpler, fairer tax structure.

### An Uncertain Reality

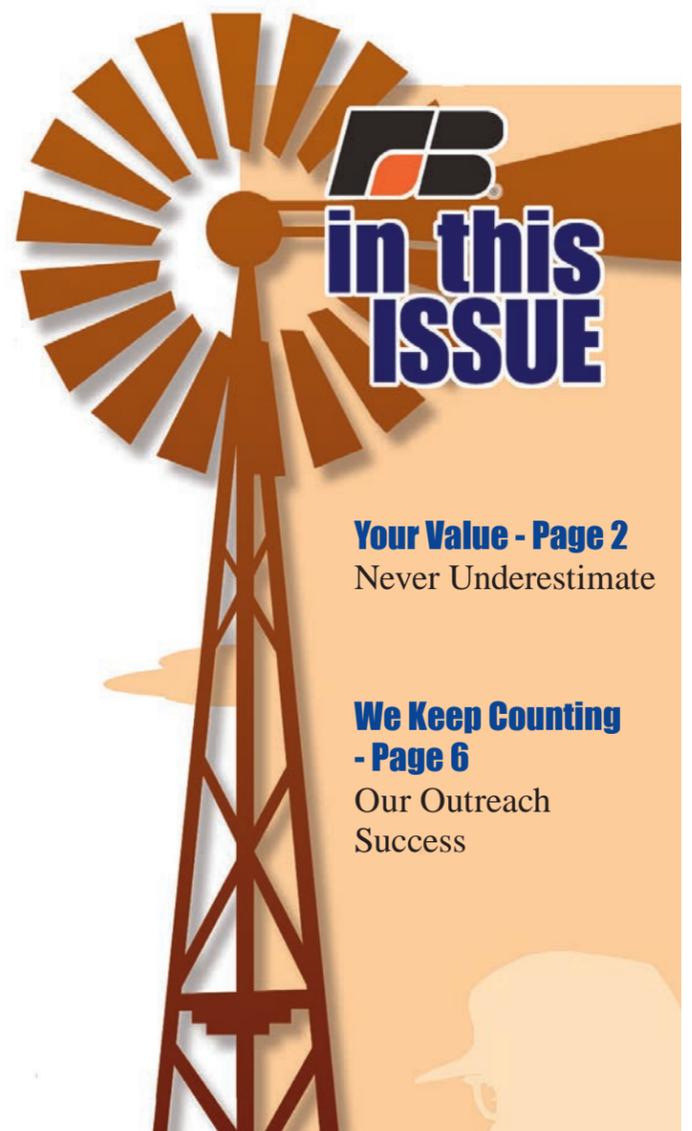
One of the challenges in creating a tax code that works for all industries is that not all investments are created the same. As John F. Kennedy famously said, farmers are the only ones who buy everything at retail, sell everything at wholesale, and pay the freight both ways. When agriculture examines the current tax code, it's with the needs of a unique industry in mind.

Consider, for example, the seasonal nature of agricultural production. Crops can only be grown during certain times, and must be harvested at certain times. This means cash flows are inconsistent throughout the year. And, because farmers and ranchers are almost always price takers, income is inconsistent from year-to-year. Now consider the fact that agriculture is a business dependent on something entirely outside of the control of any farmer or rancher: the weather. As our friends in Texas and Florida know all too well, a hurricane can drown thousands of cattle and destroy most of a citrus crop in days. In hours, a hailstorm in South-eastern Arizona can destroy hundreds of acres of cotton. In short, nothing in agriculture is certain. Taxes, on the other hand, are one of the only two recognized certainties in this world (the other, of course, being death), making an ag-friendly tax code more vital to the success of our industry.

### What Makes Ag So Special?

At this point, you may be thinking something along the lines of "quit complaining, agriculture: nobody likes paying taxes." And you're not wrong: taxes

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Your Value - Page 2  
Never Underestimate

We Keep Counting  
- Page 6

Our Outreach  
Success

# Never Undervalue Your Efforts

By Kevin Rogers, Arizona Farm Bureau President 2003-2017

As I ride off into the proverbial sunset with my term as Arizona Farm Bureau president ending, as volunteer leaders I hope you never ever forget the value even your smallest efforts make for the greater good of this organization.

