



# Growing Farm Bureau Membership



FLORIDA FARM BUREAU FEDERATION

# Who or What is Farm Bureau?

- We are Florida's oldest, largest and most active general agricultural organization.
- Mission statement:  
*"To increase the net income of farmers and ranchers and improve the quality of rural life."*
- We are so much more!



# Purpose of Meeting



# Invited Stakeholders



State Board of Directors



County Farm Bureau Presidents



County Agency Managers



Florida Farm Bureau Insurance VP of Sales



Florida Farm Bureau Federation Staff



# Desired Outcomes

- Advance the thinking
- Provide input
- Share information and experiences
- Build community



# Techniques

- Group Norms
- Empathic listening
- Ask the Expert
- Presentation and Reports
- Open Discussion



# Realized Outcomes

- Groan Zone!
- Deferring to leader
- Power dynamics

and the process continues..



# Lessons Learned

- Missing Important Stakeholders
- Give each stakeholders time to collaborate
  - Breakout sessions
- Invested members vs. Vested interests
- Communicate the game plan
- Difficult to be an unbiased facilitator



# What questions do you have?

