



About Wisconsin Farm Bureau

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www.wfbf.com

A Voice for Farmers.
A Vision for Agriculture.®

Wisconsin Farm Bureau At A Glance



Farm Bureau's purpose is to promote, protect and represent the business, economic, leadership and educational interests of Wisconsin farmers. Farm Bureau does this through:

- Legislative involvement and political activity
- Public and media relations
- Education
- Training and leadership development

Agriculture is a \$59.16 billion driver of Wisconsin's economy. Therefore it's important that a grassroots organization like the Wisconsin Farm Bureau Federation is working to meet the needs and challenges facing all Wisconsin farmers.

Farm Bureau's Beginnings

Formed in 1920, the Wisconsin Farm Bureau Federation is the state's largest general farm organization representing the needs of all farmers for all commodities.

Farmers formed county Farm Bureau organizations to have local groups conduct legislative, educational and social activities to keep agriculture strong.

Over the years, Farm Bureau formed several businesses to serve the farm marketing, supply and insurance needs of farmers in Wisconsin. These affiliated companies remain important partners of Farm Bureau.

Grassroots Membership

Farm Bureau is primarily financed by annual membership dues. As of September 2011, there are more than 44,000 member families (over 23,000 are voting members) that belong to the Wisconsin Farm Bureau. Voting members are those actively engaged in agriculture, owners of farmland, or providing services related to agriculture. Associate members join to support agriculture and to utilize the member benefits that are offered by Farm Bureau.

Farm Bureau members want to see their businesses and rural communities prosper. They want to be heard when decisions affecting their lives are made by elected public officials. That is why they join Farm Bureau.

Structure of Farm Bureau

Farm Bureau is controlled by its voting members. The 61 county Farm Bureaus in the state are affiliated with Wisconsin Farm Bureau Federation, which is a member of the American Farm Bureau Federation.

Members of each county Farm Bureau elect representatives to a county board of directors. The board establishes policies which address the local needs of members and provide leadership for other programs.

County delegates elect a representative in each of the nine board districts to serve on the Wisconsin Farm Bureau Board of Directors. State Farm Bureaus elect directors to serve on the American Farm Bureau Federation Board of Directors.

Farm Bureau Programs

To carry out its mission, Farm Bureau has several programs to make sure farmers have an effective voice in government. Farm Bureau also has leadership and educational programs to empower its members to be strong leaders in their communities. These programs include:

- Legislative Representation
- Volunteers for Agriculture
- Leadership and Training
- Public and Media Relations
- Agriculture in the Classroom
- Young Farmer and Agriculturist Program
- Women's Program
- Member Benefits

Community Involvement

Farm Bureau has maintained strong support for community and youth programs. Farm Bureau is a major supporter of 4-H and FFA, while county Farm Bureaus participate in local activities.

Our Vision

Lead a growing and dynamic agriculture.

Our Mission

Lead the farm and rural community through legislative representation, education, public relations and leadership development.



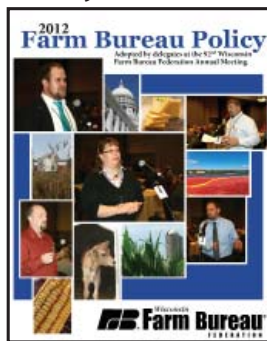
Legislative Representation



Farm Bureau is one of the most effective organizations in Wisconsin because of the credibility and professionalism of its staff and leaders, and its politically active members who set policy for the organization. Farm Bureau's influence is present from rural townships to Washington D.C.

With more than 44,000 members representing all aspects of agriculture, the Wisconsin Farm Bureau is a respected voice for agriculture with lawmakers, state agencies, the media and other ag organizations.

Policy



Farm Bureau policy is established by its voting members. Farm Bureau policy guides the organization's positions on specific legislation and rules.

Each year, county Farm Bureau members develop, discuss and vote on resolutions addressing local, state and national issues facing agriculture. State and national resolutions are discussed and voted on by delegates at the Wisconsin Farm Bureau and American Farm

Bureau Annual Meetings.

Legislative Action

Farm Bureau has full-time lobbyists advocating for agricultural interests, working with legislators and monitoring bills at the State Capitol in Madison. They also work with state agencies on administrative rules and regulations.

On national issues, the Wisconsin Farm Bureau staff teams with American Farm Bureau lobbyists to make sure that agriculture keeps a strong presence.

Farm Bureau is effective because members actively contact their elected officials and state agencies to provide input on how legislation or rules will affect their farming operations.