Janel and I will treasure our memories with the Farm Bureau family. We've spent a few hours reflecting on these past 14 years. We would say to you, keep raising your hand to volunteer and continue making a difference. We also want to thank everyone who has worked with us along the way in making that difference.



Kevin Rogers

The idea of undervaluing ourselves might exist in the Farm Bureau world. Some state Farm Bureaus have membership dues lower than ours. They struggle with raising them, a missed opportunity to help American Farm Bureau address its budget shortfall, nationally recognized as a top grassroots lobbying organization. If I recall, a product's price point in the market often reflects the value placed on the end-product or service, certainly at retail. And, yes, at retail products and services are often priced too high.

Here in Arizona, I believe we see our value. Once a year, you and I are paying for Arizona Farm Bureau federation to lobby and engage (outreach) the public on our behalf. My lobbying and engagement fees are costing me only \$180.00 a year. It's a bargain for me; in the aggregate, it's transformative for all of us.

Price points are never easy to set. Economists and number crunchers can help. But really what helps us prove our value is the difference we're making in the most critical industry on the planet.

Reflecting on these final days of my presidency, I would suggest that agriculture used to be a given – so much of our economy was agriculture centric. Presidential candidates

had major campaign planks for agriculture – when is the last one of those you remember? We were a given and we advocated our specific issues.

Now, we continue to formulate and craft our message so it resonates with the public. I believe we are more relevant today than before because of the public's love affair with food and with us, farmers and ranchers. Now we are the one half of one percent, and we now know we must make our case in many ways and in different forums. Farm Bureau knows and does this, but the challenge will be to keep evolving in this process.

As an organization, you'll be moving forward in capable hands. And, I intend to soldier along with you because our efforts matter. So, I'm not riding into the sunset. I'll be an active member, just like you.

## Tax Code

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are a burden on all businesses, not just agriculture. Nevertheless, I would argue that if any industry deserves unique tax treatment, it's agriculture.

First, remember all those uncertainties agriculture faces? Those variables will never go away. We'll never be able to control the weather. We'll never be able to manage the planting or purchasing decisions of other nations. We'll never be able to fully control pest populations. There will always be a part of the industry that is simply outside of our control.

But even more important, consider the actual product the agricultural industry produces. Yes, it's wheat and cotton and beef and all those crops that we sell in bales and bushels and pounds. But, at the end of the day, those crops turn into something much more familiar: food. The food we see on grocery store shelves. The food to which we have such ready, affordable access that we don't even think twice about eating a strawberry in December or an apple in July. The food we feed to our families without having to worry about whether it's safe.

The business struggles of American farmers and ranchers don't just impact their bottom lines -- they impact our nation's health and prosperity. A tax code that works for farms and ranches is a tax code that helps keep safe, affordable, abundant food on America's dinner table. And now is the time for Washington to make taxes one less thing outside of our control.

## What We Need

For agriculture, good tax reform means achieving the lowest possible effective rate for producers. According to the USDA's Farm Research Service, farmers and ranchers are currently taxed at an average effective rate of 15 percent. Last week, a tax reform framework outlining a vision for a new and improved U.S. tax code, and it listed potential tax brackets of 20 percent for corporate taxpayers, 25 percent for pass-through businesses, and 35 percent for individuals. Those last two groups that make up the vast majority of taxpayers in the agricultural industry -- more than 94 percent of farms and ranches are taxed under individual taxpayer provisions. You might imagine, then, that our first reaction to the new framework was not exactly a joyous one.

How are we to bridge the gap between current effective rates and the proposed rates? For agriculture, the answer lies in maintaining the cost-recovery tools that help the tax code reflect the reality of our industry.

A good example of a cost-recovery tool is immediate expensing of equipment, production supplies, and pre-productive costs. Because production agriculture has high input costs, farmers and ranchers can use this tool to reduce net business income. The framework proposes a mixed bag of unlimited expensing for five years. Good in theory (although current expensing limits are typically adequate for most farmers and ranchers), but bad in terms of longevity because of the five-year limit.

It's likely that the unlimited expensing provisions may be used as leverage to do away with like-kind exchanges under Section 1031. A like-kind exchange allows a farmer to avoid paying taxes on the sale of equipment or livestock if the proceeds of that sale go toward purchasing a replacement. The argument will likely be that immediate expensing reduces the need for a like-kind exchange, but there's one particularly important gap in that argument: expensing doesn't apply to land, often the costliest asset in a farmer or rancher's portfolio.

