

The Agricultural Community Is Changing. Where Are Your Blind Spots?

How Farm Bureaus can strengthen membership growth, advocacy, and representation with a more complete view of the agricultural community they serve.

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The Communities Farm Bureaus Serve Are Changing

Farm Bureaus are responsible for growing membership, strengthening advocacy, and representing the agricultural communities they serve. At the same time, the agricultural community continues to evolve.

Operations evolve, land ownership changes, new producers enter the industry, and demographics shift from one county to the next. As those changes occur, it becomes harder to maintain a complete understanding of the people, farm operations, and communities Farm Bureaus represent.



Your Membership Data Has Blind Spots

Your membership records provide valuable insight into the people already connected to your organization.

What they don't show is the broader community of producers, landowners, and agricultural stakeholders beyond your membership base, along with the demographic, geographic, and commodity trends shaping agriculture across your state.

As those blind spots grow, it becomes harder to understand the people, operations, and communities you represent.



When Visibility Is Limited

When important parts of the agricultural community fall outside your field of view, key decisions become harder to make with confidence.

Questions such as:

- Which producers fit your membership profile but aren't currently members?
- Which counties offer the greatest opportunities for membership growth?
- Which producers are most affected by the policy issues you advocate for?
- Which demographics and commodity groups are underrepresented in your membership base?
- Which producers should receive communications based on commodities, geography, or legislative priorities?
- Where are opportunities to strengthen engagement across the agricultural community?

Without a clear view of the people and communities you represent, those answers can be difficult to find.



See the **Full Picture**

DTN Farm Intelligence helps Farm Bureaus see beyond the blind spots that exist in membership records alone.

By bringing together producer, land ownership, commodity, geographic, and demographic information in one place, Farm Intelligence provides a more complete view of the agricultural community, helping you make more informed decisions to strengthen membership, advocacy, and outreach.

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Putting Visibility to Work



With a broader view of the agricultural community, you can take a more informed approach to membership growth, advocacy, and communications.

Membership Growth

One Midwestern Farm Bureau used Farm Intelligence to identify more than 1,000 landowners who owned property in their state but lived elsewhere, a segment that had previously been difficult to identify and reach. They also filtered existing members from outreach lists, allowing field staff to focus their efforts on prospective members who had not yet engaged with the organization.

Policy Advocacy

When another state Farm Bureau needed to support a legislative priority, Farm Intelligence helped quantify the producers affected by the issue. By understanding where those producers were located, what they grew, and the demographics of the farming community, the organization was able to build a more credible, data-backed case.

Targeted Communications

One state Farm Bureau discovered its membership did not fully reflect the broader farming community. Using Farm Intelligence to understand demographic gaps and compare its membership with the broader agricultural population, the organization developed more targeted outreach for underrepresented audiences versus sending the same message to everyone.



How Complete Is Your View of the Agricultural Community?

Gain a clearer view of the agricultural community you serve, who you may be missing, and where opportunities exist to strengthen membership, advocacy, and representation.

See Farm Intelligence in Action

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