

MOSAIC GRANT

ANNUAL REPORT



2016

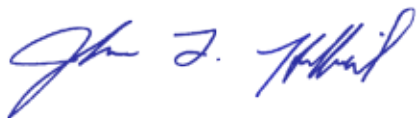
THANK YOU

On behalf of Florida Farm Bureau Federation and the County Alliance for Responsible Environmental Stewardship (CARES) Program, we would like to thank you for your continued support. Since 2013, our partnership has paved the way for the CARES program to grow and prosper in the Mosaic area.

Over the last three years, 72 producers have been recognized with a CARES award. The signs that have been placed on these farms and ranches serve as a tool to educate and demonstrate to the public that Florida agriculture is actively involved in protecting our natural resources by implementing sound environmental management and nutrient stewardship practices.

Your contributions have given us the opportunity to highlight these producers that are committed to protecting and preserving natural resources in our state. Florida Farm Bureau and the CARES program will continue to tell these stories as we promote and support agriculture and as we educate those outside of agriculture on the great strides that are being made to protect the environment.

Thank you for your continued support.



John L. Hoblick



**Strickland Farm
Manatee County**



**Woods Tree Farm
Hillsborough County**

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GRANT OVERVIEW

Through the 2016 Mosaic Grant cycle, we accomplished our goals of increasing the awareness of the CARES program while also educating on the importance of implementing Best Management Practices (BMPs) on Florida's farms and ranches.

We provided producers and the general public with information and updates on BMPs through educational workshops and printed material. We recognized farmers and ranchers for their commitment to environmental stewardship at County Annual Meetings in five Mosaic area counties. We hosted the first CARES Appreciation Dinner to honor and recognize 84 past recipients for their continued efforts and dedication to protecting our natural resources. And, we continued to bring attention to past CARES recipients with videos, social media posts, and feature articles and advertisements in both *Tampa Bay Parenting Magazine* and *In the Field Magazine*.

Through these collaborations we have shown the great lengths our producers go to protect and preserve Florida's natural resources. With your support, we have witnessed a surge in growth of the CARES program in the Mosaic region, which indicates the true value of this partnership.





**West Coast Tomato
Manatee County**

VIDEO COMPONENT

We developed four video projects to highlight stewardship practices of CARES recipients in the Mosaic area. These 3-4 minute videos were produced by Michael Egger and released quarterly on the CARES Facebook page and website, Florida Farm Bureau website, Facebook page and YouTube channel and the Mosaic website. The videos were created to tell the story of 'This Farm CARES' and how the participants are voluntarily putting Best Management Practices (BMPs) into place for the future of not only their ranches and farms, but for future generations. These videos were made and promoted to raise awareness of BMPs, highlight agriculture in the Mosaic area, and drive membership and recognition of Florida Farm Bureau.

DeSoto County



Bethel Farms

<https://youtu.be/9Z95m-EdsFY>

Hardee County



Buckhorn Nursery

<https://youtu.be/RJ2DPmDiRns>

Manatee County



Strickland Farm

<https://youtu.be/DPvGtzg6eE0>

Sarasota County



2J Farms

<https://youtu.be/t3mzAmk7IWE>

IN THE FIELD MAGAZINE

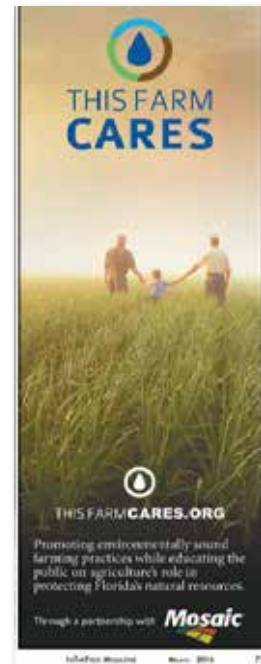
We collaborated with *In The Field Magazine* to reach individuals with a direct link to agriculture. Visibility of the CARES logo and feature stories of CARES recipients highlighted our continued efforts to recognize the farmers and ranchers who are protecting Florida's natural resources. The full-page articles linked to the featured farm or ranch videos and were published quarterly.

