



Wyoming Farm Bureau®
Federation

A Year in Review: FY 2025

Strengthening Wyoming agriculture,
enhancing Wyoming communities.



Annual Reflections

WyFB President Todd Fornstrom



Another year has come and gone and members of the Wyoming Farm Bureau Federation have again served agriculture by shepherding member driven policy, speaking up on important issues, and promoting Wyoming agriculture. Those efforts of grassroots policy promote and help ensure a more

prosperous future for those living and working in the industry.

The voice that is heard in our regulatory meetings, legislative committees, and personal phone conversations is a thoughtful and firm reminder to our elected and appointed officials of the needs of those they represent. That voice is home grown and meaningful making it the best advocate for agriculture. It's value is respected because of the values and people that it represents.

Wyoming's farmers and ranchers have been the backbone of our way of life since statehood. Agriculture's stewardship of our state's natural resources have not only protected those resources, but helped them thrive. Mother Nature has thrown countless obstacles, like drought, grasshoppers, disease, predators, heat, cold, hail, and wild fires (just to name a few) in front of our farmers and ranchers and they continue to produce.

Couple those natural obstacles with times of regulatory overreach and financial stresses makes the people of Wyoming agriculture some of the most resilient people on the planet. "Next year will be better" is a phrase that is heard and repeated across coffee shops and dinner tables where we gather. Last year was without challenges, but the spirit of optimism that there will be a brighter tomorrow.

Our policy development efforts are the federation's harvest of a years worth of attending meetings, identifying issues, and developing strategies that will promote and enhance the future of agriculture. Wyoming Farm Bureau Federations has been a advocate for over 100 years and looks forward to many more.

WyFB Executive VP Kerin Clark



Keeping agriculture strong in Wyoming and America is important for those who grow food, it's important for those who consume food and it's important for the security of our nation. Since 1920, we've worked to protect private property rights, strengthen agriculture, and support Wyoming communities. Our members are the

reason we do what we do.

Involvement in agriculture policy issues and volunteer leadership is a crucial element of the farm or ranch business. By working together, our members bring diverse perspectives that strengthen Wyoming agriculture. Whether you raise cattle, sheep, barley, corn—or any other commodity—agriculture is strongest when united.

When you step back and look at the big picture, Wyoming's county Farm Bureau Federations are part of 2,800 county Farm Bureaus across this great nation that meet at the local level and provide the grassroots strength of this organization. Your voice and input matter. Our work unites the voice and input brought forth by our members as your voice for agriculture. Your membership and participation in this organization not only gives you a voice, it gives you an opportunity to join your voice with thousands across the Cowboy State to make an even stronger impact for agriculture.

As we reflect on this past year, we are filled with gratitude for what we have accomplished together. Throughout these pages we highlight advocacy work, outreach, communications and community efforts. Each page holds a glimpse into the work completed on behalf of and by our members. Looking forward to the future, we are excited to implement a strategic plan developed by a member-driven committee and approved by the Wyoming Farm Bureau Federation Board of Directors.

Integrity. Advocacy. Service. Dedication. Family. Leadership. These are our core values. The common denominator of everything we do for agriculture is you, the member.

Thank you to our members who support the organization, advocate for and are dedicated to making a difference for your Farm Bureau, your communities, your county, your state and your country. We are proud to stand beside you as we work to keep agriculture strong here in Wyoming and our nation.