Although the framework is silent on the issues, interest deduction is another cost-recovery provision we assume to be very much in danger as reform talks continue. Almost all farm and ranch investments are debt financed. The denial of the interest deduction will create an immediate increase in the cost of capital, especially for new and beginning farmers who tend to be more highly leveraged. At this point, our only hope at keeping the deduction may be an agriculture-specific carve out.

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## “A” Team

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- **Mechanical/Physical:** physical removal of pests, removal of weedy plants such as hand-hoeing, trapping pests, netting, using high- or low-temperature extremes to impact pests.
- **Cultural:** crop rotation, deep ploughing, and clean cultivation, optimal use of fertilizers and water to encourage crop vigor and health, growing pest resistant crop varieties, timely planting and harvesting to avert pest growth cycles
- **Chemical:** appropriate timely applications of safe and selective organic and synthetic chemicals.
- **Biological:** several pests may be controlled to a certain degree by naturally occurring predators, parasites and diseases. We may rely on beneficial organisms already in nature, or may release them into the crop environment.
- **Plant quarantine:** control of movement, distribution and spread of pests and infested commodities by state and federal regulations.

**Arizona Agriculture:** Describe Integrated Pest Management and what it means to consumers.

**The “A” Team:** Integrated Pest Management, or IPM, is a knowledge and ecosystem-based strategy that focuses on long-term sustained prevention or management of pests or their damage through a combination of techniques such as biological control, habitat manipulation, modification of cultural practices, and use of resistant varieties. Pesticides are used only after monitoring and established guidelines indicate they are needed to control pests to prevent economic losses. Treatments are made with the goal of removing only the target organism. Pest control materials are selected and applied in a manner that minimizes risks to human health, beneficial and non-target organisms, and the environment. Formal IPM programs were established in the western United States in the early 1960s. Additionally, The American Cooperative Extension Service (CES) plays a key role in helping farmers to use IPM effectively throughout the United States.

IPM helps ensure production of abundant, high-quality food and fiber in a manner that is environmentally and economically sound. According to the EPA, “Many, if not most, U.S. agricultural growers identify” with some type of IPM program.

**Arizona Agriculture:** Explain tolerance levels a bit more.

**The “A” Team:** Remember “the dose makes the poison.” To set the tolerance level, the Environmental Protection Agency (EPA) makes a safety finding that the pesticide can be used with “reasonable certainty of no harm.” To make this finding, EPA considers the human and environmental safety testing to assure non-carcinogenicity, teratogenicity [an agent that can disturb the development of an embryo or fetus], mutagenicity [an agent that changes the genetic material of an organism, often used in organic plant development], acute, chronic, dermal, oral, inhalation, risks, how much of the pesticide is applied and how often, and how much of the pesticide (i.e., the residue) remains in or on food by the time it is marketed. EPA ensures that the tolerance selected will be safe. EPA’s tolerance levels apply to food grown in the U.S. and imported food.

**Consider Bee Colony Protection:** Through a farmer or rancher’s IPM program on his or her own farm or ranch, they use a variety of methods to protect bees and other pollinators, according to the National Pesticide Information Center.

- They apply pesticides when pollinators are inactive. For example, they spray in the evening, after bees have returned to their hives, allowing residues to dry overnight.
- Label directions are strictly and carefully adhered to when using a pesticide product including paying attention to the “environmental Hazards” section of the label.
- Apply the pesticide close to the target pest to minimize drift.
- Apply pesticides using methods that are harmless to pollinators.

**Arizona Agriculture:** But still, consumers are going to ask, “Why pesticides?”

**The “A” Team:** On average, 35% of potential crop yield is lost to pre-harvest pests worldwide. Pesticides continue to be the most efficient and effective way to control pest damage, thereby preventing food waste. We need pesticides to help ensure an adequate global food supply.

**Arizona Agriculture:** How are we protected from inappropriate chemical application? Does a chemical approval process exist?

