



# Building Successful Grasstops, Key Contacts & Ambassador Programs

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**Leading public affairs, advocacy campaigns and policy development programs for the American Farm Bureau Federation.**

From **Athens, GA**

Graduated from **University of Georgia**

**Managing Director of Advocacy and Political Affairs Programs** at American Farm Bureau Federation **since 2015**

Certification in **Grassroots and PAC Management** from Public Affairs Council

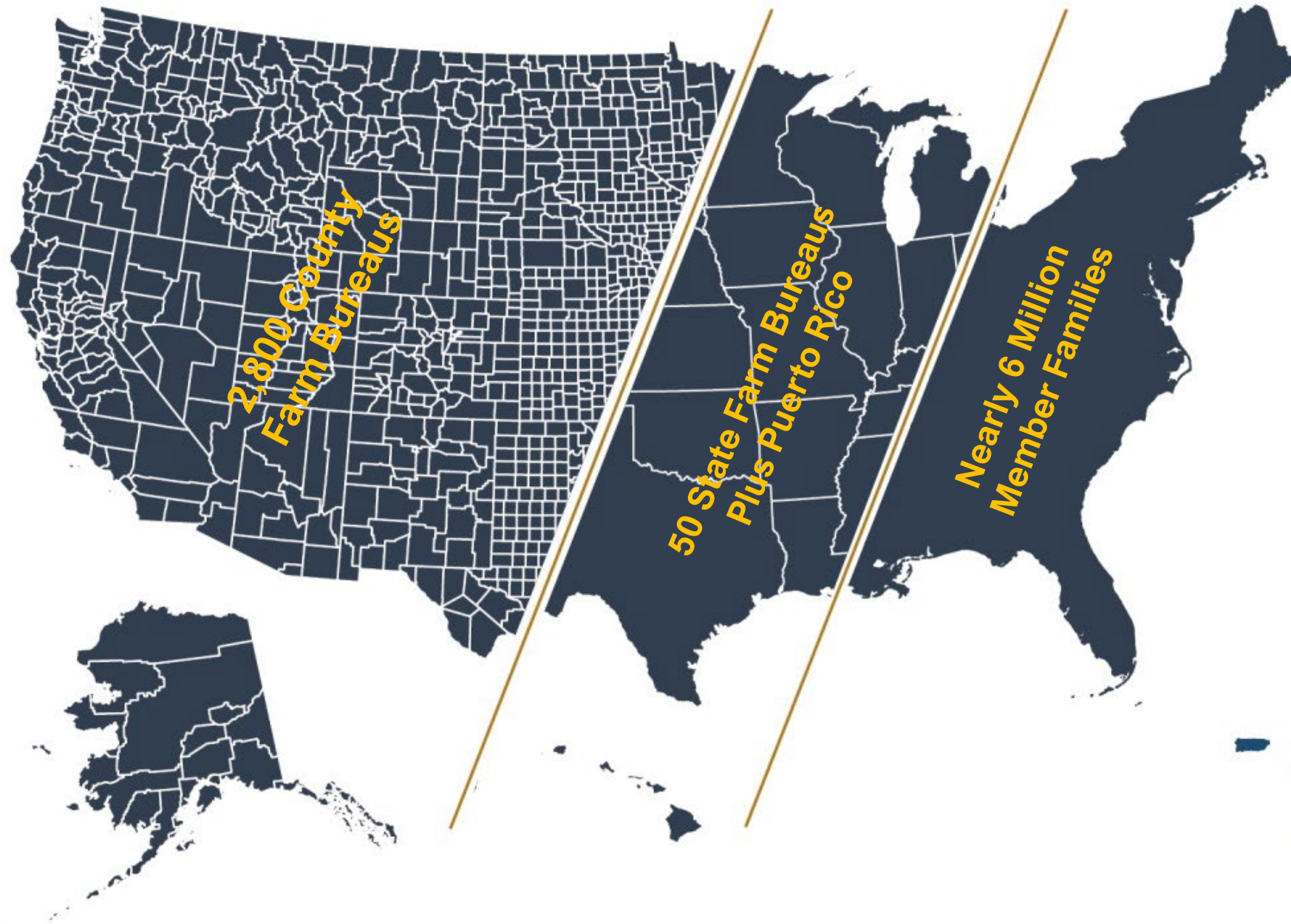
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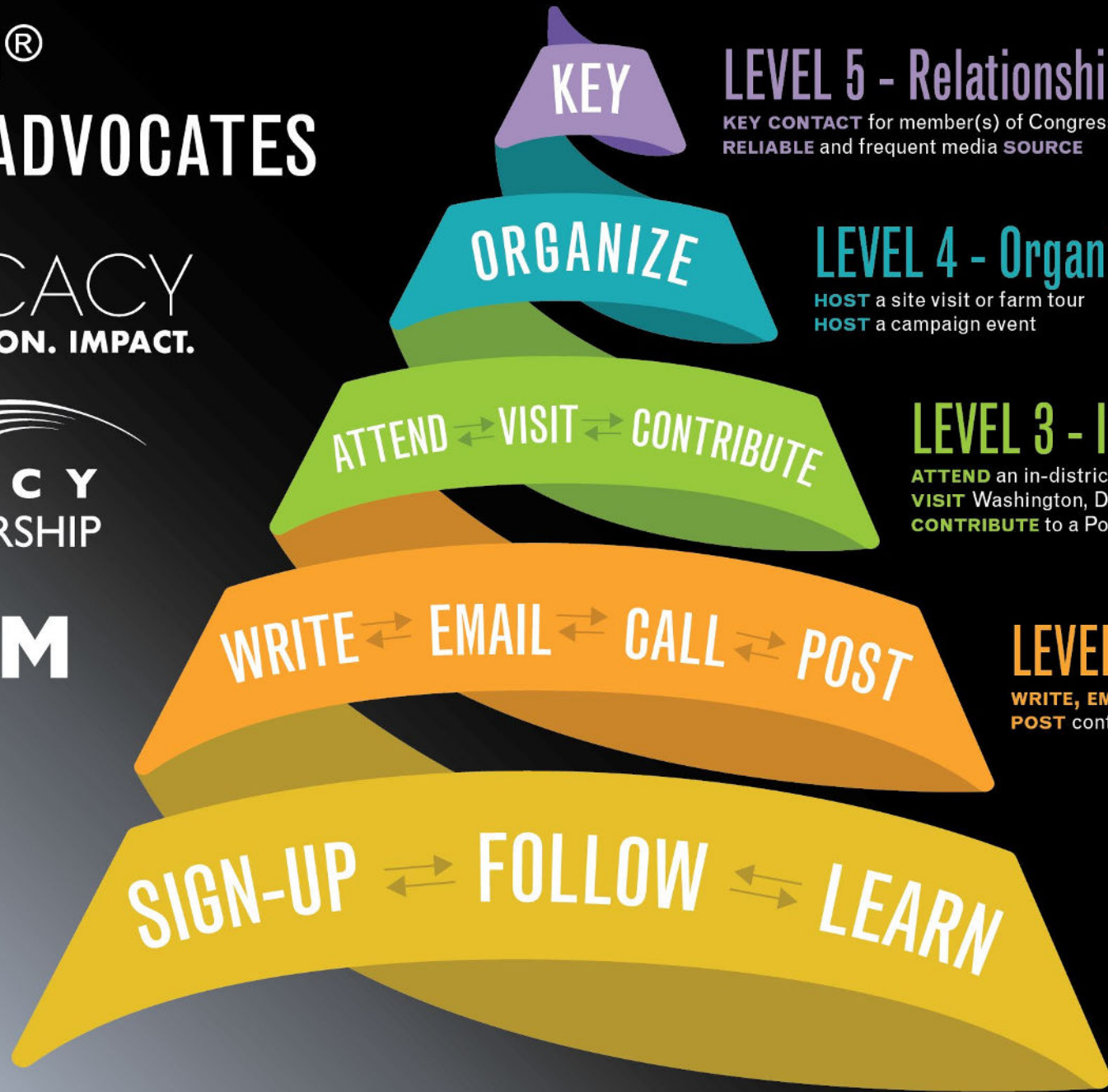
The American Farm Bureau Federation (AFBF) is the unified national Voice of Agriculture in the U.S., working through our grassroots organizations to enhance and strengthen the lives of rural Americans and to build strong, prosperous agricultural communities.

