

2021 County Recognition Program





FLORIDA FARM BUREAU FEDERATION

THE VOICE OF AGRICULTURE

Dear County Leaders,

County Farm Bureaus are the heart of our organization. The County Recognition Program has been designed to recognize County Farm Bureaus that have demonstrated substantial achievements in critical categories during the 2020-2021 membership year. The purpose of this award program, simply stated, is:

- To recognize County Farm Bureaus for outstanding achievements in meeting their members' needs and supporting state policy implementation goals.
- To provide a means for County Farm Bureaus to share successful program ideas.
- To provide a “roadmap for success” that will help County leaders plan and execute programs that benefit members and support Farm Bureau policy goals and initiatives.

This “roadmap for success” outlines a multitude of activities for County Farm Bureau participation. I encourage every County Farm Bureau to set ambitious, yet realistic goals. If you use this roadmap you will undoubtedly have a successful County organization.

We have utilized the suggestions of our leaders in the editing of this year's County Recognition Program. It is our hope you find it more relevant and user friendly.

Thank you for your success in making Florida Farm Bureau the finest agricultural organization in the country.

Sincerely,

John L. Hoblick
President

COUNTY RECOGNITION PROGRAM (CRP)

Counties may submit their entries in any or all of five program areas.

- I. Legislative/Policy Implementation
- II. Public Relations/Information
- III. Organization and Management
- IV. Education/Agriculture Promotion
- V. Leadership Development

There are two levels of awards. The first level is an **Award of Excellence** and the second level is the **President's Award**. An Award of Excellence shall be given for each program area that the judges deem deserving of recognition.

To Qualify for an Award of Excellence

- The County Farm Bureau must complete the checklist, narrative and include supporting material for the respective program's area.

Judges will score this application based upon the numerical values explained in the "2021 Judging Guidelines." A minimum score of 80% must be achieved to be awarded recognition within a category. (See Attachment A)

To Qualify for the President's Award

- The County Farm Bureau must be awarded an Award of Excellence in all five categories.
- Membership quota is required, as passed by the Florida Farm Bureau Federation (FFBF) Board of Directors.

The President's Award will be chosen based on innovation, uniqueness, use of resources (volunteer and financial), and impact/results in meeting members' needs.

An Award of Excellence and the President's Award will be presented to deserving County Farm Bureaus during the 2021 FFBF Annual Meeting. Only the County President, Vice President, or seated County Delegates are allowed to receive the awards at the time of presentation.

JUDGES

A committee of judges will be appointed by John L. Hoblick, President of the Florida Farm Bureau Federation. Judges will review all entries within a membership size category. No judge will be utilized to judge applications within their own membership size category. Judges will consist of current County Farm Bureau leaders.

MEMBERSHIP SIZE CATEGORIES

There are seven membership categories.

25 – 900	901-1250	1251-1800	1801-2250
2251-3050	3051-4400	Over 4400	

RULES

1. Each application, when printed, will include the category checklist, a narrative no more than two one-sided pages, and supporting material.
2. County Farm Bureaus should provide appropriate supporting material for their application. All supporting material must be clearly labeled and placed in the ten sheet protectors behind **each section** that it applies to. **There may be multiple copies and redundant information used for multiple program areas.**
3. The font size must be a minimum of 10 points (this is 12 points Times New Roman) for all sections. Pages must have a maximum 1 inch margin on both sides.
4. Each item answered in the affirmative on the checklist should have supporting documentation.
5. Applications and binder books will be delivered to each County.
6. The County Recognition Program reporting time is July 1, 2020 through June 30, 2021.
7. One copy of the County's application must be postmarked by close of business on Friday, July 9, 2021. Each application must be submitted in a 2" blue binder. We encourage county Farm Bureaus to use a binder from a previous CRP application submission, but a new binder can be supplied upon request. Be sure to retain all CRP applications for your records though.
8. District Field Staff personnel should be used as a resource to assist and guide our county staff and volunteer members in the creation and submission of the CRP application. Field Staff are prohibited to solely create and complete the CRP application on behalf of the county Farm Bureau.
9. Judges will determine recipients of an Award of Excellence based on the following point value:

<u>Program Area Section</u>	<u>Maximum Points Available</u>
Checklist	100
Narrative	100
Supporting Materials	100
Total Points	300

10. Failure to follow the rules will result in disqualification.
11. All decisions by the judges are final.

Submit this application to: Florida Farm Bureau Federation
Attn: Field Services Division
P.O. Box 147030
Gainesville, FL 32614-7030

I. Legislative/Policy Implementation Checklist (100 points)

	YES	NO
1. Were Farm Bureau policies or issues discussed at the County Annual Meeting?	___	___
2. Did the County Farm Bureau help surface candidates for local, state or national offices?	___	___
3. Did the county Farm Bureau invite members to respond to Farm Bureau Agricultural Contact (FBACT) alerts?	___	___
4. Did elected officials and/or legislative & congressional aides attend County Farm Bureau functions?	___	___
5. Did the County Farm Bureau organize meetings with local, state or national legislative staff for the purposes of discussing policy?	___	___
6. Did the County Farm Bureau participate in a District or County legislative meeting?	___	___
7. Did members from the County Farm Bureau attend the 2021 Farm Bureau Day in Tallahassee?	___	___
8. Did members from the County attend the 2021 Field to the Hill trip in Washington, D.C.?	___	___
9. Did the County President appoint a County Legislative/Policy Implementation Committee chairperson?	___	___
10. Did the County Legislative/Policy Implementation Committee submit reports to the County Board?	___	___
11. Were the Young Farmers and Ranchers Committees involved in legislative and policy implementation activities?	___	___
12. Were the Women’s Leadership Committees involved in legislative and policy Implementation activities?	___	___
13. Did the County submit nominations for any State Advisory Committees?	___	___
14. Did the County Farm Bureau hold an event inviting all local active members to review current Farm Bureau policy or creation of new policy?	___	___
15. Did the County Farm Bureau plan or participate in an event to support FedPAC or FarmPAC?	___	___

I. Legislative/Policy Implementation Narrative (100 points)

In two pages or less, describe in detail your County Farm Bureau's legislative/policy implementation program efforts. A good narrative would answer the questions in which the county Farm Bureau has marked "Yes" on the checklist in more detail. Activities may include, but are not limited to, the following:

- Legislative tours (i.e. Describe the who, what, when and where the tour took place)
- County Issue or Commodity Advisory Committees
- Policy review meetings of the county active membership
- Members involvement in political campaigns
- Campaign management seminars
- Candidate acquaintance activities
- Political action committee activities
- Letters to the editor
- Letter writing, mail and/or telephone campaigns, etc.
- Commodity committee activities related to policy development and implementation
- Coalition relationships with other organizations or agencies
- Testifying at public hearings
- Involvement in local land use issues
- County involvement with Congressional district office
- Reviewing resolutions workbook
- FarmPAC and FedPAC fundraising efforts

I. Legislative/Policy Implementation Supporting Material (100 points)

Select and utilize appropriate support material to document activities (pictures, newspaper articles, etc.). All supporting material must be clearly labeled and placed in the ten sheet protectors behind **each section** that it applies to. For efficiency and consistency purposes, please limit supporting material to the ten sheet protectors provided.

II. Public Relations/Information Checklist (100 points)

	YES	NO
1. Was the County Farm Bureau featured in your local newspaper or magazine at least once every three months?	___	___
2. Did the County President appoint a Public Relations Committee chairperson?	___	___
3. Did the County Farm Bureau have a display or exhibit at a local event?	___	___
4. Did the County Farm Bureau participate in State or National Ag-related promotional events? (i.e. Food Check-Out Week, Farm-City Week)	___	___
5. Were local media invited to cover all county Farm Bureau events?	___	___
6. Did the County Farm Bureau submit photos of events to your local newspaper?	___	___
7. Did the County involve YF&R members in the public relations program activities?	___	___
8. Did the County involve women in the public relations program activities?	___	___
9. Did the County Farm Bureau organize Ag-related activities for your members?	___	___
10. Did the County nominate a Volunteer Communicator of the Year?	___	___
11. Did the County nominate a Newsperson of the Year?	___	___
12. Does the County Farm Bureau have a social media account?	___	___
13. Does the County Farm Bureau regularly post updates to social media on local issues affecting local farmers and ranchers?	___	___
14. Did the County Farm Bureau implement any campaign ideas from the current state theme?	___	___
15. Did the County Farm Bureau submit an article on issues affecting local farmers and ranchers to a local publication?	___	___
16. Did the County Farm Bureau offer trainings to active members on the proper way to communicate with the media?	___	___