In The Field Magazine Stats Overview:

Monthly Distribution (print): 15,000
8,300 free pick up at various locations
5,700 Direct Mailed-Hillsborough County
1,000 Direct Mailed-Polk County

Social Media:

Facebook Page: 4,000+ followers



Published March 2016



Published March-April 2016



Published May 2016



Published June 2016



Published July 2016

IN THE FIELD MAGAZINE



Published August 2016



Published September 2016



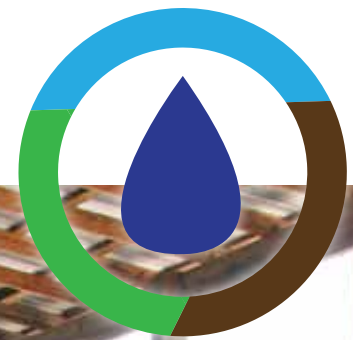
Published October 2016



Published November 2016



Published December 2016



**Buckhorn Nursery
Hardee County**



E.W. Simmons Farms, Inc.
Hillsborough

TAMPA BAY PARENTING MAGAZINE

The *Tampa Bay Parenting Magazine* campaign consisted of full and half-page ads, feature stories, social media posts and blogs. Our goal was to reach young professionals and families without direct ties to agriculture and to educate and raise their awareness of the commitment that Florida's producers have made to providing fresh and sustainable commodities while also protecting and preserving the natural resources on and around their property.

Tampa Bay Parenting Magazine Stats Overview:

Monthly Distribution (print):

- 15,000 free pick-up at various locations
- 12,000 strategically mailed
- 3,000 distributed at family-targeted events

Monthly Readership:

- Print Magazine: 75,000+ readers
- Digital Magazine: 35,000 page views

Social Media:

- Facebook Page: 25,800+ followers
- Twitter Page: 11,000+ followers
- Blog Page: 350 hits per week

TAMPA BAY
Parenting
MAGAZINE
2016

Distribution and Readership

Monthly Distribution:

Print Magazine

- 15,000 are available for free pick up at these locations: tampabayparenting.com/find-the-magazine
- 12,000 are mailed to the demographic groups which are listed on our media kit: tbparenting.com/mediakit
- 3,000 distributed at family targeted events
- Hillsborough 45%, Pinellas 39%, Pasco 18%, Polk 8%, Sarasota 4%, Other 4%

Digital Magazine

- Digital edition of the magazine available online and mobile devices
- Hillsborough 35%, Pinellas 29%, Polk 28%, Pasco 21%, Sarasota 14%, Hernando 9%, Citrus 7%, Manatee 5%, Other 4%

Television Segment

Parenting Segment runs on ABC Action News, Thursdays at 12pm and Saturdays at 9am.

Monthly Readership:

