

# 2020

## BY THE NUMBERS

### ANNUAL REPORT

Every year, California farmers and ranchers confront and overcome obstacles posed by weather, markets, government regulations and the other forces that shape their production of food and farm products. In 2020, they faced a new and unique force: the COVID-19 pandemic that upset nearly every aspect of life—including the essential function of agriculture.

Just as farmers and ranchers pivoted in response to the pandemic, the California Farm Bureau® adjusted in order to advocate for and inform its members during 2020. Farm Bureau continued to offer a full range of services. **These numbers tell part of the story.**



# RESPONDING TO THE PANDEMIC



County Farm Bureaus distributed more than 3 million pieces of personal protective equipment to farm employees in the wake of COVID-19 including:



3.03 million masks, including face shields, N95 respirators, disposable masks, reusable bandanas and surgical masks.



8 gallons and more than 300 bottles of hand sanitizer.  
5,200 pairs of gloves.



County Farm Bureaus also worked with local agricultural commissioners to distribute more than 350,000 additional masks.

**\$5.9 billion to \$8.6 billion:** The expected loss to California farms, ranches and agricultural businesses related to the pandemic, according to an economic study commissioned by the California Farm Bureau and other agricultural organizations. Farm Bureau used the information to advocate for policies that protect family farms and ranches. The report also drew widespread coverage from local, regional and national media including USA Today and CNN.

Farm Bureau and Farm Employers Labor Service (FELS) broadcast Spanish language radio announcements around California describing pandemic safety measures. The campaign achieved more than **637,000 impressions on social media.**

FELS furnished nearly **120 separate employer resources** related to COVID-19 and sent more than **100 emails on pandemic safety** to county Farm Bureaus and FELS subscribers. FELS conducted **8 webinars on COVID-19** and other employment issues. FELS also supplied information to agricultural employers on emerging issues such as the Cal/OSHA night work standard, the wildfire smoke emergency respiratory protection standard and issues surrounding shortages of N95 respirators.

The California Farm Bureau served as the leading organization speaking to the media on the impact of COVID-19 on California agriculture, fielding more than **140 pandemic related inquiries** from local, regional, national and international media. Farm Bureau kept members informed by publishing more than **150 Ag Alert stories** and

commentaries about effects of the pandemic and by creating a special section on the Farm Bureau website dedicated to COVID-19 resources.

California farmers and ranchers received more than **\$1.4 billion in aid** from the federal Coronavirus Food Assistance Program. The California Farm Bureau took a lead role in assuring crops and commodities grown chiefly in California would be eligible for the program by collaborating with agricultural groups and Congress on a letter to the U.S. Department of Agriculture, backed by **27 members** of the California congressional delegation.

The California Farm Bureau **joined 166 other farm groups** in asking the White House Coronavirus Task Force to take additional measures to promote the health and safety of farm employees and rural communities. It was among **16 groups** that asked Congress to extend fuel-tax relief to general-aviation operators.

Young Farmers and Ranchers members volunteered more than **800 hours** to assist in the community during the pandemic, and solicited more than **50,000 pounds of food** donations for families in need.



## 510 FARMERS AND RANCHERS

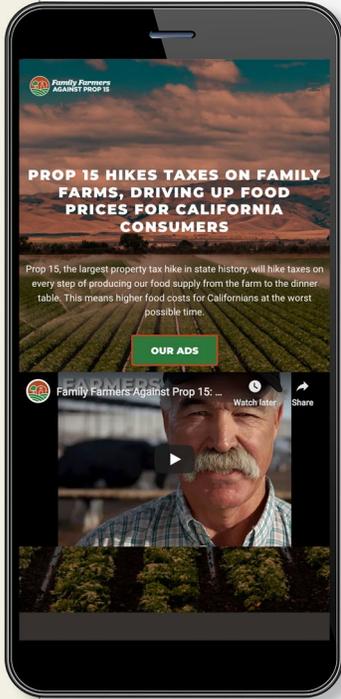
510 farmers and ranchers responded to a survey conducted in April by the California Farm Bureau and Farm Employers Labor Service. Of those responding:

**57%** said they had lost customers or sales due to the pandemic.

**42%** said they or a family member had lost off-farm income.

# HEADING OFF

## A DAMAGING TAX INCREASE



More than **8.8 million Californians** voted against Proposition 15, defeating the measure that would have created a split-roll property tax and increased taxes on a variety of farm and ranch buildings and improvements. An early opponent of the measure, the California Farm Bureau formed the coalition Family Farmers Against Prop 15, which reached:

**1.1 MILLION VOTERS ON SOCIAL MEDIA**

**1.1 MILLION ON DIGITAL ADVERTISING PLATFORMS**

**1.9 MILLION IMPRESSIONS ON STREAMING AUDIO**

The California Farm Bureau conducted **15 town-hall meetings with 20 county Farm Bureaus** about Proposition 15, and coordinated county Farm Bureau distribution of **5,000 bumper stickers and 500 large road signs**. California Farm Bureau President Jamie Johansson and Farm Bureau members were featured in statewide radio advertisements broadcast for **2 months** before the election.