Board of Directors and Staff

Serving Wyoming Agriculture

WyFB Board of Directors



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Policy Advocacy
Director



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Policy Advocacy
Director



Callie Hanson
Marketing/
Communications
Director



Alexis Lake
Member
Engagement
Coordinator

Membership

The Heart of our Federation

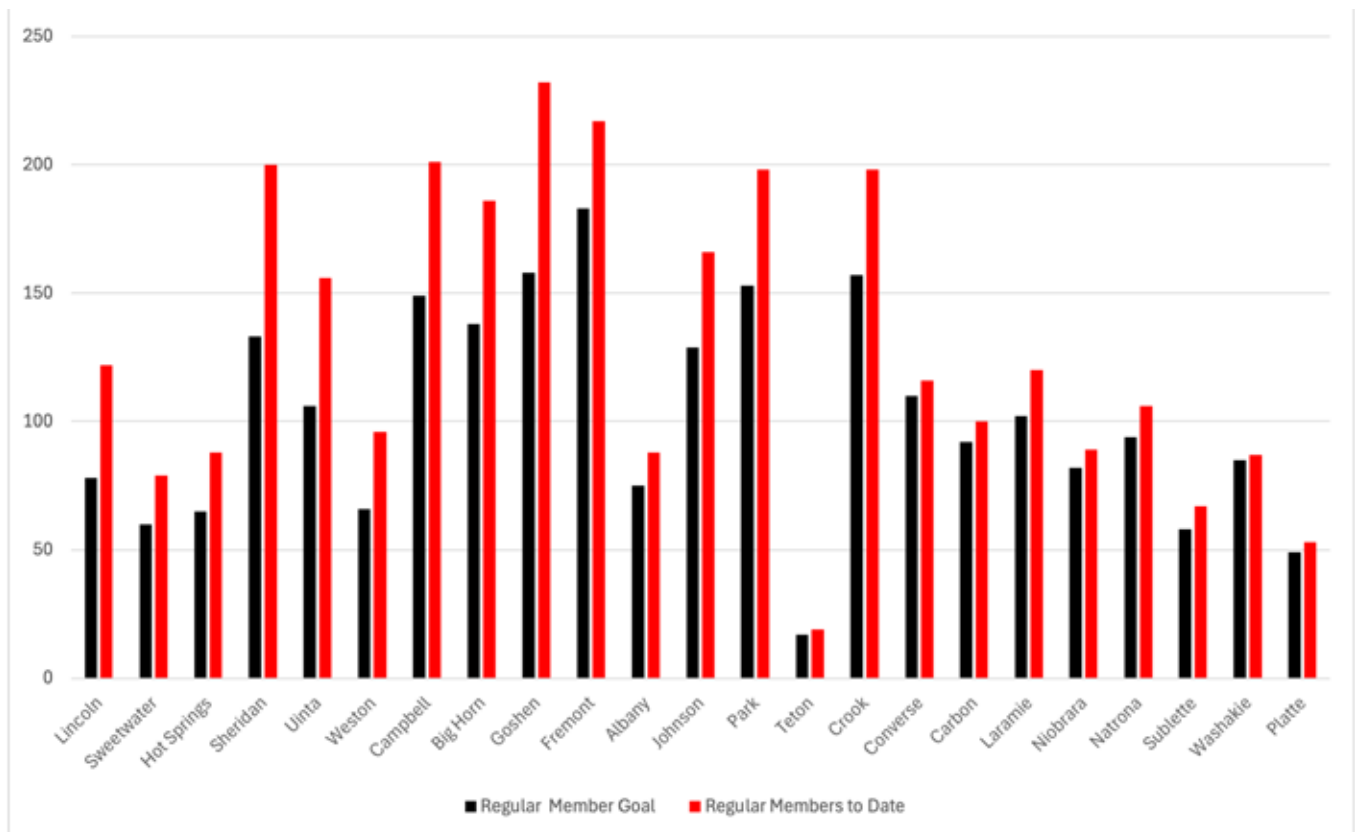
Regular Member Breakdown

In 2025, ALL counties exceeded their regular membership goals. A regular membership in WyFB grants voting rights and eligibility for leadership positions within the organization.

+256

Increase in Regular Members

Regular Member Goal Achievement by County



Counties Achieving New Regular Members Under 35

Lincoln, Big Horn, Goshen, Crook, Converse, Carbon, and Niobrara counties each obtained at least one new member under the age of 35.

