Utah Farm Bureau
Young Farmers and Ranchers

COUNTY HANDBOOK

Utah Farm Bureau Federation

YOUNG FARMERS & RANCHERS

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The Young Farmers & Ranchers program exists to surface and develop leaders. As an integral part of the Utah Farm Bureau, it is comprised of hard-working agriculture professionals-on and off the farm-dedicated to developing their leadership skills and empowering others to become actively involved in agriculture advocacy, education, and service.

Programming varies from county to county but likely includes one or more of the following areas:

Young Farmers & Ranchers Activities

Counties may host events or activities specifically for YF&R members. These may be educational, social. service-focused, or some combination. Other counties may simply promote YF&R activities at the district, state, and national level. This may include conferences and competitions, or connect young people with opportunities hosted by partner organizations.

Engaging Young Families

While the above events typically focus on the young adult audience, some county YF&R programs engage young families through activities like farm field days to connect with young parents through kids' programming.

Supporting Rising Leaders,

Counties may work with youth organizations, like FFA and 4-Hor collegiate programs to invest in future leaders for their community. This may include anything from managing an ag ambassador program or scholarship process to purchasing 4- H livestock.

Service Efforts

From collecting monetary and in-kind donations to giving of time and talent YF&R programs are encouraged to look for needs in their own community and respond to make a difference locally.

Our staff at the Utah Farm Bureau is available to assist you should the need arise. We wish each of you a prosperous year.

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YF&R SOCIAL MEDIA

Utah Farm Bureau Young Farmers & Ranchers - Facebook and Instagram @UtahYFR
AFBF YF&R - Facebook @FarmBureauYFR, lnstagram @AFBFYFR, Twitter@AFBFYFR

RECRUITING 101

Perhaps you have just been appointed to your county YF&R committee or you would like to start one. One of the biggest questions for starting a county YF&R committee is how to attract members. Since YF&R is a program of Farm Bureau, there are no additional dues or paperworkjust more opportunities to get involved. Here are some tips on how to attract members, reach out to the community, and plan great events for your members.

TOP 10 REASONS TO ENGAGE TODAY

1. Network with other young farmers and ranchers struggling with the same challenges and celebrating the same milestones.
2. Participate in fun contests and awards
3. Develop leadership skills to improve on-farm management and off-farm community engagement
4. Learn to be an advocate for agriculture
5. Get the most up-to-date commodity and industry news in print and outline
6. Influence agricultural policy and ensure regulations are reasonable and fair.
7. Educate consumers about their food
8. Particpate in State Conferences and events
9. Help put food on the table of struggling neighbors in your community
10. Get plugged into leadership in your county though a county YF&R position or committee

BUILD A DATABASE OF POTENTIAL MEMBERS

- Talk to your county president, or board and get a list of members who are under the age of 35
- Create a list of friends, colleagues and acquaintances. who you think would be interested in YF&R
- Ask local high schools for a list of alumni or seniors interested in agriculture
- Contact Collegiate Farm Bureau chapters or community colleges or universities for lists of students connected to agriculture in your county

CONTACTING AND ATTRACTING POTENTIAL MEMBERS

- Call or Text them to make a personal ask
- Email them and ask
- Send them a letter or YF&R promotional materials
- Social Media is a great tool to raise awareness of YF&R
- Plan and invite them to a YF&R kick-off event
- Sponsor them to attend Utah Farm Bureau events.

YF&R COUNTY EVENT IDEAS

The following are ideas to get you started. Have fun and be creative. but most importantly, plan things that you and others in your county will find value in and enjoy.