**The “A” Team:** The Environmental Protection Agency regulates the use of pesticides, continually evaluating them for effectiveness and assessing any potential risks to people and the environment. By using pesticides as directed by the label, farmers, homeowners and other pesticide users reduce any potential risks and maximize the benefits of effective pest control.

Any substance intended for the control of pests (intended to destroy, repel, prevent, or mitigate) must be registered with the EPA before it can enter the stream of commerce or be used on our food and fiber.

**Arizona Agriculture:** How are pesticides registered?

**The “A” Team:** There are two main pieces of legislation governing that process: The Federal Insecticide, Fungicide, and Rodenticide Act (FIRFA) and the Federal Food, Drug, and Cosmetic Act. The process is scientific, legal, and administrative:

**Scientific:** Studies are undertaken to determine the effect of the chemical on humans, environment, and other untargeted organisms. No pesticide can receive an EPA registration unless EPA determines that use of the product will not cause unreasonable adverse effects to humans or the environment when applied according to the instructions and restrictions on the label.

**Legal:** Before a product can be sold, the label must be approved by EPA. The label includes instructions, dosage, toxicity, warnings and more. Failure to follow label instructions is normally a violation of federal law. Moreover, the label is considered a legal document – it can be evidence in a court case, for instance.

**Administrative:** Proposals to register or re-register products are published on the Federal Register for public comments. Each comment is taken into consideration, giving the public an opportunity to express its opinions and concerns about use of the product.

Registrations are reviewed every 15 years to determine the aggregate effects of exposure, whether vulnerable populations (infants, children, the elderly) have increased susceptibility to exposure, and whether there are estrogen or endocrine-disruption effects.

**Arizona Agriculture:** Are there other rules regarding how pesticides are used or applied?

**The “A” Team:** Yes! Developed by the EPA, the Worker Protection Standard (WPS) sets forth mandatory guidelines farms must follow when using chemical pesticides. These standards are meant to make pesticide use as safe as possible for those who are applying the product and those who are in and around the area of application.

The WPS requires handlers and workers be given adequate information, including safety training, access to labeling information, and notification of pesticide-treated areas. It sets forth rules to keep people out of the direct path of pesticide application, including requiring applicators be provided proper personal protective equipment and that people are kept out of areas under a restricted-entry interval (every product has a specified re-entry period, which is the time that must pass between application and human re-entry into the area of application). The WPS also helps mitigate improper pesticide use through access to decontamination supplies, water for washing, soap and towels, and emergency assistance including transportation to medical facilities.

**Arizona Agriculture:** Who enforces the rules regarding pesticide use?

**The “A” Team:** Generally, States are tasked with the primary responsibility for monitoring compliance with/enforcing illegal pesticide use, including failure to comply with Federal Regulations in Arizona, the Arizona Department of Agriculture is in charge of regulating the use, disposal, and storage of pesticides.

Consumers have the right to understand how agriculture uses pesticides. More importantly, they have the right to know how effectively and judiciously we use pesticides. This is a start. 🚗

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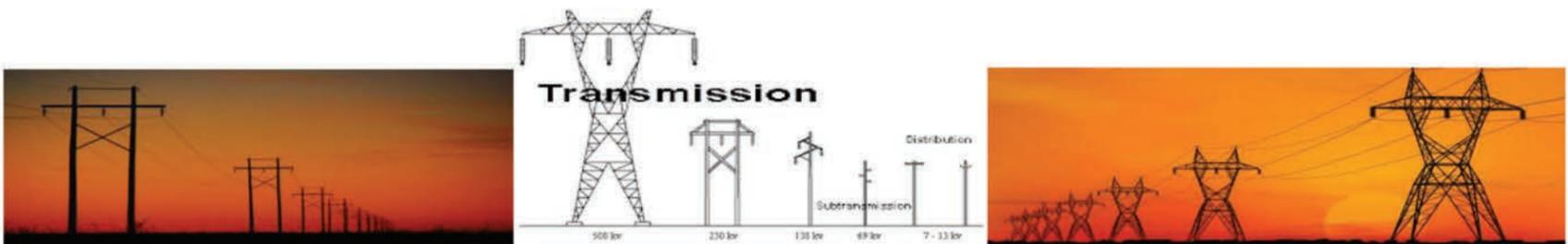




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# 10 Million and Counting...