Membership

The Heart of our Federation

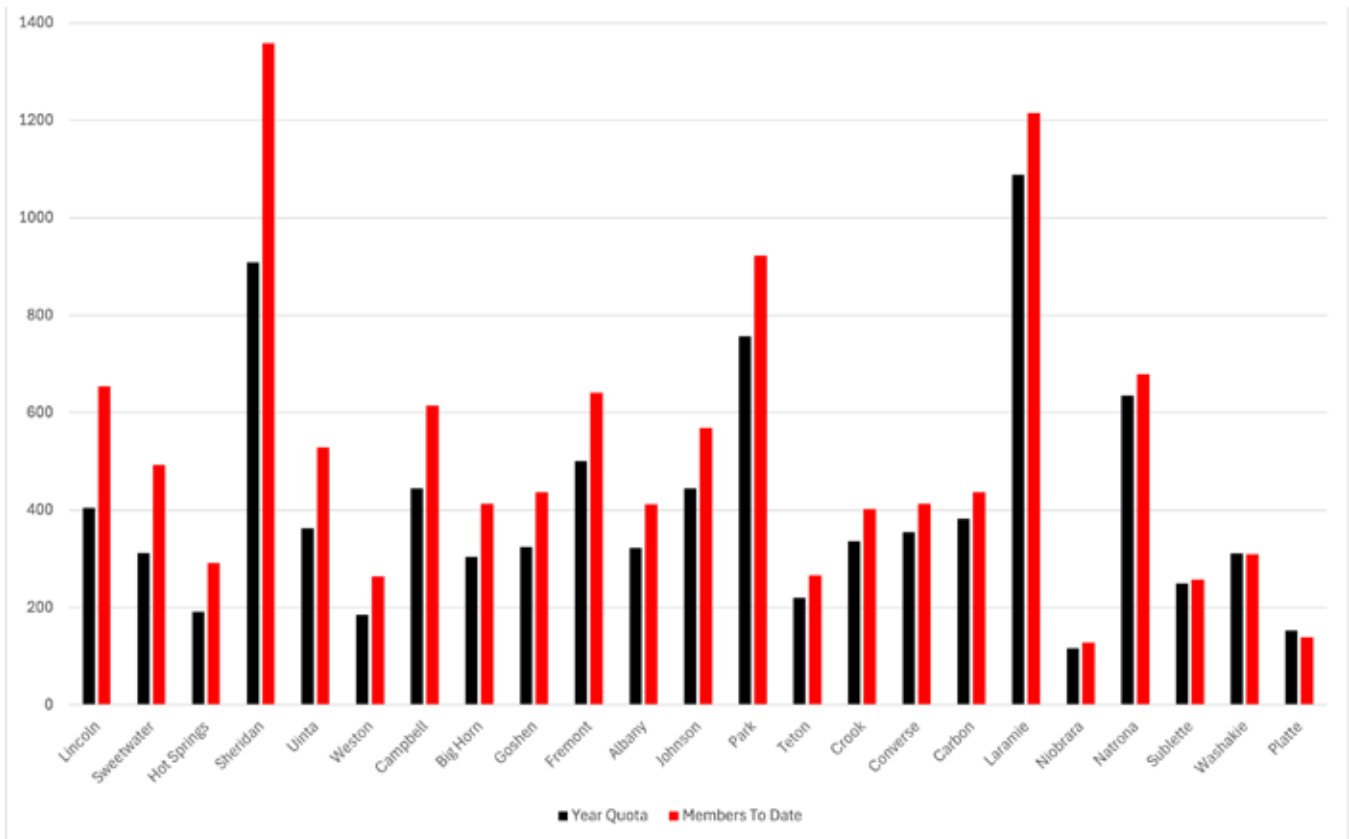
Membership by the Numbers

Strong counties and engaged members are the heart of the Wyoming Farm Bureau Federation. Together, we continue to grow a united voice for agriculture across Wyoming. Statistics below reflect membership data as of November 1, 2025. **Figures include 381 Century Club, 4 Gold Club, and 7 Silver Club Memberships.**

11,842 **+982** **127%**

Total Members *Increase in Members* *Achievement of Quota*

Quota Achievement by County



Young Farmers & Ranchers

The Next Generation

YF&R Committee

The Wyoming Farm Bureau Federation's Young Farmers & Ranchers (YF&R) program continues to grow the next generation of agricultural leaders through leadership development, education, and community service.

