A Young Farmer and Rancher Guide to Membership Development

Our Potential Members Are:

- 4-H students / Alumni
- Agriculture professionals: production & business
- Agriculture educators
- Ag organizations: commodity groups / assoc. / water dist.
- Ag service industry - chemicals, Ag business, engineering
- Ag Commissioners / county fair boards / county offices
- Ag media - 18 -35 yrs
- Alumni associations of Ag fraternity
- FB members/farmers and their families
- College students
- Co-op, produce packing house
- Current Board members / Board members and their families
- Current volunteers - (community)
- Environnemental groups? (Soil Conservation Service, etc.)
- Equine industry
- Existing state/local membership rosters
- Fair managers & staff
- Farm workers FFA alumni Former students / FFA / 4-H alumni / Grange members Former classmates
- Friends
- Future Agriculturists
- Governmental Agencies
- Graduating High School FFA student
- High school graduates
- High school / Jr. College agriculture students
- Individuals interested in becoming involved in agriculture
- Individuals from agriculture related business
- Individuals from related organizations
- Insurance servers that provide for the agriculture industry
• Legislative aids: local government aids
• Loan officers/Ag lenders
• Local politicians and staff members
• Media
• Neighbors
• New young people in the area
• New Agriculture or non-Agriculture teachers
• Non-Agriculture majors who have agriculture backgrounds
• Non-traditional agriculture servers (forestry, aquaculture)
• Other farm org. (C.W.A., Young Cattlemen's, etc.)
• PCA's
• Peers
• Regulators – ASCS, RSA. USDA, water district
• Resource representatives
• Rodeo/horse owners/cattle owners
• Scholarship applicants
• Super market managers
• Trade industry people (chemical companies, etc.)
• Young people not involved in agriculture
• Young married couples in agriculture
• Young agriculturalists
• Young farmers & ranchers, dairy producers

The Profile of Our Membership Should Be:

• Inclusive of non-agriculture background participants
• 18 – 35 years of Age
• Active in other activities
• Active members – levels of commitment
• Ag related – interest
• Diverse: ethnically, socially, educationally, etc.
• Enthusiastic
• Flexible
• Goal orientated
• Imaginative
• Interest in agriculture / common thread
• Leadership qualities - develop potential leaders
• Like to have fun
• Local agriculture industry representation
• Lots of "life" experience
• Mature-responsible; willing to offer some commitment
• Mix of production & supporting business & commodity groups
• Service providers
• Versatile
• Willing to work and willing to adapt to industry upgrades
• Young families

We Provide Value to Our Members By:

• Social interaction, leadership opportunities, networking, professional & educational opportunities, personal growth, providing an identity.
• Leadership conferences, encouraging leadership participation.
• CFBF resources, CFBF benefits (Insurance discounts, Dodge rebate, etc.), development.
• Ag related publications, political support, and personal reward.
• Serving as a unified voice on issues pertaining to agriculture.
• Activities—safe, friendly environment, and potential employment opportunities – all of these enable individuals to be more efficient & productive in their individual capacities.
• Access to leaders in the local community and in California
• Provide information and strengthen support among members.
• Community service, idea exchange, providing and identifying benefits.

These Things Add Spark to Our Meetings:

• Opportunity to socialize
• Guest speakers on current issues and education
• Door prizes
• Vary the locations
• Ice breakers
• Tour – go see things
• Hot topics/controversial topics
• Refreshments
• Activities that involve everyone
• BBQ's & dinners
• Activities – games
• Brainstorming on activities and meeting ideas
• Networking opportunities within the agriculture field
• Workshops
• Interaction between counties
• Beer & wine tasting
• Interaction w/ County Board, babysitting, fun locations, participation in annual events
• Participation
• Provide an atmosphere that promotes individual leadership
• Social activity mixed in with business activities to promote friendships and networking Organized!!!

We Can Promote and Market YF&R By:

• Give YF&R presentation to senior FFA members
• Word of mouth
• Newsletters, newspapers, Annual BBQ
• Personal contacts
• Offer scholarship to high school senior attending J.C.
• Linking up w/chamber of commerce
• YF&R column in FB paper
• Flyers for meetings/events
• Business / community sponsorship
• Participating in visible events & activities (fairs, etc.)
• Telephone calls
• Road shows
• Use YF&R at FB events
• Promoting/speaking about program (to 4-H, FFA, etc.)
• Business cards for county presidents
• Membership Olympics /membership drive with prizes
• Active in local events
• Visits to community and state colleges
• Progress, achievement
• Matching fund/grant programs like Ag in the Classroom
• Interacting in other Ag community groups
• YF&R business cards
• Promotional video/state & local level
• California Country segment
• Cooperate with service clubs such as Lions
• Community service projects
• Ambassador program

Members Get Involved When:

• When you provide them with information they can use (& financial assistance if needed).
• Invited to participate in activities that enhance interpersonal skills and meet other Farm Bureau members and ag industry professionals.
• They are having fun, they have responsibility: feel committed, when they make personal progress & foresee a benefit, when activities are designed to force interaction.
• They feel needed, serve a purpose, and benefit from membership.
• When they are asked.
• When the benefits are made clear and the meetings and activities are worthwhile.