II. Public Relations/Information Narrative (100 points)

In two pages or less, describe in detail your County Farm Bureau's public relations efforts. A good narrative would answer the questions in which the county Farm Bureau has marked "Yes" on the checklist in more detail. Activities may include, but are not limited to, the following:

- Publications: County newsletter, press releases, etc. (include type/format, target audience(s) and frequency)
- County involvement with FFBF's Public Relations Division on advertising
- Website(s): web address, who maintains it, etc.
- Other media: radio, television, email, brochures, advertising, etc.
- Editorial boards
- Media training (preparing others to speak to the media)
- Spokesperson training and outreach efforts
- Coalition work
- PR events aimed at non-media audiences: forums, fairs and tours
- Public opinion research
- County hosted farm tour for members, non-members and children (FAITC)
- County involvement with Food Check-Out Week and Farm-City Week
- Sponsor float in local parade
- Farm Raised Farm Proud shirts and signs

II. Public Relations/Information Supporting Material (100 points)

Select and utilize appropriate support material to document activities (pictures, newspaper articles, etc.). All supporting material must be clearly labeled and placed in the ten sheet protectors behind **each section** that it applies to. For efficiency and consistency purposes, please limit supporting material to the ten sheet protectors provided.

III. Organization and Management Checklist (100 points)

	YES	NO
1. Did your County Farm Bureau Board of Directors develop and vote on an annual budget this year?	___	___
2. Is a copy of the 990 Tax Returns available for the public to review?	___	___
3. Did your County President appoint a Budget Committee chairperson?	___	___
4. Did your County Farm Bureau prepare and vote upon a new Program of Work for the year?	___	___
5. Did your County President appoint a Membership Committee chairperson?	___	___
6. Did the County Farm Bureau plan, organize and conduct a membership drive for Active members this year?	___	___
7. Did the County Farm Bureau conduct trainings for staff and agents on a delivering the Farm Bureau experience to all members?	___	___
8. Did your County Farm Bureau promote member benefits in new and effective ways throughout the year?	___	___
9. Does your County prepare a printed agenda for every Board meeting?	___	___
10. Are financial statements reviewed, approved and signed by the Treasurer at every Board of Directors meeting?	___	___
11. Did your County Board of Directors review and vote to approve all new members?	___	___
12. Has the Board of Directors reviewed the County Farm Bureau By-Laws within the past 5 years?	___	___
13. Did the County Board members update their Conflict of Interest policy forms this year and disclose any potential conflicts?	___	___
14. Were the allotted voting delegates filled by individual Active members at the 2020 FFBF Annual Meeting?	___	___
15. Did the County Farm Bureau have a YF&R Leadership Committee chairperson?	___	___
16. Did your County Farm Bureau have a Women’s Leadership Committee chairperson?	___	___

III. Organization and Management Narrative (100 points)

In two pages or less, describe in detail your County Farm Bureau's organizational and management efforts. A good narrative would answer the questions in which the county Farm Bureau has marked "Yes" on the checklist in more detail. Activities may include, but are not limited to, the following:

- Member activities (member classification, membership drive, retention of existing members, recruitment of new members, Women's Leadership Committee activities, Young Farmers & Ranchers' Leadership Committee activities, etc.)
- Convention attendance and activities
- Financial reviews
- Florida Agricultural Marketing Association (FAMA)
- YF&R projects and Board involvement
- Women projects and Board involvement
- Provide member benefits guides for new members
- Opportunity at County Annual Meeting for members to discuss/suggest policy issues
- Financial records reviewed by County Treasurer
- Member benefits display
- Innovative ideas for County financial enhancements

III. Organization and Management Supporting Material (100 points)

Select and utilize appropriate support material to document activities (pictures, newspaper articles, etc.). All supporting material must be clearly labeled and placed in the ten sheet protectors behind **each section** that it applies to. For efficiency and consistency purposes, please limit supporting material to the ten sheet protectors provided.