52 734

YF&R Conference Attendees

Books Distributed

YOUNG FARMER & RANCHER CONFERENCE



THE HEART OF AGRICULTURE

JANUARY 16-18, 2025 • CODY, WYOMING



WYOMING
FARM BUREAU® FEDERATION



Collegiate Farm Bureau

Wyoming's Collegiate Farm Bureau chapters at the University of Wyoming and Sheridan College are growing future leaders in agriculture. Through advocacy, service, and leadership training students are able to learn about agriculture and network through WyFB collegiate programs.

77

Total Collegiate Members



Community Outreach

Reaching out and Giving Back

Scholarships

Supporting youth in agriculture remains a cornerstone of the Wyoming Farm Bureau Federation. At the state level, the Wyoming Farm Bureau Federation awarded scholarships through the Livingston Family and H.J. King Memorial Scholarship and Wyoming Farm Bureau Federation Scholarships. Together, these scholarships reflect our organization's commitment to cultivating leadership and opportunity for the next generation of Wyoming agriculture.

\$60,000

Awarded Across All Counties

\$5,500

Awarded At the State Level

Wyoming State Fair

WyFB had a strong presence at the 2025 Wyoming State Fair, celebrating the best of Wyoming agriculture and connecting with members from across the state. From honoring agricultural leaders to supporting youth exhibitors, WyFB's involvement reflected its deep commitment to community, tradition, and the future of agriculture.

- **Sponsored the Champion Youth Breeding Sheep Awards and add on premium**
- **Sponsored the Champion Youth Breeding Beef Awards and add on premium**
- **\$100 cash award for all market division champions**



Wyoming Needs Agriculture

The Wyoming Farm Bureau Federation hosted the 12th annual Wyoming Needs Agriculture event on September 13, giving Cowboy fans of all ages the opportunity to interact with farmers and ranchers and learn more about agriculture. The event took place during pre-game festivities at the University of Wyoming football game in Laramie.

400

T-Shirts Given to Fans



Policy Advocacy

Your Voice at Work

Advancing Member Policy

150

*Legislative Meetings
Attended*

60

*Contacts with Wyoming
Congressional Offices*

12

*Formal Comments
Submitted*

- **Testified** at Wyoming Livestock Board meeting supporting interstate Memorandums of Understanding to protect our state's cattle and bison industries from the Animal Disease Traceability Rule while not impacting their ability to engage in interstate commerce.
- **Submitted letters** to USDA Secretary Brooke Rollins and U.S. Forest Service Chief Tom Schulz urging the Secretary and agency to review the Maude Family case and expressed WyFB concern with the federal government overreach and their approach to the property boundary dispute.
- **Attended** a meeting hosted by a county Farm Bureau Federation to revisit the proposed translocation of Bighorn sheep into the Sweetwater Rocks Area.
 - **Coordinated** landowner testimony with Farm Bureau members for the Wyoming Game & Fish Commission meeting, urging the Commission not to move forward with the translocation proposal.
 - **Secured** a pause from the Commission on the proposed translocation discussion pending federal legislation to ensure landowner permit protections now and in the future.
- **Testified** at Wyoming Board of Agriculture to oppose listing cheatgrass as a noxious weed on the State of Wyoming designated weed list to support the seed industry. Cheatgrass was not listed as a noxious weed.
- **Collaborated** successfully with Western Region Farm Bureaus on joint letters to the U.S. Department of Labor urging rescission of the Farmworker Protection Rule.
- **Partnered with stakeholders** on a wildfire mitigation bill in Wyoming for utilities to reduce operating costs, which would work to keep electric rates lower.
- **Advocated** for legislation—now Wyoming law—prohibiting countries designated as foreign adversaries from owning or controlling businesses in the state.
- **Supported private property rights** while working with stakeholders on legislation that became Wyoming law regarding the use of eminent domain for energy collector systems. The law prohibits the use of eminent domain unless 66 percent of the land or 66 percent of the landowners are under contract with easement agreements.