By Julie Murphree and Katie Aikins, Arizona Farm Bureau Outreach and Ag Education Directors

At 10 million impressions for outreach efforts in the last 12 months, the Arizona Farm Bureau brand stands strong. With strategies focused on women & children, we met and exceeded our goal this year with 10,867,891 impressions.

Surveys, focus groups and unfavorable ballot initiatives over the past few years continue to make it clear that the public continues to struggle with misguided opinions of modern agriculture in Arizona, though there is anecdotal evidence this is changing. The Arizona Farm Bureau (AZFB) Board of Directors continues to recognize that Arizona families are further and further removed from agriculture and that Education and Outreach must be an integral part of AZFB's focus. Two explicit board objectives are:

- 1) to promote agriculture to the public, and
- 2) to network and form coalitions with other groups to aid in achieving our agenda.

These goals drove the 2017 efforts in Education and Outreach.

As a result, our specific goals for this year were comprehensive and targeted to our overriding board requests: 1) generate close to 8 million impressions (a 10% increase from 7 million from the previous year would be 7,770,000) with our Arizona agriculture story to students and Arizona families; 2) Target outreach strategies in 2016/2017 that focused on students and 25- to 45-year-old women in charge of the household food budget; and 3) generate more targeted brand awareness using all of our outreach tools both in the classroom setting and through traditional and social media channels.

Once our goal-setting was complete, we rolled out strategy early in the fiscal year beginning October 1. Our outreach consists of five key areas: 1) AZFB's Ag in the Classroom (AITC) programing that includes curriculum, presentations, literacy events and special events, 2) paid advertising, 3) PR and Promotion, 4) Social Media and Internet-based Marketing, and 5) Special Events and engagement. While blending traditional and non-traditional (social) media through our outreach efforts, we can focus on "convert" strategies under our "Connect and Convert" effort.

To promote agriculture to the public we have also implemented several programs that allow the consumer to meet and hear a farmer's story personally or through online methods. Our "Ask a Farmer" program allows consumers to ask questions of our farm and

ranch membership and get their information from the source. The Speakers' Bureau, "FenceLine," allows the public to meet and hear directly from farmers on specific issues and topics. The Faces of Arizona Agriculture is a Facebook Poster program that introduces viewers to Arizona producers. The Meet Arizona Agriculture's Farm Family profile program allows the public to meet those families producing their food. Farm Fact Friday radio segments give consumers fun facts about Arizona Agriculture and their food, while encouraging them to visit our media outlets for more factual information about agriculture. Facebook pages, Twitter accounts and blogs also helped drive these efforts. The Goodwill BBQ trailer traveled the state feeding delicious food and educating folks about how their food is grown and who is growing it.

New this year was an influencer blogger tour that connected Arizona's farmers and ranchers to our state's bloggers for a day.

Our quarterly market-basket reports to the media continue to garner high media coverage and teach our Arizona families how to stretch their food dollars by learning how to stick to the basics. Other media engagement includes coverage of topics on immigration reform, water in Arizona, ESA, the Mexican Wolf and more.

Our two mobile friendly websites, azfb.org and fillyourplate.org connect our agriculture public and our consumer public. Over the years, these sites have continued to grow in viewership by providing fresh content and timely information.

Classroom materials and programs were developed to help bridge the disconnect that students have as a result of being so far removed from the farm and ranch. Classroom Posters, Classroom Presentations, Pen Pal Programs, Ag Magazines, and Commodity Curriculum Kits help with these efforts.

Joint efforts between Farm Bureau, Cooperative Extension, Beef Council, Milk Producers, Dairy Council, farm families, Game and Fish, and the FFA continue to strengthen programs and outreach to the community with positive messages about agriculture. This collaboration especially takes place with regular joint special events like our AZ Capitol Market and Ag Fest.