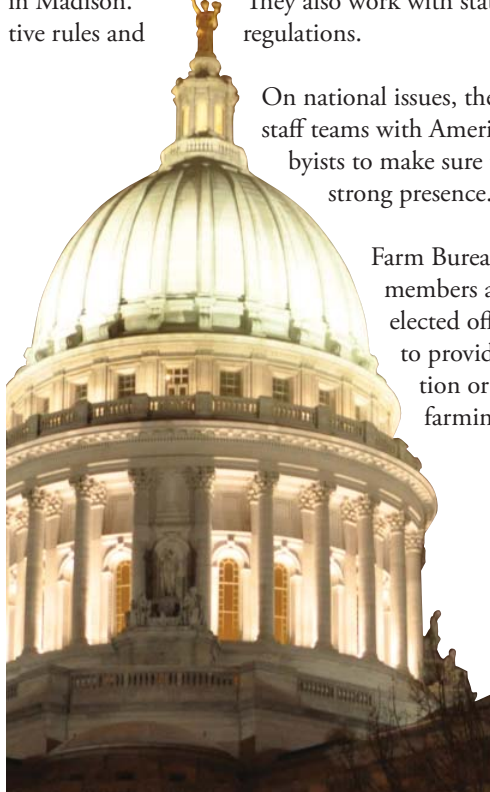
Locally, county Farm Bureaus work with school, town and county boards, and support agricultural education and local Extension.

Ag Coalition

Farm Bureau leads an 'ag coalition' of other farm organizations, commodity and agri-business groups to develop unified strategies on state issues. The ag coalition also joins forces to defend laws in our courts that are important to farmers.

Ag Day at the Capitol

Ag Day at the Capitol is organized by the Wisconsin Farm Bureau. It is the largest lobby day for Wisconsin farmers who represent the state's diversity of crops and livestock. They come to Madison each year to learn more about state issues and meet with their state legislators. The annual event takes place in February or March. Co-sponsors of the event with the Wisconsin Farm Bureau include a variety of other dairy, beef, pork, horse, corn, soybean, cranberry, potato, vegetable and general farm groups.



Governmental Relations Contacts:



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Volunteers for Agriculture

Volunteers for Agriculture (VFA) is Wisconsin Farm Bureau's political action committee. Its mission is to increase the involvement of Farm Bureau members in the election process by helping to elect state officials who understand the importance of agriculture in Wisconsin.

The Wisconsin Farm Bureau is the only general farm organization in the state that has a political action committee.

The VFA's activities are supported by voluntary contributions from members of the Wisconsin Farm Bureau Federation. This enables the VFA to support candidates who best represent the views of our organization and industry.

VFA Committee

The activities of VFA are governed by a committee consisting of 18 voting members of Farm Bureau, two from each of the nine board districts. Two members from the Wisconsin Farm Bureau Federation Board of Directors are appointed to the committee to act as liaisons to the board.

The committee's purpose, as set by the VFA bylaws, is to:

- Serve as the established, separate, segregated political fund. Solicit and receive political contributions and making expenditures to support candidates without regard to political affiliation.
- Promote the economic and social well-being of farmers, rural families, and agricultural related interests in the State of Wisconsin through political involvement.
- Encourage good government, which is responsive to the needs of all citizens in the state of Wisconsin.

VFA Activities

VFA helps elect candidates through:

- Endorsements
- Contributions directly to the candidate's campaign committee
- Independent expenditures on behalf of the candidate
- Motivation of our members to vote for the candidate

Endorsements

Every two years VFA evaluates state legislators' voting records and support on issues affecting agriculture. Those legislators with exceptional records receive VFA's "Friend of Agriculture" designation. Legislators that receive the "Friend of Agriculture" designation are automatically eligible for VFA contributions and support.

Local Interview Process

VFA also supports candidates in races where there is no incumbent running or where the incumbent did not receive the "Friend of Agriculture" designation. Decisions on these endorsements are based on an interview conducted by a committee of local farmer members.

Contributions

Contributions to candidates' campaigns are limited by law to \$500 for state Assembly races, and \$1,000 for state Senate races. Candidates who receive contributions directly from VFA use those funds to communicate with voters during election campaigns in a variety of ways such as purchasing air time on radio or television, printing brochures about their positions on the issues and phoning supporters to get out and vote on election day.

Independent Expenditures

Independent expenditures are expenditures made on behalf of candidates without their knowledge. VFA's independent expenditures may include mail pieces, farm signs or newspaper, radio and television ads. These activities are very helpful in informing Farm Bureau members about VFA's support of a candidate.

Direct Contact With Members

Acknowledging the importance of grassroots involvement in the election process, VFA works hard to ensure that Farm Bureau members meet with endorsed candidates.

DEFEND AGRICULTURE



Vote
Sheila Harsdorf
Tuesday, August 9

Sample VFA postcard.