Policy Advocacy

Your Voice at Work

Advocacy in Action

Wyoming Farm Bureau Federation (WyFB) members led the charge to protect private property rights, strengthen agriculture's voice in public policy, and ensure local input guides decision-making. Grassroots engagement remains the foundation of every policy action—starting in county Farm Bureaus and culminating in state and national advocacy.



THE COST OF ADVOCACY

Average Cost to Travel to Cheyenne and attend ONE meeting

- Mileage= \$140
- Hotel=\$100
- Meals=\$60

TOTAL=\$300

- Regular WyFB Membership=\$80

TOTAL=\$80

Your membership ensures the voice of Wyoming agriculture is heard in over 150 legislative meetings.

****Based on 100 mile distance to Cheyenne, IRS Rate of 70 cents per mile, 1 night hotel stay, 3 meals*

Grassroots Policy at Work

The Wyoming Farm Bureau Federation advocates for member policy at legislative meetings, on regulatory actions and everywhere in between. Your membership provides representation at a variety of meetings and events and legislative and regulatory proposals that impact agriculture here in Wyoming. Your membership and participation in this organization not only gives you a voice; but it also gives you an opportunity to join your voice with thousands across Wyoming to make an even stronger impact for agriculture.

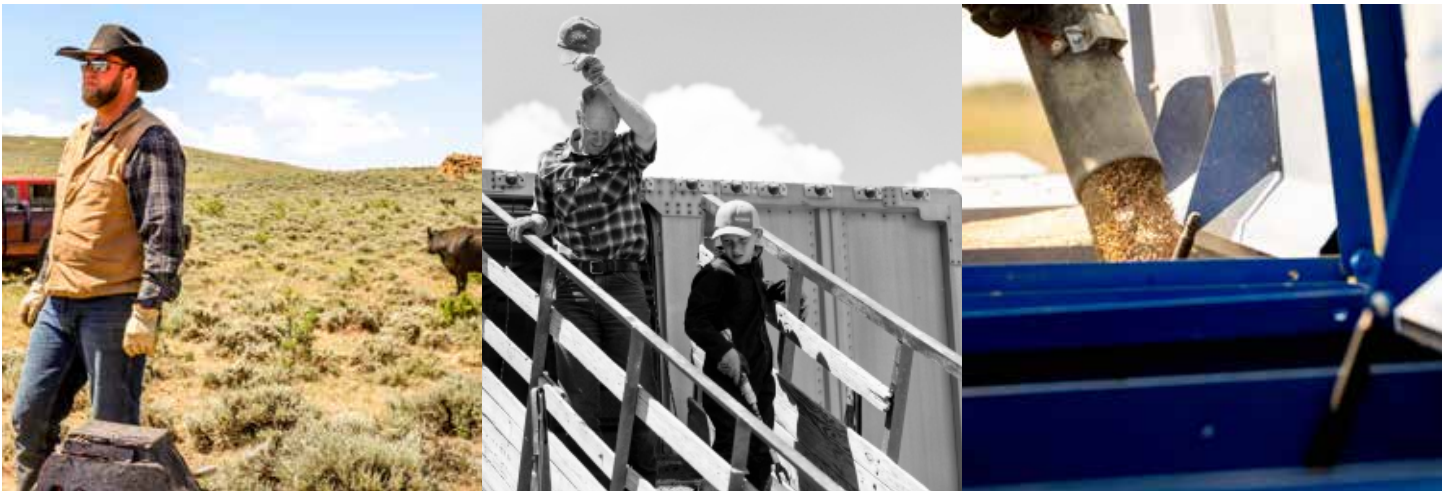
Marketing & Communications

The Voice of WyFB

Telling our Story

In 2025, the Wyoming Farm Bureau Federation continued sharing the voices and values of Wyoming agriculture through print, digital, and in-person outreach.