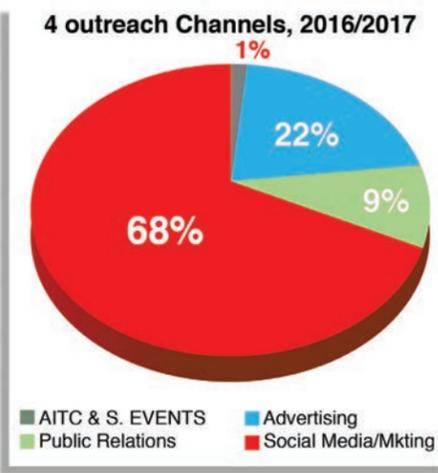
### Our Numbers Help Reveal Our Results

#### AG IN THE CLASSROOM

Farm Bureau Ag in the Classroom has a "boots-on-the-ground" mentality. The hands-



State-specific Ag Mags continue to be produced through partnerships with commodity groups. Arizona Beef and Arizona and Energy Ag Mags have been added to the list of available free resources.



This chart represents the major outreach channels Arizona Farm Bureau drives to connect with the public, dispel misconceptions of modern agriculture and help make farming and ranching a recognized part of our everyday lives for urban, suburban and rural Arizonans.

See 10 MILLION Page 7

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# 10 Million continued from page 6

on program actively involves teachers and students. Program results are measured by the number of individuals (teachers, students, consumers) that are directly impacted by the program.

In total, AZFB's education component attracted 1,102 volunteers who assisted with classroom presentations and community events, marking a 32% increase from last year.

All of Arizona's 14 county Farm Bureau organizations participated in Education & Outreach activities with nearly 95,000 students, teachers and adults reached through the Ag in the Classroom Program. This marks a 21% increase over last year. Plus, 103 classrooms and 2,884 students used the 12 commodity curriculum kits.

AZFB's education program increased its presence in Middle Schools and High Schools, reaching nearly 4,000 students with our 6 critical-thinking presentations. 1,547 teachers participated in this year's 3 Ag Literacy events. Over 43,316 students participated in the three week-long events, marking a 23% increase over last year.

175 classrooms participated in Farm Friday Fun with Arizona Ag, pen paling and hosting Skype sessions with local farmers and ranchers. This was a 12% increase over last year.



**From Farm to Football showcases the importance of farming and ranching in our everyday lives, including football. Arizona Cardinals' Markus Golden is the spokesperson with him showcased on a player poster that highlights ag from farm to football. More than 700 classrooms have signed up for this program in its second season.**

30 Arizona teachers participated in the Summer Ag Institute, put on by Farm Bureau, Extension, Beef Council and Milk Producers. 15 member families served as stops on this week-long tour and 10 member families hosted teachers for an afternoon on their farm/ranch, an increase of 33% in applications for the program.

From Farm to Football showcases the importance of farming and ranching in our everyday lives, including football. Arizona Cardinals' Markus Golden is the spokesperson with him showcased on a player poster that highlights ag from farm to football. Video messages from Markus are sent to classrooms each month introducing them to the topic they will be learning about through their pen pal. Schools also can win a Cardinals Event at their school through participation in the Harvest for All Penny Drive that coincides with From Farm to Football. Over 700 classrooms have signed up to participate. Farm Bureau member families serve as the pen pals for the nearly 20,000 students.

The number of teachers trained through the AITC program increased by 40% from last year.

Ag in the classroom participated in 10 Science STEM Night Events at schools across the State. This was a 50% increase from last year.

Finally, state specific Ag Mags continue to be produced through partnerships with commodity groups. Arizona Beef and Arizona and Energy Ag Mags have been added to the list of available free resources.

### PROMOTING CONSUMER UNDERSTANDING ABOUT AGRICULTURE

This year, we saw greater participation from our membership base in help with engagement through a variety of programs including the newest one, the influencer blogger tour.

The big kick-off to our year was hosting the American Farm Bureau Federation Annual Meeting with over 6,000 farmers and ranchers from across the United States. To show our state's agriculture to the rest of our fellow farmers and ranchers, we created the *Arizona Trail*. We estimate that at least one third, or 2,000 people, of those who came to the Annual Meeting walked through the Arizona Trail. In addition, we coordinated local tours for over 1,200 of the attendees showcasing 18 of our member farms. 25 Farm Bureau members served as tour guides on these tours.

Our kick-off the New Year event, Legislative Ag Fest, was attended by 54 Arizona legislators that were hosted by 73 volunteer Farm Bureau members from all 14-member County Farm Bureaus. This event enables members to interact with their legislators as they experience Arizona Agriculture. We consider it the first event of the new year that advances Ag Education and Outreach with our elected officials.