VFA Contact:



Paul Zimmerman
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Public Relations

The Wisconsin Farm Bureau is active in media relations, public relations and member communications activities to keep people informed of ag issues and Farm Bureau's involvement in representing farmers. This includes providing news to the media, effectively communicating with members and training members to be effective spokespersons for agriculture.

Farm Bureau utilizes radio, print, web, television and social media to communicate its message about its advocacy for farmers and why agriculture is important to our daily lives.

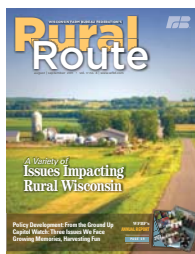
Farm Bureau handles nearly 500 inquiries from reporters annually, and produces a weekly radio program that is carried on more than 30 radio stations in Wisconsin.

Media Relations

Farm Bureau works with agricultural reporters and the state's general media to share information about farm, legislative and consumer issues. Farm Bureau has built credibility over the years by providing timely and accurate information and commentary on important farm and food topics.

Farm Bureau's Rural Route

The Wisconsin Farm Bureau's *Rural Route* is published six times annually for voting Farm Bureau members. The publication focuses on Farm Bureau's legislative work, events, educational efforts, sponsorships and exclusive member benefits.



Ag Newswire

This "subscription only" email is sent to Farm Bureau members and to Wisconsin media. It provides an easy to read snapshot of farm, food and rural news on the state and national levels. It also highlights Farm Bureau activities and the organization's involvement with key legislative issues. The Ag Newswire is sent to nearly 2,200 Farm Bureau members and over 310 reporters for print, radio, television and web-based news outlets.

Website

The Wisconsin Farm Bureau's website (www.WFBF.com) serves as an interactive resource for members, agricultural leaders and media. Information about farm markets, weather, legislative issues, Farm Bureau programs and applications for various events are just a click away. Radio reports are available for listening and on-farm videos and interviews are available for watching. Back issues of the *Rural Route* and Farm Bureau Annual Report are also available digitally.

The American Farm Bureau Website

The American Farm Bureau's website, www.fb.org, offers information on national issues and perspectives from around the country.

Social Media

The Wisconsin Farm Bureau is part of the fastest-growing social networking site on the planet. To connect with other Farm Bureau members and receive up to the minute updates on events and news, just click 'like' on the 'Wisconsin Farm Bureau Federation' page. In addition, members of the Farm Bureau's Institute, Women's and YFA programs all have Facebook pages as well. Farm Bureau also gets its message out through the use of Twitter @WIFarmBureau.

Marketbasket

Farm Bureau's retail food price survey remains a popular item with media outlets statewide. The information about the average price of a set of pre-determined food items is collected by Farm Bureau members across the state. The Marketbasket's findings show trends in prices paid by consumers and their correlation to trade, weather and the supply and demand issues that factor into food prices.

Farmer Spokesperson Training

Farm Bureau conducts media training programs for members and other state ag organizations to empower farmers to effectively communicate their message. These farmers become local media contacts to work with reporters when an ag story surfaces. With Farm Bureau's support, these credible and effective spokespersons give the public an accurate depiction of today's agriculture.

County Newsletters

Over 40 of our 61 county Farm Bureaus now have their newsletters published by the state Farm Bureau office. This is a feature of the County Farm Bureau Services Program. The quarterly newsletters promote local events, provide information on what county Farm Bureaus are doing on the grassroots level, as well as highlight individual members.



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Ag in the Classroom



Ag in the Classroom is a program coordinated nationally by the U.S. Department of Agriculture to help students in grades pre-K-12 understand the importance of agriculture.

Ag in the Classroom is run by the Wisconsin Farm Bureau Federation, with a grant from the Wisconsin Department of Agriculture, Trade, and Consumer Protection. The program is supported by other ag organizations and businesses.

Ag in the Classroom incorporates resources into existing curricula, emphasizing history, geography, technology, economics and careers in agriculture.

Volunteer Network

Wisconsin's Ag in the Classroom program utilizes a network of local volunteers across the state who work with schools to introduce the program, help arrange farm tours and provide classroom presentations.

Resources and Activities

• Lesson Plans and Hands-on Activities

Lesson plans and hands-on activities are available for all grade levels on a variety of subjects and commodities. Lessons are correlated to Wisconsin Model Academic Standards in social studies, math, English and science.

• Websites

www.wisagclassroom.org

Wisconsin's Ag in the Classroom web site is an archive of resources for teachers, students and volunteers. The website also has links to educational resources, downloadable applications and county contact information.

www.agclassroom.org

The national Ag in the Classroom website offers teachers and students lesson plans, a national resource directory, state profiles and other resources.