SOCIAL IDEAS

- **Ice Cream Social** - Partner with a dairy to provide milk/cream/half & half and have a homemade ice cream contest. Have YF&R members make their favorite ice cream and offer samples alongside ag info at a community event. Have the public vote for their favorite.
- **Local Sporting Event Group Attendance** - Host an event at community college games. state championships, rodeo. car races, etc. Could pair with a tailgate, meeting at a restaurant before/after, cheering section, halftime event etc.
- **Barbecue** - Provide barbeque for dinner. Could have someone come in to talk to attendees about an educational topic, or just have board games, cards. yard games. etc. for a social event
- **Fall Harvest Celebration/Pumpkin Painting Nigh**t - Hold a family friendly night with pumpkin painting for kids, maybe dress up in Halloween costumes or not, provide refreshments or host a potluck, etc.
- **Friendsgiving** - Develop a YF&R tradition connecting to Thanksgiving's roots in the agriculture community - maybe even provide a meal with local products to highlight the YF&R members in your county/district
- **Harvest Meal Exchange** - Consider an event like a holiday cookie exchange. Everyone makes and brings 5 of the same harvest entrees ready for the freezer in disposable containers and takes home 5 of their choice to provide some variety for the crew and lighten the workload at home.
- **Back to School Picnic** - late July/early August get together
- **YF&R Fantasy Sports League or March Madness Bracket Challenge**
- YF&R Actual Sports League or Team in local league - bowling, golfing, volleyball, etc.
- **Other Social Ideas**: adult tractor pull, Christmas party with a white elephant gift exchange. ice skating, family game night, shooting tournament. paintball cctivity, summer picnic. barn dance/party

EDUCATIONAL IDEAS

- **Voter Registration Event** - Consider inviting candidates to speak or asking someone to talk about local issues on the ballot
- **Shop Tour** - Visit interesting barn/shop spaces of Local farmers so members can learn from each other about how to set up their workspace effectively
- **Farm Tour** - Highlight two-three farms or agribusinesses in your district or county
- **County Informational Meeting** - Host a couple of speakers on hot topics

YF&R COUNTY EVENT IDEAS

EDUCATIONAL IDEAS CONTINUED

- **Presence at Local Events** - rodeos, fairs, ag-related events, places where young parents might be, etc.
- **Ag Film Festival** - Invite the community to a screening of an ag friendly documentary and have YF&R members there to answer questions about agriculture after the movie. Maybe even provide free snacks, like Kansas grown popcorn.
- **Fun Run & Breakfast** - Host a 5k and provide breakfast afterward with Kansas grown eggs, bacon and flour for biscuits or pancakes. Have markers throughout the trail with facts about agriculture in the county/district/state.
- **Grocery Store Stations** - Set up stations in the local grocery store for shoppers to ask questions about their food to YF&R members. Make sure the members are willing to answer with unbiased, factual information calmly and have a simple handout at each station (like "5 facts about your produce"). Some ideas: produce section - conventional v. organic - what are the differences; meat - all you need to know about antibiotics
- **Farm Safety Training** - Invite county youth, emergency personnel, or YF&Rs to a farm safety day to learn about operating farm equipment. dangerous tools, or other safety knowledge.

COMMUNITY SERVICE IDEAS

- **Service project** - Cleaning up a highway, cleaning up after a storm for a community member in need, raking Leaves for the elderly, improving the school or a community-building, holding a food/coat/toy/book/school supply drive for a local charity, etc.
- **Holiday Baskets** - Host a get together to pack baskets for families in need and deliver them around Thanksgiving, Christmas, etc.
- **Super Bowl Party / Souper Bowl Party** - Admission is one or more cans of soup for the local food pantry
- **Labor Auction** - Auction off volunteer Labor of YF&R members at a Local event and give proceeds to local charity or cause

EVENT PLANNING 101

Before you start planning an event, think about the needs of your county. hat kind of event should you host to fill the major need? Typically organizations host events for three reasons:

1. **To learn something**
2. **To meet someone**
3. **To help in someway**

SAMPLE EVENT TIMELINE

2 Months Prior - Event type, theme, ideas

- Feasibility - money, time, resources
- Key messages to promote
- How do you reach them?
- Form a planning team
- Arrange speakers, tours, etc.
- Assign tasks
- Acquire needed resources
- Make a guest list
- Develop promotional materials

1 Month Prior

- Execute promotional materials (print, social media, email) and personal invitations

1 Week Prior

- Finalize agenda
- Contact speakers and confirm
- Submit final meal count to caterer
- Utilize social media
- Check-in with volunteers and assign duties

Day of Event

- Ask participants to fill out an event feedback survey
  - Survey Monkey, Google Forms, Sli.do, or paper survey
- Take pictures and post on social media
- Make notes for next event

