

Idaho Farm Bureau.

# PROMOTION & ENGAGEMENT



## Idaho Promotion & Engagement Guidelines

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## **OUR VISION**

“ To bridge the gap between consumers to farmers & ranchers by providing resources to share the agriculture story. All will appreciate & support Idaho agriculture. ”



## **PURPOSE**

**The Idaho Farm Bureau Federation (IFBF) Promotion & Engagement (P&E) program was created to give opportunities to share your experience on and off the farm, in your community, and with consumers. The Committee provides resources for programs, communicating with county leaders and actively contributing collaborative ideas.**

# INVOLVEMENT

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## STATE P&E

### **FUSION CONFERENCE**

The IFBF's Young Farmer and Ranchers' (YF&R) and P&E programs join together for the Fusion conference designed to provide our members with opportunities to tell their stories and experiences. This conference helps members grow as leaders and as individuals, with a focus on topics such as advocacy, networking, leadership, media training, and telling the story of Idaho agriculture.

### **LEGISLATIVE & COMMODITY CONFERENCE**

The Legislative Conference provides Idaho's farmers and ranchers with the opportunity to engage more fully in agriculture issues and concerns while the Idaho Legislature is in session. Influential legislators and Idaho state department representatives interact with members to update and clarify the direction of important legislative topics.

### **IFBF ANNUAL CONVENTION**

The IFBF annual convention, held at the beginning of December, has the primary focus of setting policy and electing leaders of the IFBF. The three-day event consists of YF&R discussion meet finals, a series of workshops covering multiple areas within agriculture, yearly development updates from Farm Bureau Leaders and it all ends with the House of Delegates session.

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# INVOLVEMENT

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## STATE P&E

### **AFBF ANNUAL CONVENTION**

The American Farm Bureau Federation (AFBF) hosts an annual meeting that brings together representatives from every state. Attendees can participate in educational workshops designed to enhance leadership skills, expand business knowledge, and gain valuable insights into the trends and challenges shaping food production. The event showcases cutting-edge agricultural innovations, features inspiring speakers, and offers a trade show where participants can network, explore featured products, and collaborate with other state and county Farm Bureaus.

### **AFBF FUSION CONFERENCE**

Every other year, AFBF hosts the Fusion Conference, bringing together P&E and YF&R members from across the nation. The event gathers members and leaders from both programs to learn, share, and grow, ultimately strengthening the nations Farm Bureaus. It provides valuable networking opportunities to connect with industry leaders and experts, while inspiring members to apply new ideas and strategies on their farms.

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# STATE COMMITTEE

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## STRUCTURE

### **STATE P&E COMMITTEE**

The IFBF P&E committee shall be recognized as a standing committee. It shall perform and carry out its work under the approval and direction of the State Board of Directors.

### **STRUCTURE**

The P&E Committee of the IFBF shall consist of the State Chair and one District Chair from each district of the IFBF. The Vice-Chair, Secretary, Treasurer and Reporter are elected from within the committee for a one year term. If the State or District Chair is married, the spouse may also participate with the committee. An individual acknowledgement form must be signed by each person serving on the committee. Each district will have only one vote on matters before the committee.

### **EX-OFFICIO COMMITTEE MEMBERS**

When the IFBF is represented on the AFBF P&E Advisory Committee, the representative and spouse will automatically become ex-officio members of the IFBF P&E Committee.

### **VACANCIES**

Vacancies occurring in the committee shall be filled by the Vice-Chair from the district with the vacancy.

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# STATE COMMITTEE

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## RESPONSIBILITIES

### **COMMITTEE RESPONSIBILITIES**

- Will meet no less than nine times via video/tele communication and no less than three times a year face-to-face in a place that is acceptable and feasible by State P&E committee members.
  - It is the responsibility for each District Chair to attend at least 75% of the scheduled committee meetings. If a District Chairman misses three meetings either consecutively or throughout the year, a two thirds (2/3) vote of the State P&E committee is required to provide a recommendation to the State Board on having the committee member removed from the State P&E committee.
  - Members must be present or on a conference/video call to vote.
  - Provides a unified message for all State P&E communications to be used as needed by the District and County chairs.
  - Implementation of sub-committees.
  - Committee oversees State P&E events and trainings.
  - Represent the P&E at national, regional and state meetings.
  - Coordinate P&E activities with other state Farm Bureau programs.
  - Coordinate state and district activities.
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# STATE COMMITTEE

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## RESPONSIBILITIES

### **STATE P&E CHAIR**

- The State Chair shall be the presiding officer of the Committee and shall have and perform such other duties as may be provided by the Board of Directors.
- Is a non-voting, advisory member of the State Board.
- Chair all meetings for the State P&E committee.
- Present State P&E projects to State Board of Directors for approval.
- Call regular meetings of State P&E Committee.
- Is responsible to State P&E committee for providing information and general procedures.