• Online Resource Guide

This online directory provides information about Wisconsin agriculture, a list of volunteers and resource materials available for classroom use. Find the resource guide at www.wisagclassroom.org/teachers/resourceGuide.php

• Soybean Science Kits

Kits containing curriculum and teaching supplies for 21 lesson connecting agriculture and science are funded by the Wisconsin Soybean Marketing Board.



• Ag Mags

This is a visually exciting, four-color tabloid designed to educate students in elementary grades. Topics include dairy, pizza, beef, careers and biotechnology.



• Wisconsin Farm Facts

These brochures contain statistical and economic information about Wisconsin's ag industry.



• Children's Library Books

This selection of children's books provides readers an accurate, up-to-date portrayal of modern agriculture.

• Essay Contest

This annual contest provides fourth and fifth grade students an opportunity to learn about a selected topic, research information and then write an essay.



• Teacher Training

Various teacher training opportunities are offered to explore ways to incorporate agriculture into their classes. In-services and graduate options are available.

• Grants

Matching grants are offered to groups for projects that promote ag literacy. Teacher mini-grants are offered to teachers to develop ag literacy curriculum and activities.

• Outstanding Teacher Award

This award recognizes teachers for their achievements in teaching students the importance of agriculture.

Ag in the Classroom Contact:



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AITC Coordinator
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Training and Leadership Development



Farm Bureau promotes involvement and community leadership through its education and leadership programs. Farm Bureau believes strongly in training and developing current and future leaders for agriculture.

County Farm Bureaus

As a grassroots organization, Wisconsin Farm Bureau relies on strong county Farm Bureau leaders to lead effectively. Farm Bureau provides training for county leaders to maintain strong and active county organizations to work on local agriculture awareness and issues.

County Board Resource Kit

This training program for county Farm Bureau Boards of Directors provides numerous tools for building better boards. It is tailored to the needs of individual counties to help improve the effectiveness of the county board.

Farm Bureau Institute

The WFBF Institute is a year long premiere leadership training course whose mission is to produce strong and effective county Farm Bureau leaders. The training focuses on personal growth and development, public speaking, working effectively with all forms



Members of Class V (2011) Institute class.

of media, creativity training, understanding the role and functions of WFBF and Rural Mutual Insurance Company. Training also focuses on working with government at the local, state and national levels, bridging the generational divide among volunteers, consideration of current national and international agricultural issues, and completion of a Farm Bureau Personal Development Leadership Plan.

Young Farmer and Agriculturist (YFA) Program

The YFA program is for young farmers and agriculturists between the ages of 18 and 35. It provides members with an opportunity to hone their leadership skills while networking with their peers.



The YFA program offers the YFA Conference and YFA contests. Both are geared toward actively engaging young farmers and agriculturists in Farm Bureau and agriculture through social sharing and networking, personal growth and leadership development, and increased knowledge of current and future agricultural issues.

Women's Program

The Women's program is geared toward actively engaging women in Farm Bureau and agriculture through social sharing and networking, personal growth and leadership development, and increased knowledge of current and future agricultural issues. The purpose of the state Women's Committee is to plan and carry out projects and activities to educate youth and consumers about agriculture and promote positive messages about farming, food safety, animal welfare and other agricultural topics appropriate to adult and youth audiences.

Member Relations Contacts:



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Deb Raemisch
Director of Member
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Young Farmer and Agriculturist (YFA) Program

The YFA program is for young farmers and agriculturists between the ages of 18 and 35. The YFA program provides members with an opportunity to hone their leadership skills while networking with their peers. Many of the young farmers and agriculturists who have participated in the program have gone on to become active county, state and national Farm Bureau leaders, as well as respected leaders in their communities.

County and District YFA Opportunities

Each county offers opportunities for young farmers and agriculturists to become involved. District meetings and social activities are held throughout the year to actively engage YFAs through social sharing and networking, personal growth and leadership development and increased knowledge of current and future agricultural issues.

State YFA Committee

A committee of young farmers and agriculturists, one individual or couple from each of the nine districts, work together to plan, organize and conduct activities to get young farmers and agriculturists acquainted with and actively engaged in Farm Bureau at all levels of the organization.

YFA Contests

• Discussion Meet

The YFA Discussion Meet is a panel discussion by young farmers and agriculturists of current agriculture issues and challenges. The discussion panelists discuss and seek to develop realistic and workable solutions to improve the agriculture industry. Annually, district contests are held with up to three district winners competing in the state contest at the YFA Conference/Annual Meeting. The state winner competes in the AFBF national Discussion Meet contest.