IV. Education/Agriculture Promotion Checklist (100 points)

	YES	NO
1. Did the County Farm Bureau allocate funds for youth agricultural programs?	___	___
2. Did the County meet quota for the Florida Farm Bureau Women's Fund, Inc.?	___	___
3. Did the County Farm Bureau sponsor any type of school activity for youth?	___	___
4. Did the County Farm Bureau sponsor any awards, scholarships or grants?	___	___
5. Did the County Farm Bureau have any adult educational outreach programs?	___	___
6. Did the County Farm Bureau sponsor a local 4-H or FFA chapter activity?	___	___
7. Did the County Farm Bureau provide assistance for local FAITC programs?	___	___
8. Did Board members, women and YF&R visit local schools to promote Ag?	___	___
9. Did the County Farm Bureau provide assistance for a local Ag Venture or similar program for students?	___	___
10. Did the County Farm Bureau hold a Youth Speech Contest?	___	___
11. Did the County Farm Bureau sponsor or participate in an event targeting urban or non-farm residents in an Ag-related event?	___	___
12. Did the County Farm Bureau involve YF&R members in an educational promotion or outreach event?	___	___
13. Did the County Farm Bureau involve women in an educational promotion or outreach event?	___	___
14. Did a County Farm Bureau representative attend a local FFA or 4-H meeting or event?	___	___
15. Did the County Farm Bureau partner with IFAS Extension in an event or program?	___	___
16. Is your local IFAS Extension Director or agent invited to attend and report at your County Farm Bureau Board of Directors meeting?	___	___

IV. Education/Agriculture Promotion Narrative (100 points)

In two pages or less, describe in detail your county Farm Bureau's education /agricultural promotion program efforts. A good narrative would answer the questions in which the county Farm Bureau has marked "Yes" on the checklist in more detail. Activities may include, but are not limited to, the following:

- Describe your County Farm Bureau's best Ag promotion project. (This may include commodities, promotions, or Farm Bureau outreach programs).
- Describe coalitions you have built with other agricultural groups to promote and fulfill the Farm Bureau mission.
- Describe your FAITC programs, Agri-Fest programs, and Youth Ag Days (include structure, teacher workshops, volunteer support, media coverage, etc.).
- Describe any mall, store, expo, County or State fair activities or displays.
- Describe any farm tours or agritourism activities.
- Describe educational opportunities about agriculture for members and non-members.
- Describe any support materials created for education and Ag promotion.
- Describe youth activities.
- Sponsorship for FFA/4-H, teacher mini-grant activities.
- Farm tours for legislators, their staff, or the general public.
- Health/nutrition activities.

IV. Education/Agriculture Promotion Supporting Material (100 points)

Select and utilize appropriate support material to document activities (pictures, newspaper articles, etc.). All supporting material must be clearly labeled and placed in the ten sheet protectors behind **each section** that it applies to. For efficiency and consistency purposes, please limit supporting material to the ten sheet protectors provided.

V. Leadership Development Checklist (100 points)

	YES	NO
1. Does the County Farm Bureau have a process to surface new, qualified County Board of Directors to fill vacant seats?	___	___
2. Did the County President appoint the five core County committees recommended by the State office and chairperson for each?	___	___
3. Were non-Board members asked to volunteer for County Farm Bureau committees and activities?	___	___
4. Did the County Committees properly meet and report to the County Board of Directors at least once this year?	___	___
5. Did the County Farm Bureau involve YF&R members in County programs?	___	___
6. Did the County Farm Bureau involve women in County programs?	___	___
7. Did the County Farm Bureau sponsor some type of leadership training for the Board?	___	___
8. Does your County Farm Bureau have Active members who are politically involved in the community?	___	___
9. Does the County Farm Bureau have members who were involved in leadership with other agricultural related organizations?	___	___
10. Did your County Farm Bureau YF&R Leadership Committee meet at least twice this past year?	___	___
11. Did your County Farm Bureau Women's Leadership Committee meet at least twice this past year?	___	___
12. Did your County President or a County representative attend the FFBF Council of Presidents?	___	___
13. Did your County have an applicant in the YF&R Achievement in Agriculture, Excellence in Agriculture or Discussion Meet competitive event?	___	___
14. Did your County send representatives to the Women's Leadership Conference, YF&R Leadership Conference and Annual Meeting?	___	___
15. Has your County President and Board of Directors registered for Farm Bureau University?	___	___