104 volunteer Farm Bureau families were highlighted through the "Meet Arizona Agriculture's" profile series and have drawn a combined 49,724 views to our website, [www.azfb.org](http://www.azfb.org). This is a 6% increase over last year. These family profiles are distributed through our digital channels and effectively shared on our various social media channels. The 23 farmer member profiles with retail businesses have all said the profiles help their retail, direct-market products.

3,450 Arizonans were reached by FenceLine, our agriculturalist speakers' bureau where more than 20 farmer members spoke. This represents a 22% increase over last year where people were reached with our Arizona agriculture story.

The periodic Faces of Arizona Agriculture poster series on Facebook has been seen



**Besides social media, the weekly Friday Food Facts on KEZ radio happens to be one of the highest amasser of impressions at 2 million. The weekly 30-second advertisement about food & Arizona agriculture is geared to a female-listening audience.**

See **10 MILLION** Page 8

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\*\*\*Program 1570: \$500 Bonus Cash offer exclusively for active Alabama, Arkansas, Arizona, California, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Missouri, Minnesota, Nebraska, New Mexico, North Carolina, North Dakota, Ohio, Pennsylvania, South Carolina, Tennessee, Texas and Virginia Farm Bureau members who are residents of the United States. Offer is valid through 1/22/2018 for the purchase or lease of an eligible new 2017-2018 model year Ford vehicle. Not available on Mustang Shelby GT350, Mustang Shelby GT350R, Ford GT, Focus RS or F-150 Raptor. This offer may not be used in conjunction with most other Ford Motor Company private incentives or AAZO-Plans. Some customer and purchase eligibility restrictions apply. You must be an eligible member for at least 30 consecutive days and must show proof of membership. Limit one \$500 Bonus Cash offer per vehicle purchase or lease. Limit of five new eligible vehicle purchases or leases per Farm Bureau member during program period. See your Ford Dealer for complete details and qualifications.

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## 10 Million

continued from page 7

and liked by over 180,800 viewers. This is a 3% increase. Additionally, we sponsored celebrity chef and media personality Jan D'Atri's "One Minute Kitchen on Facebook.

Friday Food Facts, a weekly 30-second advertisement about food & Arizona agriculture has drawn a listening audience of more than 2 million. To date, we've had 10 women leaders participate. The spots are aired on a radio station that hosts the largest group of female listeners (70%), 24% of that number are millennials. The spots are used in other venues and shared on our social media channels to extend the reach to our social media audiences.

The Goodwill BBQ tours drew 11,442 participants this year at approximately 60 events with the help of 75 member volunteers including Farm Bureau Financial Services agents. This traveling BBQ is sponsored by Arizona Farm Bureau and Farm Bureau Financial Services. This led to 600 new insurance leads for the insurance side of the Farm Bureau family.

Nearly a dozen Facebook Videos were scripted and produced. These 60- to 90-second videos showcase Arizona agriculture and related topics such as: Economic Contributions of Arizona Agriculture, Sweet Corn, Beef, Dairy, Lettuce, and Watermelon. There were 39,037 views on these videos. This new fiscal year, we plan to release a video a week via Facebook.

72,035 people were reached this year at special events in which Arizona Farm Bureau participated in. These events included the Fiesta Bowl 5K Run, Festival at the Farm and much more. The overall number includes 520 downtown professionals participating in the 16-week AZ Capitol Farmers Market in downtown Phoenix in partnership with various Ag groups including the Arizona Department of Agriculture.

Leaders of the Farm to Football were interviewed on 3 radio stations, 2 TV stations, and developed a radio ad that airs during Cardinals Games allowing for an unlimited number of people to be exposed to the agricultural messages of the program. A Farm to Football article was also published in several newspapers and magazines.