• Achievement Award

YFA participants in this contest must earn a majority of their income from on farm operations. Contestants fill out an application which is judged on the management and leadership skills demonstrated by the applicants. The top 10 finalists are interviewed by a panel of judges during the YFA Conference/Annual Meeting. The state winner competes in the AFBF national Achievement Award contest.

• Excellence in Agriculture Award

YFA participants in this contest must earn a majority of their income from an off-farm enterprise or career. Contestants fill out an application which is judged on the leadership involvement in Farm Bureau, civic organizations, and their ability to use their leadership skills to find solutions to challenges for Farm Bureau and agriculture. The final four contestants present a PowerPoint presentation and answer questions from a panel of judges during the YFA Conference/Annual Meeting. The state winner competes in the AFBF national Excellence in Agriculture Award contest.

YFA Washington, DC Trip

Young farmers and agriculturists are chosen for this trip based on their participation in the three YFA contests. This five day trip to our nation's capitol introduces young farmers and agriculturists to the important role our national government has in establishing agriculture policy and regulations. Participants receive briefings at American Farm Bureau Federation, USDA and a foreign embassy. They also tour the U.S. Capitol and Washington's memorials and monuments, meet with Wisconsin's Congressional Delegation and have a free day for sightseeing. Each participant pays a small fee, with the remaining costs picked up by WFBF and their county Farm Bureau.

YFA Conference

The YFA Conference is held annually in conjunction with the WFBF Annual Meeting in December. This is an opportunity for YFA members from around the state to gather together for social sharing and networking, to gain personal growth and leadership development as well as increased knowledge of current and future agriculture issues through quality speakers and workshop presenters, and to celebrate the accomplishments of individual YFA contest winners and county YFA programs.



YFA Contact:



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Director of Training and
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dbeaty@wfbf.com

Women's Program



The Wisconsin Farm Bureau Women's program is designed to promote the entire Farm Bureau program, and to help the organization achieve its mission. The program provides opportunities for women to be more involved in Farm Bureau by participating in legislative, educational and leadership activities. Wisconsin Farm Bureau encourages women to participate in all programs and activities of the organization; including service on county boards of directors and state committees.

State Women's Committee

A committee of women, one individual from each of the nine districts, works together to plan, organize and conduct activities to get women acquainted with and actively engaged in Farm Bureau at all levels of the organization. The purpose of the state Women's Committee is to plan and carry out projects and activities to educate youth and consumers

about agriculture and promote positive messages about farming, food safety, animal welfare and other agricultural topics appropriate to adult and youth audiences.

Wisconsin Ag Women's Summit

This annual women's summit is open to all agricultural women in the state. The main areas of focus for the summit are individual networking, health and wellness for families, Ag in the Classroom, and leadership development. This is an opportunity for women from around the state to gather together for social sharing and networking, to gain personal growth and leadership development, as well as increased knowledge of current and future agriculture issues through quality speakers and workshop presenters.



County Farm Bureau Women's Committees

County Farm Bureau Women's Committees are an integral part of county Farm Bureau programs throughout the state. County Farm Bureau women volunteers focus their energy and skills on promoting positive messages about the agriculture industry to youth, consumers and the media.

You're Invited District 8 Fall Women's Rally



- Saturday, October 15 •
- 11 a.m. • \$10/person •
- Munsen Bridge Winery •
W6462 Bridge Road, Withee

Bring your friends!

Enjoy a day just for you!



Come for a tour, a taste, and some much needed stress relief. Part of our day will include stress release activities taught by farm women.

If you have a special way that helps you relieve stress and you would like to share it, contact Angie Baumann at 715.297.1836.

Contact your county women's chair for carpooling options.

RSVP by contact Angie Baumann at 715.297.1836.

Educating Youth and Consumers

Farm Bureau women support education and promote Ag in the Classroom activities and on-farm tours. The women work together to build public awareness and promote positive messages about farming, food safety, animal welfare and other agricultural topics appropriate to adult and youth audiences. Their program of work is carried out through Food Check-Out Week, the Wisconsin Ag Women's Summit, the Ag in the Classroom Book of the Year, the Ag in the Classroom Essay Contest and other activities.



Women's Program Contact:



Deb Raemisch
Director of Member Relations
608.828.5712
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Member Benefits

The Wisconsin Farm Bureau Federation offers benefits and services to its members, covering a range of options that respond to the needs of farmers, families and businesses in Wisconsin. Farm Bureau members qualify for many benefits that provide insurance protection, and savings for their family or business.

Auto/General Motors Discount

• GM Vehicle Rebate



Wisconsin Farm Bureau members are eligible for a \$500 rebate on a purchase or lease from GM. You must be a Farm Bureau member for 60 days before getting the rebate. See <http://wfbf.com/benefits-membership/> for more details.