Post Event

- Ask participants to fill out an event feedback survey if not done onsite
- Make additional posts on social media
- Contact local media for more PR
- Write thank-you's to speakers/venue

COUNTY VS. STATE VS. NATIONAL YF&R COMMITTEES

County YF&R Committee

The county YF&R committee is an important piece of Farm Bureau. It is recommended the county Farm Bureau president appoints a YF&R chairperson and may consider a committee of members with the approval of the county board of directors. Often. the county chair is an ex-officer voting member on the county board. Refer to your county bylaws for the appropriate policy and procedures. Responsibilities can include encouraging young people's involvement in Farm Bureau. developing a program of activities to address advocacy. education. or service needs. establishing relationships with FFA 4-H, and FCCLA members, corresponding with your state YF&R committee representative for district and state planning information, and reviewing and submitting awards.

YF&R Committee

The Utah State YF&R committee is comprised of Chair and Vice Chair. The Vice Chair position over sees the collegiate chapter. The seven districts are individual or couple that represents each district in the state. Members are nominated by their district's at Annual Convention. Committee members serve two-year terms. The committee takes the lead on surfacing and discussing issues specific to 18 to 35-year-old members, planning programming for the YF&R audience and conducting competitive and recognition opportunities for YF&R members. One member of the YF&R Committee is also appointed to serve as an member of the Utah Board of Directors to share the YF&R voice with the greater organization.

American Farm Bureau Federation YF&R Committee

The AFBF YF&R Committee is comprised of 16 positions representing all regions of the U.S. An individual or couple may hold each committee appointment. Committee members are responsible for program planning, which includes the coordination of YF&R competitive events during AFBF's Annual Convention each January and the Harvest for ALL program. National committee members are nominated by their respective state Farm Bureaus.

2023 UTAH YF&R COMMITTEE MEMBERS

District 1
Brady & Amanda Spackman
Cache County

District 2
Bennett & Trina Gibson
Weber County

District 3
Wyatt & Torie Harding
Tooele County

District 4
Clayton & Dakota Rindlisbacher
Juab County

District 5
Mike & Heather Taylor
Grand County

District 6
Easton & Josie Harris
Sevier County

District 7
Dave & Jessica Cox
Iron County

State Chair:

Riggin & Laura Holmgren
South Box Elder County

Vice-Chair:

Mason & Erika Anderson
Millard County

COMPETITIONS AND AWARDS

The YF&R program helps young members shape their future and American agriculture through leadership development and personal growth opportunities. Three competitions enable members to showcase their leadership experience, communication skills and successful business plans as they compete against the best of the best from each state Farm Bureau.

The Utah Young Farmers and Ranchers program sponsors these competitions for young farmers and ranchers 18-35 in Utah. Listed here are the contest summaries and applicable forms and information. The state winners are announced at the annual UFBF Convention in November and go on to represent Utah at the American Farm Bureau Convention in January. For more information on any of the competitions listed below, contact Sakia White at sakia.white@fbfs.com or 801-850-8068.

ACHIEVEMENT AWARD

The Achievement Award Program is designed to recognize those young farmers and ranchers that have excelled in their farming/ranching operations and honed their leadership abilities to superiority. For more information visit **utahfarmbureau.org/article/Achievement-Award**

DEADLINE: September 22, 2023 at 5 PM (No late applications will be accepted.)

EXCELLENCE IN AGRICULTURE AWARD

The Farm Bureau Excellence in Agriculture Award Program is designed as an opportunity for Young Farmers & Ranchers, while actively contributing and growing through their involvement in Farm Bureau and agriculture, to earn recognition. For more information, visit **utahfarmbureau.org/Article/Excellence-in-Agriculture-Award.**

DEADLINE: September 22, 2023 at 5 PM (No late applications will be accepted.)