Print Magazine - 75,000 + readers

Digital Magazine - 35,250 page views

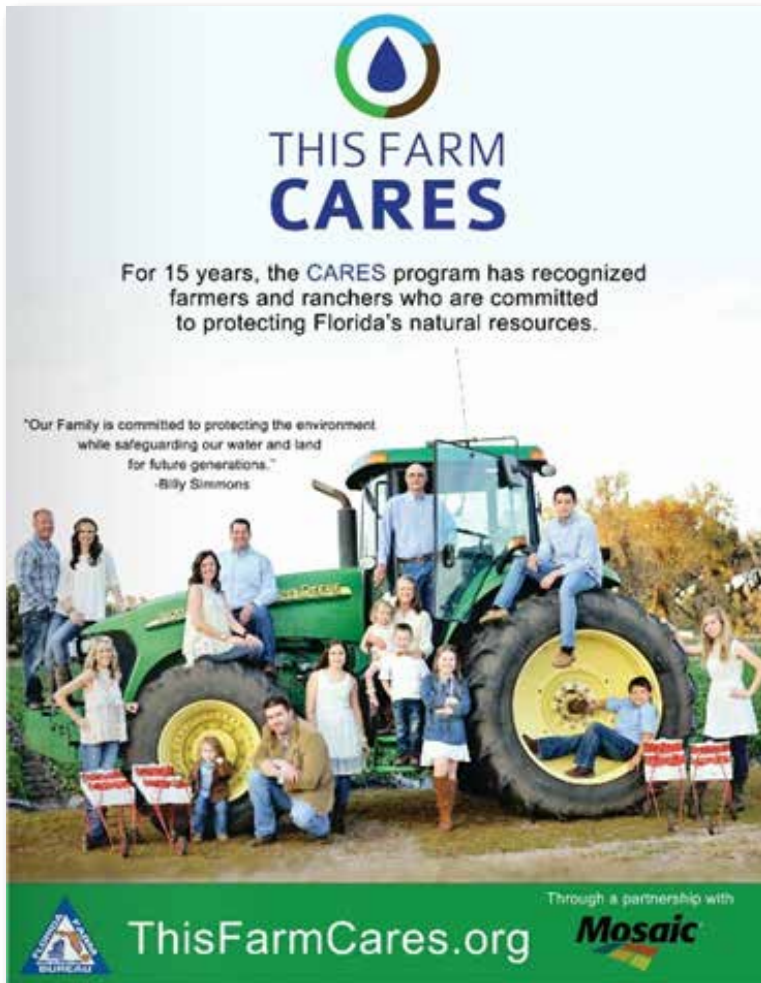
Online

- ENewsletter, www.tbparenting.com/enewsletter: 17,500 subscribers
- TBParenting.com: 252,500 page views per month
- Social Media:
 - [Facebook.com/tampabayparentingmagazine](https://www.facebook.com/tampabayparentingmagazine): 25,800+ followers
 - [Twitter.com/tbparenting](https://twitter.com/tbparenting): 11,000+ followers
 - [Blog](#): Averages about 350 hits per week
 - [Parenting With Angela.com](http://ParentingWithAngela.com): Averages 29,000 page views per month

Television

- Parenting Segment on [ABC Action News](#) twice a week, reaches approx.. 288,000+ viewers

TAMPA BAY PARENTING MAGAZINE



Published October, November and December 2016



Published January and February 2017





**2J Farms
Sarasota County**

FACEBOOK

The This Farm CARES Facebook page has more than 2,280 page likes and is used to promote This Farm CARES recipients, BMPs and natural resource conservation. *Tampa Bay Parenting Magazine* highlighted CARES farmer videos regularly on their own Facebook page and tagged the This Farm CARES Facebook page in each post.



Published September 2016



Published November 2016



Published December 2016

FACEBOOK



Published January 2017



Published February 2017



Published March 2017



**West Coast Tomato
Manatee County**



CARES APPRECIATION DINNER

The CARES Appreciation Dinner was held to recognize all of the past CARES recipients in the Mosaic area. More than 450 invitations targeted previous CARES recipients, local officials and legislators, county Farm Bureau staff, agricultural supporters and prominent farmers and ranchers who have not been recognized through CARES.

This event reinforced that the CARES recognition is not a one-time event, but a life-long appreciation for their commitment to preserving our natural resources.

Keynote speakers voiced their appreciation to those involved in CARES and the importance of being good stewards. This was a great event to encourage and re-energize past recipients to advocate for CARES at various events throughout the year. Our hope would be that this event grows to equal our annual Suwannee CARES event which draws between 500-700 guest each year.



Program Outside Panels



Program Inside Panels

CARES APPRECIATION DINNER

**SIP CELEBRATE
EAT DANCE CHAT**

You're Invited

2017 CARES APPRECIATION DINNER

*Join us as we celebrate the environmental
stewardship of our local farmers and ranchers.*

Thursday, Feb. 16 at 6 p.m.