Communication

• The Country Today Newspaper

Here's a way to save money, get informed on ag issues, and help support a popular Farm Bureau program. Members of the Wisconsin Farm Bureau now receive \$7.50 off a yearly subscription (and \$15 off a two-year subscription) to *The Country Today* newspaper.



• FS-Growmark patronage

Farm Bureau members who are patrons of their local FS cooperative are eligible to receive patronage dividends when patronage is paid.



• Grainger

Grainger Industrial Supply is the nation's leading maintenance, repair and operational supplies distributor. Receive a 10% discount on all Grainger catalog items. For a free catalog call 608.221.3861. When ordering use the Farm Bureau account # 855922019.



Financial

• AgriPlan Medical Reimbursement Program

The Wisconsin Farm Bureau has teamed up with TASC (Total Administrative Services Corporation) to bring you the AgriPlan Medical Reimbursement Program. TASC is located in Wisconsin. The AgriPlan is based on Section 105 of the IRS code written in 1954, and can allow farmers and other self-employed individuals to deduct 100% of their family's medical expenses through their farm or business. AgriPlan clients save an average of \$3,000 in taxes per year. Deductible expenses include health, dental and vision insurance premiums, qualified long term care insurance premiums, as well as any non-insured medical expenses. Farm Bureau members will receive a \$10 discount off of the already low cost of the plan. To learn more about the AgriPlan and/or sign up call one of TASC's friendly AgriPlan specialists at 888.595.2261. Visit: www1.tasconline.com.



• Farm Bureau Bank

Take advantage of Farm Bureau Bank's FDIC insured checking and savings accounts, money market accounts, certificates of deposit, credit cards and vehicle and home loans. To get started, call 800.492.FARM (3276), or look online at www.farmbureaubank.com.



• Farm Bureau Financial Services

Farm Bureau Financial Services offers a range of financial services to families and businesses. Services include life insurance and investment strategies.



Health

• ScriptSave

ScriptSave is a prescription drug savings card available to all Wisconsin Farm Bureau members. The card is available to you at no cost as an added feature of your membership. Your entire household can use the card for instant savings that average over 32% with potential savings up to 50% on brand name and generic medications (based on national program savings data). You can sign-up by calling ScriptSave directly at 800.700.3957. Mention Group # 703A to identify yourself as a Wisconsin Farm Bureau member.



• Stroke Detection Plus

Stroke Detection Plus offers preventative medical screenings at a discounted price to Farm Bureau members. These ultrasound screenings help detect blockages that can lead to stroke, aortic aneurysms and other artery diseases. Are you at risk? For more information, simply call 1.877.732.8258.



Member Benefits

Insurance

• Rural Mutual Insurance

Rural Mutual Insurance Company is a Wisconsin-based company. That means that premiums paid here, stay here to keep Wisconsin strong. Rural Mutual offers a full line of insurance products sold exclusively in Wisconsin, including home, auto, farm, business and financial products. With Rural Mutual you get personalized



service from people in over 100 local offices statewide who live and work in your community

and who understand your needs. To find a Rural Mutual Insurance Company agent, visit www.ruralins.com or call 877.219.9550. You can also follow them on Facebook at www.facebook.com/RuralMutual.

• Accidental Death Policy

Members receive \$1,500 in accidental death coverage for themselves and their spouse, and \$500 for minors. The policy increases in value for consecutive years of membership up to \$3,500.

Safety

• \$500 Reward Program

Farm Bureau pays a \$500 reward to persons providing information leading to the arrest and conviction of individuals for arson, theft or criminal damage to a member's property that is posted with a Farm Bureau reward sign or sticker.



Travel

• AAA

AAA - Wisconsin Farm Bureau members are eligible to save 20% on membership to AAA. They also do not have to pay an enrollment fee when joining. Wisconsin Farm Bureau members who are already members of AAA can receive the 20 percent discount on their next renewal. In either instance, be prepared to give them group code "WI07" when placing the call to 877.731.3315.



• AVIS- Budget Car Rental

With 4,800 locations in over 140 countries, there's always an Avis nearby to help you with your car rental needs. And whether you're traveling for business or pleasure, your membership in the Wisconsin Farm Bureau entitles you to special discounts. www.avis.com, www.budget.com



• Choice Hotels

Wisconsin Farm Bureau Federation members save 20% off published rates at almost 5,000 Choice Hotels worldwide! Save 20% off at participating Comfort Inn, Comfort Suites, Quality Inn, Sleep Inn, Clarion, MainStay Suites, Suburban Extended Stay, Rodeway Inn and Econo Lodge hotels. Call 800.258.2847 and mention your Wisconsin Farm Bureau Federation ID #00209870 or go to choice-hotels.com and enter your Wisconsin Farm Bureau Federation ID #00209870 to book online.