### **STATE VICE CHAIR**

- The State Vice-Chair shall act in the absence of the State Chairman.
- Additional duties as may be assigned by the State P&E Committee.

### **STATE TREASURER**

- Oversee the State Committee budget.

### **STATE SECRETARY**

- Takes minutes of all State P&E Committee Meetings.
- Submit minutes to the IFBF President & IFBF State Board.

### **STATE REPORTER**

- Record & distribute District P&E information, videos and photos to be shared with district reporters around the state.
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# STATE CHAIR REQUIREMENTS

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## STATE P&E

### **QUALIFICATIONS**

- Must have served on the State P&E committee to qualify for State P&E Chair.
- Shall be a member of IFBF and be in good standing.
- Are encouraged to be involved in leadership in the Farm Bureau at the county and/or state level and/or with other organizations, including commodity groups.
- Have experience and/or expertise in the agricultural industry.
- Have access to the internet and email.
- Must be able to communicate effectively.

### **TERM OF OFFICE**

The Chair's term of office shall commence with the adjournment of the annual meeting and be for up to three (3) one-year terms.

### **APPLICATIONS**

To be considered for the position of State P&E Chair, applicants must complete and submit an official application no less than sixty (60) days prior to the IFBF annual meeting.

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# STATE CHAIR

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## STATE P&E

### **NOMINATIONS & ELECTIONS**

At the Annual Meeting of the IFBF, a State P&E Caucus will be held to elect a State Chair. Each district has 4 votes. The district chairs & Vice-Chair will be voting delegates with the chair appointing the other two authorized voting delegates. If either the Chair and/or Vice-Chair are unavailable, the chair will authorize four voting delegates from within the district as representatives.

To be seated, the Chair-elect must be presented and have their nomination approved by the IFBF Board of Directors. The Chair shall be a non-voting member of the IFBF Board of Directors and shall serve as an advisory member only.

If there is more than one candidate, voting shall be by ballot. Each candidate shall select one (1) delegate to count the ballots.

If more than two people are nominated, the winner must receive a majority of all votes cast. All the nominees shall be voted on for the first position. The person receiving the majority vote shall be the winner. If no candidate receives a majority, the candidate with the fewest votes will be dropped from consideration, and the remaining candidate(s) will be voted on again. Voting will continue as above until one candidate receives a majority of the votes cast. The majority means fifty percent plus one (50% plus 1) of those delegates present. In case of a tie, another ballot will be taken. If there is still a tie after five (5) ballots, a coin toss will be flipped to identify the winner.

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# DISTRICT CHAIR REQUIREMENTS

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## STATE P&E

### **QUALIFICATIONS**

- Must have served as a county P&E Chair.
- Shall be a member of IFBF and be in good standing.
- Are encouraged to be involved in leadership in Farm Bureau at the county and/or state level and/or with other organizations, including commodity groups.
- Have experience and/or expertise in the agricultural industry.
- Have access to the internet and email.
- Must be able to communicate effectively.

### **APPLICATIONS**

To be considered for the P&E District Chair position, an applicant must complete and submit an official application no less than sixty (60) days before the IFBF annual meeting.

### **TERM OF OFFICE**

A District Chair is eligible to serve no more than two (2) two-year terms for a total of four (4) years. Individuals seeking to serve as a District Chair from even-numbered districts shall apply in even-numbered calendar years, and District Chairs from odd-numbered districts shall apply in odd-numbered calendar years.

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# DISTRICT CHAIR

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## STATE P&E

### **NOMINATIONS & ELECTIONS**

Nominees for the P&E District Chair shall be elected at the district caucus of voting delegates during the Idaho Farm Bureau Federation annual meeting. Each County Farm Bureau will identify two (2) P&E delegates to vote for the District Chair. To be seated, the chair-elect must be presented and have their nomination approved by the IFBF Board of Directors.

If there is more than one candidate, voting shall be by ballot. Each candidate shall select one (1) delegate to count the ballots.

If more than two people are nominated, the winner must receive a majority of all votes cast. All the nominees shall be voted on for the first position. The person receiving the majority vote shall be the winner. If no candidate receives a majority, the candidate(s) with the fewest votes will be dropped from consideration, and the remaining candidate(s) will be voted on again. Voting will continue as above until one candidate receives a majority of the votes cast. The majority means fifty percent plus one (50% plus 1) of those delegates present. In case of a tie, another ballot will be taken. If there is still a tie after five (5) ballots, a coin toss will be flipped to identify the winner.

