

## **2024 Utah Farm Bureau Convention Breakout Summaries**

### **YF&R 101**

Young Farmers & Ranchers from across the state gathered to grow and learn in the YFR breakout this year at convention. Members from the state committee shared their experiences serving as county YFR Chairs and state committee members. WE discussed the Competitive event applications and the best way to tackle those. All YFR members were encouraged to attend the American Farm Bureau Fusion Conference in Denver in March.

### **Leadership From Multiple Perspectives**

Marc Henrie gave an outstanding presentation to Farm Bureau Members in attendance at the UFBF Annual Convention on the different roles, styles, and methods used to become a great leader. Marc shared tried and true leadership principles as well as personal experiences from his 20+ years as an officer in the Utah National Guard, including two deployments to Iraq.

Marc has also served as a UFBF County President, AFBF YF&R Committee, and UFBF YF&R Committee. UFBF thanks Marc for his military service as well as his service to UFBF.

### **Harvesting New Opportunities: Utah Ag Producers Going Digital with the USU E-Commerce Accelerator**

Jacob Webb and Abbey Bean, business consultants for Utah State University Extension, presented a breakout session about the E-Commerce Accelerator. Jacob and Abbey discussed how the program helps small businesses in rural Utah grow through online sales. Jacob and Abbey shared program success stories, including highlighting Roberts Family Farms which participated in the program and set up a website.

This fully-funded, six-week mentoring service provides personalized training to navigate the digital world and increase sales revenue through e-commerce. The program covers various aspects of establishing an online presence, including website development, online marketing, search engine optimization (SEO), and performance monitoring. You can learn more about the program and apply at

<https://extension.usu.edu/remoteworkcertificate/ecommerce/>

### **Making Balanced Progress in the Consumer Market with the National Checkoff Efforts**

Jennifer Nealon, Senior Vice President of Global Marketing and Research at National Cattlemen's Beef Association, discussed the significant impact of the Beef Checkoff program on consumer perceptions and beef demand. Jennifer highlighted studies showing that each dollar invested in the Beef Checkoff program returns \$13.41 to producers and importers. Jennifer's presentation emphasized how the Checkoff's efforts have maintained strong beef demand. A key component of these efforts includes the use of Beef Checkoff dollars for extensive online and social media campaigns, reaching millions of consumers where they are most engaged. These digital initiatives, executed by both national contractors and qualified state beef councils, have proven highly

effective in promoting beef recipes, nutrition information, and production education across various social media platforms.

### **Communicating Member Value**

Research showed that organizations that experienced increases in new members and member retention were far more likely to have a compelling value proposition. Austin Large of American Farm Bureau Federation led an interactive session to show how the State and County Farm Bureaus can share their value propositions in effective ways, and come up with easily implemented strategies to change the how we communicate the value of Farm Bureau to prospective and current members.

### **Cultivate Curriculum: What "sharing your story" means to me**

Box Elder County farmer Laura Holmgren shared how she turned her family's farm story into curriculum and a children's books that they have shared with others in their community. It helped those attending look at what "story" items each of us have.

### **UDAF Update: HPAI, EID tags, Interstate Animal Movement**

The Utah Dept. of Agriculture and Food gave an update on the HPAI outbreak in poultry and dairy facilities, the new federal mandate for electronic ID tags, and reviewed requirements for movement of animals across state lines.

### **Wealth Management: Ideas on Succession Planning, Investing, & Tax Planning**

Always a pressing topic, John Massey of Farm Bureau Financial talked about strategies on how to start and implement a successful succession plan – encouraging those attending to start planning today, so they don't get to the point of wishing they created a plan 20 years ago!

### **Rangeland Pest Control and Best Management Practices**

Kristopher Watson & Robert Hougaard of UDAF explained the Rangeland Pests Cost Share Program and Best Management Practices for grasshoppers and Mormon Crickets.

### **Safety Today – Here Tomorrow**

Utah Farm Bureau's own Farm Safety Program VP A.J. Ferguson shared how developing a culture of safety can bring a positive impact to you and your community. Ferguson shared simple steps to better protect farmers, their families and employees, and how safety can be fun, engaging, and be used to recruit those who are not current Farm Bureau members.