CHOICE HOTELS INTERNATIONAL

• Wyndham Hotel Group



Members save 20% off the best available rate on their overnight hotel accommodations at more than 5,000 participating locations throughout North America including Wyndham Hotels and Resorts, Days Inn, Ramada Worldwide, Super 8, Wingate By Wyndham, Baymont Inns and Suites, Hawthorn Suites, Microtel Inns and Suites, Howard Johnson, Travelodge, and Knights Inn. Advance reservations are required. Blackout dates may apply. Discounts cannot be used with other programs. To make reservations at any of the Wyndham Hotels, call: 877.670.7088, and you can then choose the name of the hotel you want. You can also visit www.wyndhamworldwide.com. Be sure to mention Farm Bureau ID #8000004288.

The Wisconsin Farm Bureau offers benefits and services to its members, covering a range of options that respond to the needs of farmers, families and businesses in Wisconsin. By joining Farm Bureau, you qualify for many benefits that provide insurance protection, family health care services and discounts for your family or business. WFBF member benefits may be changed or discontinued at anytime without notice. For more information call 1.800.261.FARM(3276) or visit www.WFBF.com.

Member Benefits Contact:



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Foundation



Foundation Mission

Support agricultural education and develop agricultural leaders.

Foundation

The WFB Foundation solicits and accepts contributions to assist with educational activities and instruction of young people in subjects useful and beneficial to the agricultural community in Wisconsin.

Since its creation in 1988, the Foundation has contributed more than \$584,442 toward projects that support the future of agriculture. These are some of the programs the Foundation supports:

- Ag in the Classroom
- Farm Bureau Institute
- Wisconsin Cranberry Discovery Center
- UW Foundation Rural Youth Scholarship Fund
- Leadership Wisconsin (Formerly Wisconsin Rural Leadership Program)
- Wisconsin 4-H Foundation
- Wisconsin FFA Foundation

For more than 85 years, Farm Bureau has maintained its strong connection to youth by supporting and developing future generations of leaders. Farm Bureau is one of the leading organizations providing support for FFA and 4-H programs in the state. The Wisconsin Farm Bureau and county Farm Bureaus contribute annually to state and local FFA and 4-H programs, and other community programs.

4-H Support

Farm Bureau provides financial support to state 4-H programs, and county Farm Bureau members serve as leaders for a variety of 4-H programs.

Farm Bureau provides funding for the 4-H Key Awards given to the top 4-H youth in each county.



FFA Support



The Farm Bureau recognizes the important role FFA plays in getting youth started on the right track for future careers in agriculture and future leadership within the ag industry. The Wisconsin Farm Bureau is a charter member of the Wisconsin FFA Foundation "Blue & Gold Society" for its ongoing financial support to FFA. County Farm Bureaus also give financial and volunteer support to local FFA chapters.

Wisconsin FFA Convention

The Wisconsin Farm Bureau Foundation sponsors awards presented at the Wisconsin FFA Annual Convention for the FFA Discussion Meet and Food for America Contest.

FFA Farm Forum

For 40 years, Farm Bureau has hosted this annual event for high school juniors in FFA. It is an opportunity to educate students on current agricultural issues.

Wisconsin FFA Foundation

Farm Bureau and Rural Mutual Insurance Company provides office space for the Wisconsin FFA Foundation.

Farm Bureau Institute

A year-long training program to develop future leaders for Farm Bureau and agriculture.

Wisconsin Rural Youth Scholarship Fund

Strengthening Wisconsin's rural communities has always been central to the mission of the UW-Madison College of Agricultural and Life Sciences (CAL S). To carry out that mission, a scholarship fund was created by CAL S and the UW Foundation to continue to bring bright students from rural Wisconsin to CAL S and provide them the necessary skills to become future leaders in fields related to agriculture, food, health, energy and the environment.

Leadership Wisconsin

(Formerly Wisconsin Rural Leadership Program)

Participants have the opportunity for contacts with influential, top thinkers and decision-makers who provide in-depth understanding on important issues and experience critical and creative thinking. Fellows grow as individuals with confidence, motivation and commitment to promoting positive change for Wisconsin. Fellows have the opportunity to explore potential new leadership roles through exposure to a wide variety of local, state, regional, national and international leaders throughout the two-year course.

Wisconsin Cranberry Discovery Center

Visitors to this popular attraction in Warrens learn about how cranberries are grown. Through storyboards, video, sound recordings, static and interactive displays, the center's Exhibit Hall details the historic and contemporary aspects of Wisconsin's top fruit crop.