# HELPING

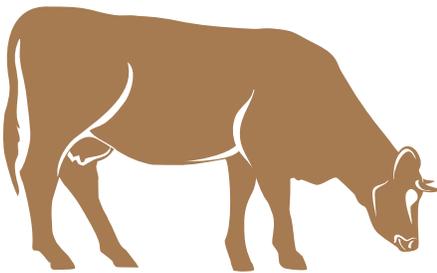
## FARMERS AND RANCHERS GROW AND MARKET THEIR PRODUCTS

The California Farm Bureau submitted a **15-page brief** to the U.S. Supreme Court, urging it to hear a case challenging a California regulation that allows union representatives to come onto farm property to attempt to organize farm employees. The California Farm Bureau brief was the **first of 6** filed by organizations supporting the agricultural employers in the case, which helped convince the Supreme Court to hear the case in 2021.



**\$4.3 billion** in combined California agricultural exports to Canada and Mexico will be streamlined by passage of the U.S.-Mexico-Canada Agreement. The California Farm Bureau was a leading proponent of the trade treaty.

Congress passed a Farm Bureau-backed bill to address a shortage of U.S. Customs and Border Protection agricultural inspectors by hiring **720 new employees**. The California Farm Bureau continues to advocate for additional funding that would meet the needs of the current **\$630 million** funding shortfall.



California Farm Bureau opposition helped sidetrack a bill that would have curbed use of recycled food waste for livestock feed, assuring an estimated **2.5 million tons of food** waste can continue to be reused.

# ASSURING

## WISE USE OF NATURAL RESOURCES

California Farm Bureau and county Farm Bureau leaders joined an estimated 2,000 farmers who participated in a convoy of tractors, farm vehicles and pickup trucks to call attention to the need for lasting solutions to the decades-long Klamath Basin water crisis.

The California Farm Bureau helped spearhead a coalition letter from **150 organizations** representing water and agricultural interests in the western U.S., urging Congress and President Trump to address aging Western water infrastructure. In a separate outreach to Gov. Newsom, **75 groups** including the California Farm Bureau and county Farm Bureaus, pressed the state government to work cooperatively with federal agencies on water management. The California Farm Bureau submitted comments supporting a plan to **raise Shasta Dam by 18.5 feet**, to increase storage there by **634,000 acre-feet**, and to create an additional **130,000 acre-feet of storage space** in San Luis Reservoir.

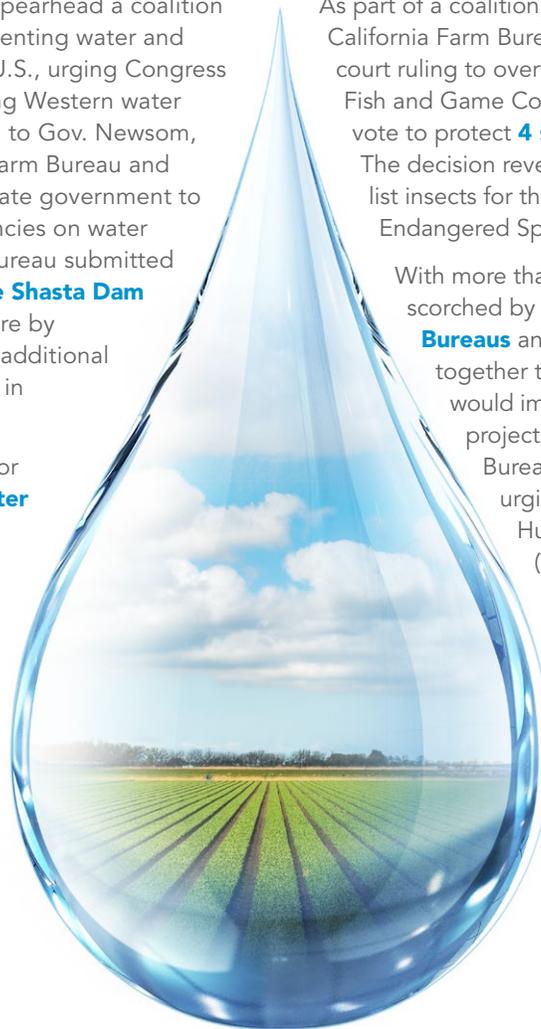
As it monitored sustainability plans for **21 critically overdrafted groundwater basins**, the California Farm Bureau protested one local groundwater agency's plan to charge a **\$2,130 per acre-foot** water-replenishment fee that failed to account for the needs of agriculture.