YF&R DISCUSSION MEET

The Discussion Meet contest is designed to simulate a committee meeting where discussion and active participation are expected from each participant. This competition is evaluated on an exchange of ideas and information on a pre-determined topic. For more information, visit **utahfarmbureau.org/Article/YFR-Discussion-Meet.**

COLLEGIATE FARM BUREAU DISCUSSION MEET

The Collegiate Discussion Meet is an activity designed to build these crucial skills in young, active leaders in agriculture on the collegiate level. By participating, members build basic discussion skills, develop a keen understanding of important agricultural issues and explore how groups can pool knowledge to reach consensus and solve problems. For more infomation, visit **utahfarmbureau.org/Article/Collegiate-Farm-Bureau-Discussion-Meet.**

FREQUENTLY ASKED QUESTIONS

Who are my best contacts and resources?

Your county president, district YF&R committee representative and regional manager are some of the best people to get in touch with. Reach out to them with your questions and ideas!

I don't work on a farm or ranch. Can I still engage in YF&R?

Absolutely! Farm Bureau understands that many young people, whether they hope to work on the farm someday or not are involved in the industry through off-farm work. As a county leader for the program, be sure to consider ways to engage any member, or potential member, who is interested in agriculture.

When should a program of yearly activities be submitted to the board?

Talking with your board president is the best way to know when to submit activities to the board.

If I am the County YF&R Committee Chair and I can't make it to the county board meeting, can someone represent me?

There are lots of options. Check with your county president to see what's best. but here are a few options.

- If you have a vice-chair or another committee member who can attend, send them in your place. This could be a one-time situation or you could consider setting up a rotation of committee members so everyone interacts with the board and it's not a significant time commitment for any one person.
- See if you can join the meeting virtually, even for a few minutes to give your report.
- Provide a written report.

How long is the term of a County YF&R Committee Chair?

It depends. Leadership positions and terms are determined by the county Farm Bureau. As a starting point for conversation with your board, the state YF&R committee runs on two-year terms with rotations for when odd and even districts are appointed to ensure there are always experienced people on the committee.

FREQUENTLY ASKED QUESTIONS

What makes a successful event?

Ask yourself why the event is being planned or held and if it achieves that "why." If your answer is "yes." you were successful! There should be a reason why you are allocating time and resources to an activity, whether its social. educational, or service.

Where can we recieve funding?

You could start by asking your county Farm Bureau board if they would allocate some of their membership dollars to your committee. Your county YF&R committee could also do fundraisers to help add some dollars to your yearly budget. Utah Farm Bureau may have grants you can also apply for to receive funding to raise participation in your county YF&R activities.

How do I get involved with the State YF&R Committee?

If you want to talk to someone about the opportunity and responsibility. Your current district YF&R representative, or district board member are great resources.

Can my county partner with another county YF&R committee to host an event?

Of course! A great way to start building a strong YF&R program in your county is by partnering with another county YF&R. Plus, you can Learn to gather tips and ideas for your county.

How many people can be on a YF&R Committee?

Counties determine the number of people on committees. You may only have a chairperson, a small group of two or three, or a Larger committee, depending on interest and your county's goals and needs. The Utah YF&R committee allows people to serve as individuals or couples. You could talk with your country coordinator and Farm Bureau board to get ideas for your own county.

TIPS

1. **Don't recreate the wheel!** There are plenty of existing activities you can plug into without inventing an event from scratch.
2. **Don't get discouraged!** Getting people to show up is the hardest part. It takes time to build a strong program. And starts by simply being active, even if participation is low.
3. **Don't try and do it all on your own**. Ask your county and district for help!
4. **Know and call your County Board and state YF&R committee representative.**
5. **Understand and use the hot button categories of why people join organizations**: learn, meet. and help.
6. **Be creative with events!** Try new things to get members engaged.
7. **Know your budget.** It's hard to plan when you don't have a bottom line.
8. **Maintain and strengthen relationships with local 4-H, FCCLA and FFA.** They are your future members after all!
9. **Find opportunities to connect occasionally with all Farm Bureau**, not just young farmers. YF&R members need to see clear opportunity to say involved in the organization when they "age out."
10. **You, and your county, get out of it what you put into it.** Take advantage of the unique opportunities you are afforded.
11. **Be sure to engage aspiring farmers too.** Those who are working off the farm who may or may not have interest in farming in the future can provide valuable insight to your committee or membership.

Utah Farm Bureau Federation

FARM BUREAU

YOUNG FARMERS & RANCHERS