- Published 10 editions of *Wyoming Agriculture* featuring member quotes, YF&R spotlights, and policy issues
- Began a statewide photo project capturing members on their farms and ranches
- Covered grassroots policy work and local success stories across the state



Unified Branding

In June 2025, the WyFB Board of Directors voted to return to one unified logo to strengthen brand consistency. The rebrand was rolled out immediately to ensure a cohesive, recognizable image for WyFB and all county Farm Bureau Federations.



Your Voice. Your Future. Your Agriculture.
Representing Fremont County agriculture through
grassroots advocacy since 1920.
By farmers and ranchers. For farmers and ranchers.
Scan the QR code for information on membership!



Marketing & Communications

Tracking our Impact

Messaging in Action

WyFB uses several channels to share our message with members and the general public. Through print, social media, and radio outreach via Wyoming Football Broadcast commercials we are able to further share our mission. Facebook content drives measurable engagement through interactions, follows, visits, and reach; radio broadcasts extend our voice across Wyoming communities; and print publications share member stories and organizational updates in a lasting, tangible format.

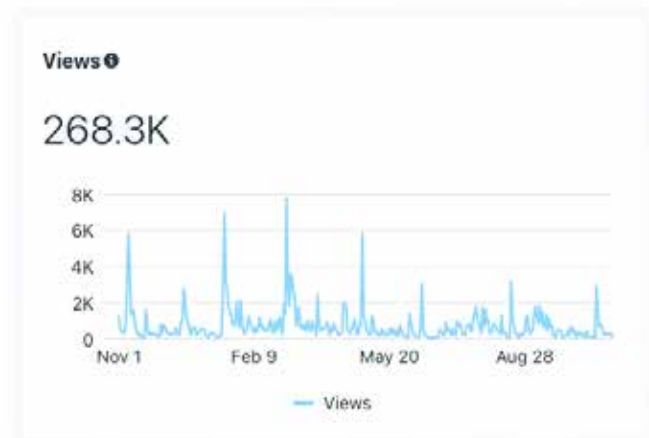
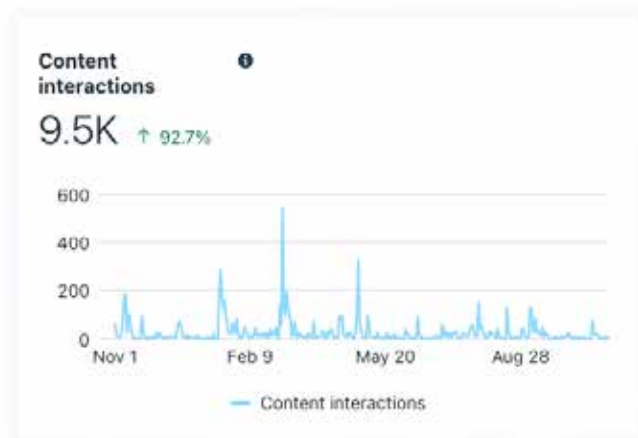
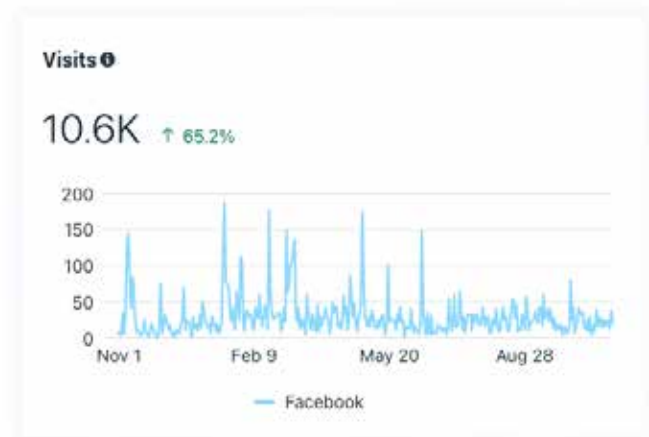
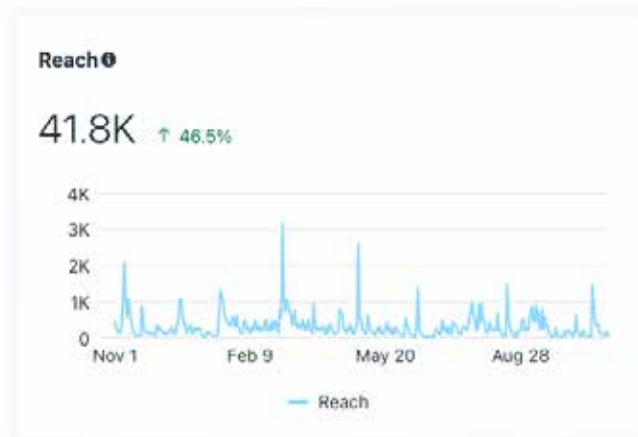
72,795 27,083 11,317