In a decision important for irrigated agriculture statewide, a judge agreed with Farm Bureau and other farm groups, dismissing **3 environmental lawsuits** challenging agricultural waste discharge requirements.

As part of a coalition, the California Farm Bureau won a court ruling to overturn a state Fish and Game Commission vote to protect **4 subspecies of bumblebees**. The decision reversed the commission's effort to list insects for the first time under the state Endangered Species Act.

With more than **4 million acres** of California land scorched by wildfire, **13 Western state Farm Bureaus** and the American Farm Bureau worked together to support congressional legislation that would implement a variety of wildfire-mitigation projects. Additionally, the California Farm Bureau was among **10 Western groups** urging Congress to extend the Wildfire and Hurricane Indemnity Program Plus (WHIP+) to cover 2020 damages, on behalf of the **7,300 grape growers and 6,325 wineries** in California, Oregon and Washington.

More than **2,000 California wineries** could be affected by a proposed statewide water-quality regulation; Farm Bureau joined other agricultural and wine organizations in urging the state water board not to undermine successful regional programs.



During a summer that featured electricity blackouts and forecasts the state could fall **4,700 megawatts** short of available energy generation, the California Farm Bureau advocated with state regulators to give greater consideration to biomass and hydroelectric power sources.

# AMPLIFYING FARMERS' AND RANCHERS' VOICES

Maintaining its role as the leading voice representing California farmers and ranchers in the media, the California Farm Bureau responded to more than **400 media inquiries**, distributed **27 news releases**, sent more than **600 tweets** and posted more than **450 images** to Instagram. The **46 issues of the weekly Ag Alert®** newspaper contained **904 individual stories** and commentaries about the forces affecting California farmers and ranchers. More than **1.5 million viewers** watched the California Bountiful® television program on stations around California, and another **1 million watched** via the nationwide RFD-TV satellite channel. The **6 issues** of California Bountiful magazine featured **85 stories** for nonfarm readers and **41 recipes** using California farm products. The **50 editions** of the Food and Farm News service and blog contained **200 news items**.

California Farm Bureau policy specialists monitored and advocated on more than **105 bills, in 21 different subject areas**, debated by the state legislature during 2020.

Alerts from **15 Farm Team® advocacy campaigns generated 5,192 messages** to elected and appointed public officials on behalf of Farm Bureau policy priorities.



# ADDING TO THE VALUE OF MEMBERSHIP



**90 members** submitted **373 photos** to the 39th annual California Farm Bureau Photo Contest.



The California Farm Bureau distributed more than **\$35,000** to 20 participating county Farm Bureaus, to assist them in membership-recruitment efforts.



Farm Bureau members in California can take advantage of **35 separate member benefits**, including new benefits such as the Nationwide 401(k) multiple-employer plan and discounts from Dungarees, the online clothing and workwear store.



The first California Farm Bureau Farm Dog Contest drew entries from **33 members**, who submitted stories detailing how their dogs enrich their lives and support them in doing their jobs, accompanied by **90 photos** of the dogs.



The California Farm Bureau earned State Activities of Excellence Awards **in all 4 categories** judged by the American Farm Bureau Federation: Membership Value, Advocacy, Leadership and Business Development and Engagement and Outreach.

# EDUCATING

## THE NEXT GENERATION



More than **1 million California students** and adults enjoyed the *What's Growin' On?* publication from the California Foundation for Agriculture in the Classroom, a **16-page collection** of activities and reading focused on the nutritional benefits of consuming California specialty crops. More than **4,000 viewers** engaged with CFAITC as it shared "ag-tivities" on its social media platforms to help teachers and parents ensure their students could #LearnAboutAg@Home.

The California Farm Bureau Scholarship Foundation awarded **40 scholarships** to students from throughout California, a total of **\$167,500 in funds**. Farm Bureau presented **75 collegiate memberships** to California high school seniors who attended the California FFA Sacramento Leadership Experience. The California Farm Bureau advocated for improved state funding for the University of California Division of Agriculture and Natural Resources.

More than **400 nominations** were submitted on behalf of deserving agricultural instructors for the first California Golden Owl Award, sponsored by Nationwide, the California Farm Bureau and California FFA. After **6 teachers** from around the state were honored as finalists, Nipomo High School teacher Rosemary Cummings was named the award winner.



# SETTING POLICY

## THROUGH GRASSROOTS ACTION



The **102nd California Farm Bureau Annual Meeting** took on a much different look from past years, as **123 delegates from 53 county Farm Bureaus** gathered around the state to set the organization's 2021 policies via video conference. The first virtual California Farm Bureau Annual Meeting featured **16 breakout sessions** on policy and production topics important to California farmers and ranchers, plus a virtual Trade Show in which **14 suppliers** of agricultural goods and services participated.