# FARM BUREAU® GRASSROOTS ADVOCATES

**FB** ADVOCACY  
INFLUENCE. ACTION. IMPACT.

PARTNERS IN  
ADVOCACY  
LEADERSHIP

**GO**TEAM



## LEVEL 5 - Relationships

**KEY CONTACT** for member(s) of Congress  
**RELIABLE** and frequent media **SOURCE**

## LEVEL 4 - Organize

**HOST** a site visit or farm tour  
**HOST** a campaign event

## LEVEL 3 - In-Person

**ATTEND** an in-district meeting  
**VISIT** Washington, DC and visit with member(s) of Congress  
**CONTRIBUTE** to a Political Action Committee

## LEVEL 2 - Engage

**WRITE, EMAIL, CALL** legislators  
**POST** content on social media

## LEVEL 1 - Get Informed

**SIGN-UP** for advocacy program  
**FOLLOW** key influencers on social media  
**LEARN** about agriculture issues

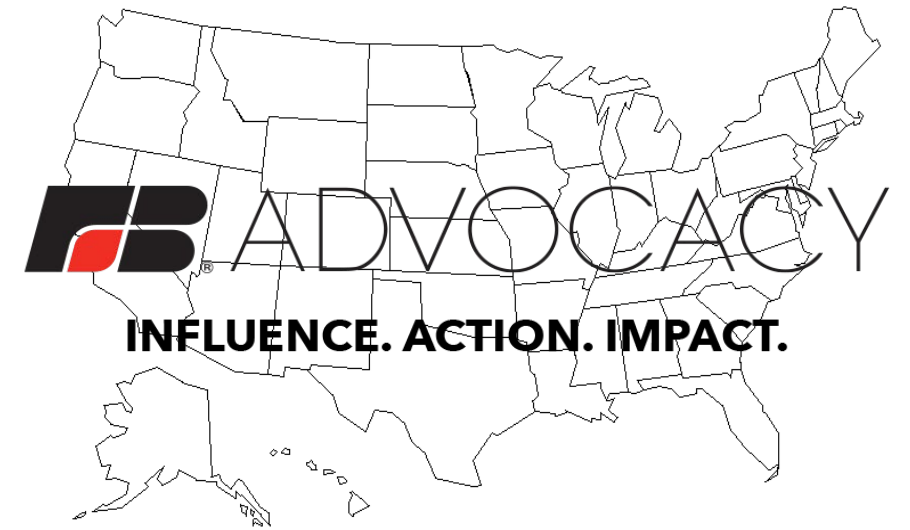






How it all started.

AFBF provides tools and training to help advocates **be influential and feel more empowered to engage.** And **align, coordinate and compliment grassroots activities with state Farm Bureaus** through enhanced advocacy and political affairs strategies and tactics.





## Farm Bureau's Key Advocacy Group

[www.fb.org/go-team](http://www.fb.org/go-team)

Empower trained Farm Bureau members with the information and tools to influence the outcome of important issues through:

- *Direct contact with members of Congress and staff*
- *Providing stories and interviews for media*
- *Sharing Farm Bureau's messages through social media*