V. Leadership Development Narrative (100 points)

In two pages or less, describe in detail your County Farm Bureau's leadership development program efforts. A good narrative would answer the questions in which the county Farm Bureau has marked "Yes" on the checklist in more detail. Activities may include, but are not limited to, the following:

- Describe leadership development/training opportunities offered to your membership.
- Describe opportunities for County Board member training.
- Discuss your County committee system (five core committees plus any additional) and activities facilitated by those committees.
- Explain how your County utilized the County Board Resource Kit, given to each County by the State office, to enhance your County Farm Bureau.
- Explain the women and YF&R programs in your Counties. Are they both active on the County Board of Directors? Discuss their involvement in the policy implementation process. **Clearly state the name and contact information of the County Women's Leadership Committee chairperson and the YF&R Leadership Committee chairperson.**
- Describe techniques you utilized to involve new members in County and State committees, activities, etc.
- Describe goal setting activities for the County Farm Bureau (program of work meetings, etc).

V. Leadership Development Supporting Material (100 points)

Select and utilize appropriate support material to document activities (pictures, newspaper articles, etc.). All supporting material must be clearly labeled and placed in the ten sheet protectors behind **each section** that it applies to. For efficiency and consistency purposes, please limit supporting material to the ten sheet protectors provided.

Attachment A

2021 COUNTY RECOGNITION PROGRAM JUDGING GUIDELINES

Checklist (100 points)

The entire checklist does not need to be checked. As a guide, if 80-100% of the checklist is checked YES, the County should receive 80 to 100 points. If 60-80% of the checklist is checked YES, they should receive 60-80 points. For those with less than 60% marked yes, they should receive 60 points or less. Remember, it is easy to check things off of a list if there is supporting material included.

Narrative (100 points)

The narratives are limited to two one-sided pages. The narratives should show activities and their results. Consider the following as you review the narrative and assign point values.

- Level of member involvement.
- If the program is existing or new, and the level of creativity within the program.
- Positive results from the program or activity should add points.

Within the 100 point value of the narrative section above, the following breakdown is suggested:

Member Involvement - 35 points

There should be more members involved in an activity or program than just the President or Board members. As a judge, you may want to give up to 35 points for member involvement. For example, if the same members are involved in every County event or program, you may want to give 10 points. If it is obvious within the supporting material that there are more than just board members involved, then you may want to give 20 points. Also, if they are reaching outside of Farm Bureau for involvement in County events and programs, then the County should get the entire 35 points.

Programs and Activities - 35 points

As the narrative is read, consideration should be given to the County's involvement with traditional Farm Bureau programs (i.e. women, YF&R, legislative). If the County is involved, they should receive up to 20 points for these programs. If the County has made some creative adaptations to enhance the programs for their County, then they should get an additional 5 points. If they have a totally new program that involves their members, they should get an additional 10 points.

Program Quality and Results - 30 points

The final 30 points should be judged based on the quality of the program results or outcome of the programs or activities.

Supporting Material (100 points)

As a judge, you should be cognizant of the supporting material and whether or not it is from the current year. The points break-down for the supporting material is listed below.

- **Neatness – 15 points**
- **Compliance with rules (maximum of ten sheet protectors) – 15 points**
- **Reference to specific programs or activities – 20 points**
- **Variety of documentation – 10 points**
- **Completeness and thoroughness – 10 points**
- **Newspaper articles/other media – 10 points**
- **Shows member involvement – 20 points**

Only the 2” blue binder supplied by FFBF’s Field Services Division may be submitted. All materials must be contained and secured by the three rings within the binder. Neither Florida Farm Bureau Federation nor the judges are responsible for lost or missing material. The supporting material should be clearly marked and specific to the category being supported.