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# DISTRICT COMMITTEE

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## RESPONSIBILITIES

### **DISTRICT P&E**

Each County's P&E chair within the district will make up a district P&E committee. The District Chair shall be the presiding officer of the committee.

### **STRUCTURE**

- Will meet no less than four times a year face-to-face in a place that is acceptable and feasible by district committee members. It is the responsibility for each county chair to attend at least 75% of the scheduled committee meetings.
- Members must be present to vote.
- Must plan necessary district meetings & events.
- Facilitate a unified message for all district P&E communications to be used as needed for county P&E programs.
- Implement sub-committees when needed.
- Implement & promote district P&E events, trainings & competitions.

### **DISTRICT CHAIR**

- Sit on the State P&E committee.
  - Represent all County P&E programs in the district.
  - Responsible to all County P&E Chairs in the district for information, visitations and general procedures.
  - Lead quarterly district committee meetings.
  - Oversee district elections.
  - Oversee district P&E budget.
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# DISTRICT COMMITTEE

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## RESPONSIBILITIES

### **DISTRICT VICE-CHAIR**

- Act in the absence of the District Chair.
- Additional duties may be assigned by the District P&E Committee.

### **DISTRICT REPORTER**

- Record & distribute district P&E information, videos and photos.
  - Work with the State Reporter to connect all P&E districts.
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# **VICE-CHAIR REQUIREMENTS**

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## **DISTRICT P&E**

### **QUALIFICATION**

- Must have served as a County P&E Chair.
- Shall be a member of IFBF and be in good standing.
- Have experience and/or expertise in the agricultural industry.
- Have access to the internet and email.
- Must be able to communicate effectively.

### **APPLICATIONS**

To be considered for the P&E Vice-Chair position, an applicant should complete and submit an application.

### **TERM**

There is no term of office for the district vice-chair.

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# VICE-CHAIR

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## DISTRICT YF&R

### **NOMINATIONS & ELECTIONS**

The district Vice-Chair shall be nominated and elected at the State P&E caucus at the annual meeting of the IFBF. Nominations will be accepted from the floor.

If there is more than one candidate, voting shall be by ballot. Each candidate shall select one (1) delegate to count the ballots.

If more than two people are nominated, the winner must receive a majority of all votes cast. All the nominees shall be voted on for the first position. The person receiving the majority vote shall be the winner. If no candidate receives a majority, the candidate(s) with the fewest votes will be dropped from consideration, and the remaining candidate(s) will be voted on again. Voting will continue as above until one candidate receives a majority of the votes cast. The majority means fifty percent plus one (50% plus 1) of those delegates present. In case of a tie, another ballot will be taken. If there is still a tie after five (5) ballots, a coin toss will be flipped to identify the winner.

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# COUNTY

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## RESPONSIBILITIES

### **COUNTY P&E**

County P&E guidelines will be determined by county boards. State P&E committee guidelines may provide an idea on how to establish county guidelines. It is encouraged for counties to adopt the IFBF P&E purpose in order to unite and unify P&E throughout the state of Idaho.

### **STRUCTURE**

- Committee should recruit.
- Organize county P&E activities and events.
- Promote P&E events, trainings & competitions.
- Nominate leadership for county P&E.

### **COUNTY P&E CHAIR**

- Sit on the county P&E committee, represent all P&E in their county responsible to county board for information.
  - Lead committee meetings.
  - Oversee County P&E elections.
  - Oversee County P&E budget.
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# EXPENSES

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## STATE & DISTRICT

### **STATE COMMITTEE EXPENSES**

All receipts for reimbursement must be submitted to IFBF staff within 15 business days of the date on the receipt in order to qualify for reimbursement. There is a link to apply for reimbursement on our website, under the county resource page.

The IFBF will reimburse State Committee members for lodging, meals and mileage for attendance to State Committee Meetings, IFBF conferences, IFBF annual meeting and all other authorized meetings as they pertain to the purpose of the P&E program. Travel authorized state and/or committee meetings will be reimbursed at the current IFBF mileage rate or actual airfare when distance dictates. Rooms are reserved and centrally billed for designated P&E committee meetings and the IFBF annual meeting. Charges other than room and tax should be paid individually at check out. When travel to or from authorized meetings requires late night travel because of distance or late adjournment, State Committee members will be reimbursed for an additional hotel night.

### **DISTRICT COMMITTEE EXPENSES**

All receipts for reimbursement must be submitted within 15 business days of the date on the receipt in order to qualify for reimbursement. Committee and districts will review a budget with staff each year, which will be presented to the State Board for approval.

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