Foundation Contact:



Darlene Arneson
Foundation Director
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Partners

The success of Farm Bureau programs is enhanced by partnerships with other agricultural businesses, especially those entities that Farm Bureau has created. Rural Mutual Insurance Company, GROWMARK, Inc. and Farm Bureau Financial Services are the major Farm Bureau partners providing support for programs.

Rural Mutual Insurance Company



Incorporated in 1934 as the Farm Bureau Mutual Insurance Company of Wisconsin, the name was changed in 1947 to Rural Mutual Casualty Insurance Company of Wisconsin. Over the years, the insurance company expanded services and eventually was named the Rural Mutual Insurance Company in 1970.

The Farm Bureau programs and events sponsored by Rural Mutual Insurance Company are:

- Ag Day at the Capitol
- WFB Foundation
- Young Farmer and Agriculturist Washington, DC Trip
- FFA Farm Forum
- Farm Bureau Institute
- Council of Presidents
- Young Farmer and Agriculturist Conference
- WFBF Board Washington DC, Fly-In

GROWMARK, Inc.

The Wisconsin Cooperative Farm Supply Company was incorporated in 1937, and the Wisconsin Cooperative Farm Plant Foods was incorporated in 1944. In 1953, these two companies were merged to form Wisconsin Farmco Service Cooperative. This Company was merged with similar Farm Bureau affiliates in Illinois and Iowa in 1965 to form FS Services. In 1980 FS Services and Illinois Grain Co. merged to form GROWMARK, Inc.

In addition, GROWMARK, Inc. provides direct support for the Agriculture in the Classroom program through its "Plant a Seed...Grow A Mind" program that donates a portion of soybean, corn and alfalfa seed sold in Wisconsin to this agricultural education program.



GROWMARK®

Farm Bureau Financial Services

Farm Bureau Financial Services was developed out of a need for products and services that suited the state Farm Bureau Federation's members' needs. Farm Bureau Financial Services provides a diverse array of insurance and investment products.

FBL Financial Group, Inc. is the holding company whose primary operating subsidiaries include Farm Bureau Life Insurance Company and EquiTrust Life Insurance Company. FBL Financial Group, Inc. is traded on the New York Stock Exchange under the symbol FFG.

Farm Bureau Financial Services is a strong supporter of the Wisconsin Farm Bureau Foundation.



Partner Contacts:

Rural Mutual Insurance Company

PO Box 5555
Madison, WI 53705
608.836.5525
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GROWMARK, Inc.

1701 Towanda Avenue
Bloomington, IL 61701
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www.GROWMARK.com

Farm Bureau Financial Services

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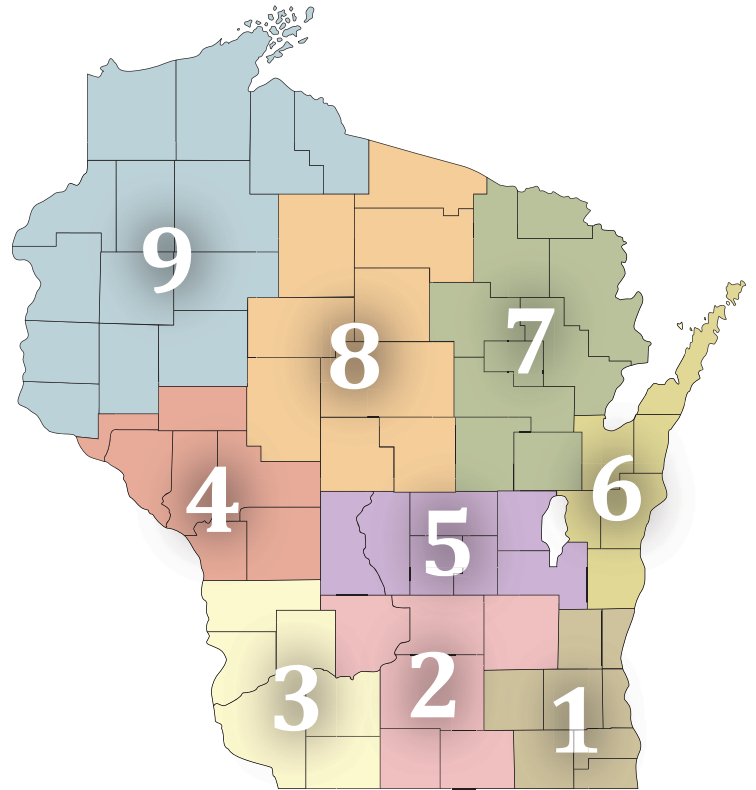
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