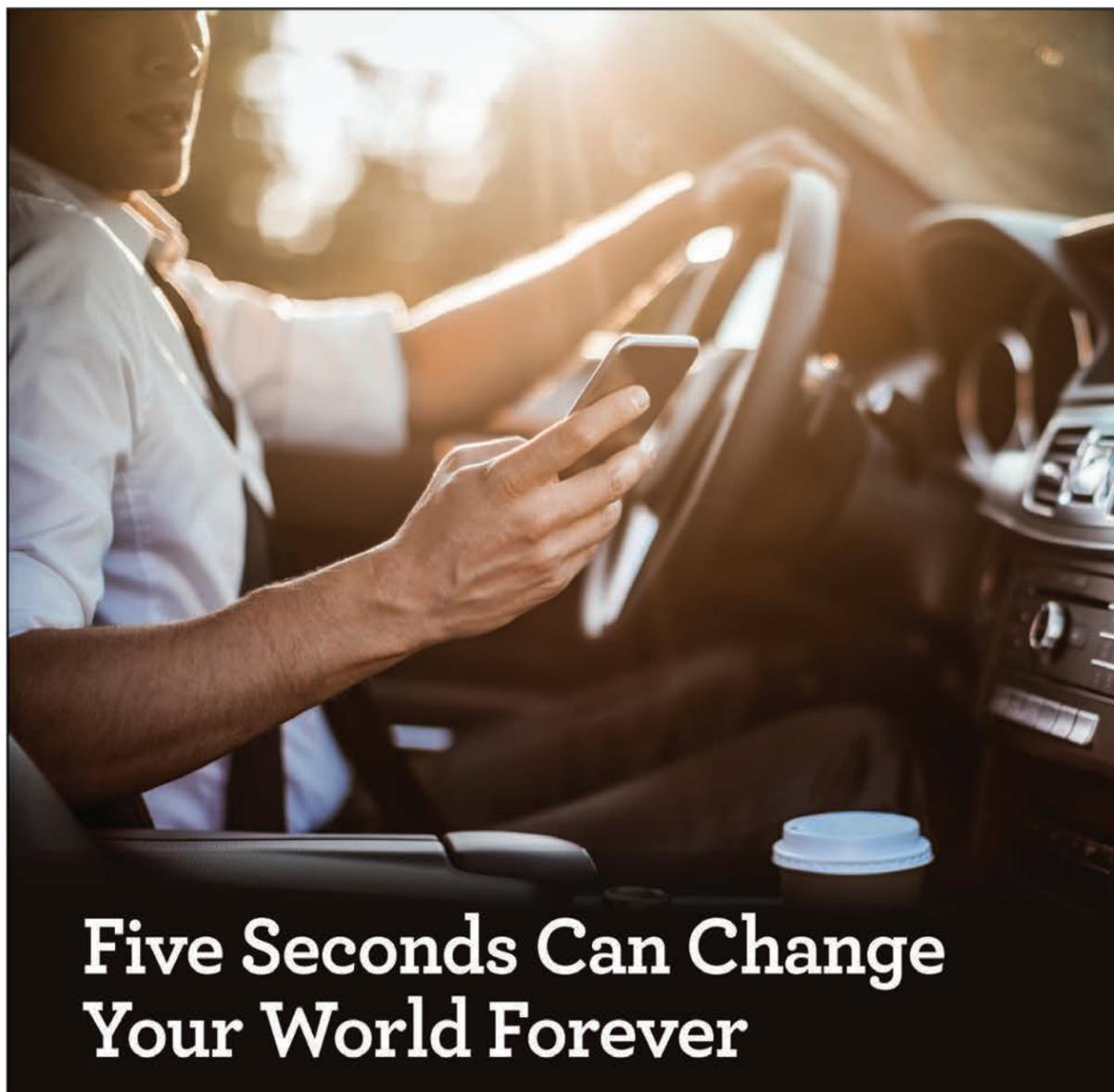
The Farm Bureau Website grew in viewership to 153,399 showing a 2% increase from last year.

The blog, The Voice, garners the most pageviews. Plus, our Fill Your Plate website provides recipes, farm products, and farmers market locations for Arizona families including a weekly blog. Views to this website this year reached 173,942 with its weekly blog attracting the largest viewership.

Our social media outreach through Twitter, Facebook, Instagram and Pinterest allowed us to engage with more than 6 million (6,992,560) users.

Food Blogger Tour with 8 bloggers, 2 media personalities, 4 AZFB staff and 6 volunteer leaders netted follow-up coverage with 2 blogger articles and 1 media profile on a radio show with a listener audience of 90,000.

We finish our year over the 8 million impressions goal at 10,867,891. We also built more in our advocacy base. Today, youth know the real modern ag story. Blogger influencers are explaining agriculture with the facts. 📱



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