Hosted By
Rocking H Ranch
2200 Ewell Rd.
Lakeland, FL 33811

Please RSVP by Feb. 2 to jason.mathis@ffbf.org



Invitation Postcard Front

**LIVE MUSIC DRINKS
STEAK DINNER RAFFLE
GUEST SPEAKERS**

SPECIAL REMARKS BY:

Jake Raburn:
State Representative,
District 57

John L. Hoblick:
President,
Florida Farm Bureau
Federation

Brian Armstrong:
Executive Director,
South West Florida
Water Management
District

Cary Lightsey:
Florida Cattleman,
Lightsey Cattle Co.

**This is an invite only event. Two seats have
been reserved for you.**

Invitation Postcard Back



**Audubon Ranch
Hillsborough County**



BMP WORKSHOPS

This Farm CARES hosted two educational BMP workshops targeting producers to provide updates and information on environmental stewardship practices that protect the farmer's resources and bottom line.

The workshops were hosted to allow producers to see firsthand how implementing BMPs can improve productivity with fewer inputs while reducing their impact on the environment. Approximately 100 people attended the workshops.



CARES/BMP BROCHURE

We created a trifold brochure, targeted to agricultural producers, that detailed the CARES Program, BMPs and how to get involved.

These brochures are available to county Farm Bureaus to display in their offices.

They are also available at all CARES events and all events where there is a This Farm CARES booth including county Farm Bureau annual meetings, Florida Cattlemen's State Convention and Florida Farm Bureau's Annual Meeting just to name a few.





BEST MANAGEMENT PRACTICES?

BMPs are based on University of Florida Institute of Food and Agricultural Sciences (UF/IFAS) research and are practical, cost-effective actions that are designed to benefit water quality and water conservation while maintaining or even enhancing agricultural production. FDACS develops and adopts agricultural BMPs by rule for different types of agricultural operations.

HOW DO I PARTICIPATE?

- Schedule a meeting with Office of Agricultural Water Policy (OAWP) field staff, who will provide a free FDACS BMP manual and other BMP-related information.
- Participate with the coordinator in a **FREE ASSESSMENT** of the operation to determine which BMPs apply.
- Fill out a BMP checklist and sign the Notice of Intent (NOI) to implement the BMPs.
- Keep a copy of the checklist and signed NOI in your records.
- Implement and maintain the applicable BMPs and keep adequate records to be in good standing with FDACS' Implementation Assurance program.

For more information on the CARES program, visit: www.thisfarmcares.org

WHY SHOULD I IMPLEMENT?



- The Florida Department of Environmental Protection (FDEP) is developing Basin Management Action Plans (BMAPs) to meet adopted water quality targets called Total Maximum Daily Loads (TMDLs). Where FDEP adopts a BMAP that includes agriculture, producers must either implement FDACS-adopted BMPs, or conduct monitoring (prescribed by FDEP or the water management district) to show they are not violating water quality standards.
- Implementing (and maintaining) verified FDACS-adopted BMPs provides a presumption of compliance with state water quality standards for the pollutants addressed by the BMPs.
- Eligible producers qualify for funds that assist farmers and ranchers in the BMP implementation process.

CONTACT:

Jason Mathis
CARES Coordinator-Agricultural Policy
Florida Farm Bureau Federation
P: 352.384.2612
www.thisfarmcares.org



PROUD SPONSOR OF THE CARES PROGRAM

CARES RECOGNITIONS

The CARES program started in 2001 as a way to promote environmentally sound and economically viable farming practices and to publicly recognize those farmers and ranchers who have voluntarily implemented Best Management Practices (BMPs) on their property.

Since 2013, Florida Farm Bureau has recognized 72 producers in the Mosaic region for their hard work and dedication to protecting and preserving our precious resources through the implementation of sound environmental management and nutrient stewardship practices.

Each CARES recipient receives a certificate and a “This Farm CARES” sign that serves as a tool to educate and demonstrate to the public that Florida agriculture is committed to environmental stewardship.





THANK YOU FOR YOUR PARTNERSHIP!