Legislative Radio Reach

Listeners per Radio Broadcast

Average Monthly WyAg Distribution

Facebook Data



Facebook analytics data sourced from Meta Business Suite (Nov. 1, 2024 – Nov. 1, 2025)

WyFB Strategic Plan

Looking Forward

Mission

Strengthening Wyoming agriculture, enhancing Wyoming communities.

Vision

We envision a prosperous Wyoming with thriving agriculture, communities, and families.

Core Values

- **Integrity:** We believe integrity is our foundation. We strive to be trustworthy, authentic, and transparent. We hold ourselves accountable in every action and decision.
- **Advocacy:** We believe in protecting private property rights, upholding constitutional government, and advancing a free market economy. With a commitment to individual freedom, we advocate through engagement in the legislative, regulatory, legal, and consumer arenas.
- **Service:** We believe in service through continuing education, servant leadership, and community engagement to strengthen the places we call home.
- **Dedication:** We believe our dedication to agriculture is the foundation that inspires us to sacrifice time and energy to secure its values, lifestyle, and legacy. We are rooted in our heritage to guide our future.
- **Family:** We believe family is the foundation of a healthy society. The Farm Bureau family is a natural extension of that foundation, welcoming members of all ages. We protect agricultural legacies and lifestyles and develop opportunities for future generations.
- **Leadership:** We believe leaders develop through opportunity, education, mentorship, and networking. We empower our members to embrace leadership opportunities in their communities and beyond.

WyFB Strategic Plan

Looking Forward

Planning Goals

Membership: Provide opportunities to strengthen and grow overall membership.

- Highlight the value of being a long-standing member to increase personal growth and develop leadership skills.
- Highlight opportunities for members to engage in their area of interest.
- Explore business solutions as a benefit of membership.
- Encourage post-YF&R involvement opportunities.

Policy: Develop concise, current, and relevant policy that is easy to communicate.

- Identify outdated, conflicting, and irrelevant policy in the policy book.
- Maintain communications and working relationships with industry, elected officials, and other stakeholders.
- Ensure the accessibility of policy book and policy development resources for members.

Financial / Investment Growth: Maintain the organization's financial security and transparency.

- Provide a clear picture of the Wyoming Farm Bureau Federation financial position to membership each year.
- Adjust investment policy to strive for healthy returns.
- Steward member dues wisely.

Marketing + Communications: Enhance marketing and communications to show members and non-members the value of the Wyoming Farm Bureau Federation.

- Create practical tools to provide information on difference between federation and insurance.
- Build on communications and marketing strategies to increase public presence, informing the general consumer and member (i.e. brand recognition).
- Adapt messaging strategies to remain relevant in policy and advocacy work.



Thank you to the strategic planning committee for their time and efforts through this process. Members of the committee include Connie Werner, Kristi Ellis, Stacy Berger, Kevin Baars, Matt Stroh, Tucker Hamilton, Todd Fornstrom, Ray Shaffer, and James Ramsay.