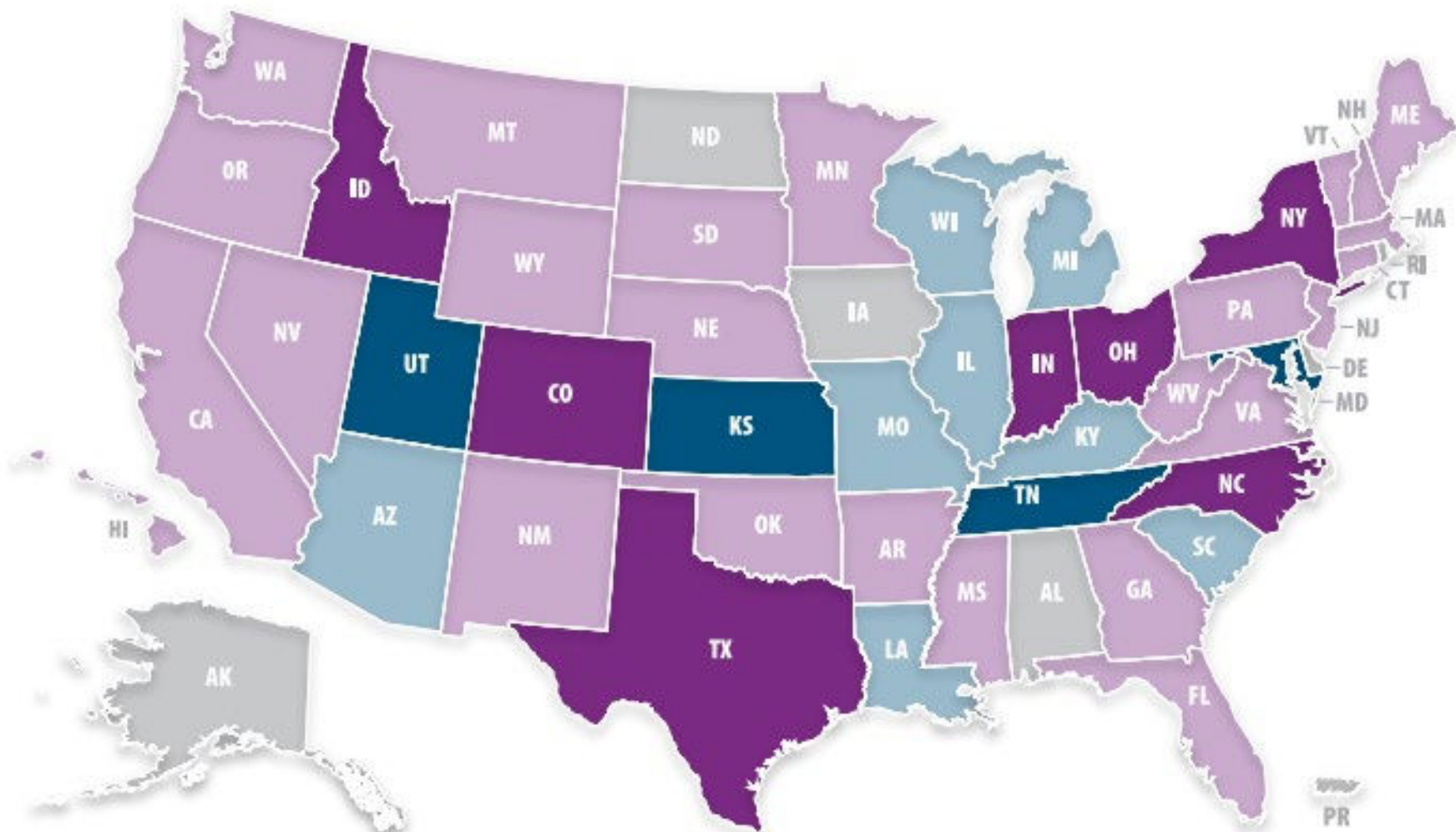
## Gender Demographics

As of 2023, the GO Team is 62% female and 37% male. This makeup underscores our belief in harnessing the unique strengths and perspectives that farmers and ranchers of both genders bring to the table.

## Legislative Advocacy

In 2023, 300 GO Team members actively engaged with lawmakers through email and phone calls. Their collective efforts underscore the GO Team's commitment to being a proactive force on behalf of Farm Bureau.

Establishing and nurturing relationships with lawmakers drives our advocacy training with GO Team members. Of our 477 GO Team members, 65% say they have a good or excellent relationship with their local and national lawmakers. Through open lines of communication, our GO Team members can influence policies that shape their lives and the lives of farmers and ranchers across the country.



### GO Team by the numbers

- 1 - 10
- 11 - 15
- 16 - 20
- 21 - 32





## Farm Bureau's Advanced-Level Advocacy Program

Ten-person program for farmers and ranchers who have already begun their personal development journey and moving them to the next level for advocacy.

- *The two-year program offers a high-level, executive-type curriculum that provides participants with unique opportunities to represent agriculture in the media, on speaking circuits, in testimonial arenas, elected and appointed to political office, and direct legislative advocacy.*
- *Program graduates are prepared to step forward and promote issues important to those in the farm-to-consumer food chain.*



# Farm Bureau's Advanced-Level Advocacy Program



**106 PALs from 39  
STATES**

**STATES with 7:**

- Utah
- Wisconsin

**48 Women**

**58 Men**





# #TaxReformTuesday: Rep. Dave Reichert

A Fairer, Simpler Tax Code to Help Farmers Pass their Businesses on to Future Generations

© MARCH 14, 2017 — BLOG



In today's #TaxReformTuesday, Rep. Dave Reichert (R-WA) and Rosella Mosby, the owner of Mosby Farms in Auburn, Washington, discuss the importance of tax reform to the agriculture industry. Mrs. Mosby shares how two ideas in our tax reform [Blueprint](#)—repealing the estate tax and allowing a business to immediately write off the full cost of a new tractor—would help her farm and other family-owned businesses invest, grow, and stay in the family for generations to come.

CLICK the image above to watch.

## Legislative Advocacy



## Media Advocacy



### How corn hitting its highest price in 10 years affects Nebraska farmers

April 16, 2022 9:53 pm by Alexa Skonieski



### Inherit the Dust

The Colorado River is running out of water. No place will be more affected than the arid metropolis of Phoenix.



A subdivision in the arid metropolis of Phoenix.





CBS NEWS | May 15, 2018, 7:48 AM

## Romaine lettuce farmers frustrated by government response to E. coli outbreak

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The Centers for Disease Control and Prevention told "CBS This Morning" that the risk of new **E. coli infections from tainted romaine lettuce is low**, but the number of cases will rise. That's because the CDC says older infections will likely be linked to the same strain of bacteria originating in Arizona. So far, 149 people in 29 states have become sick and **one person has died**.

The FDA has identified one farm in Yuma that supplied the lettuce that made eight prisoners in Alaska sick. That's eight out of 149 cases so far. But tracing the source

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