Making Farm Bureau Relevant to Equine Community

Program Area: Policy Implementation (PI)
County Farm Bureau: Hamilton County Farm Bureau
State: OH
Membership Category: 5,001+
Year: 2013
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Program Description:
The number of traditional farmers and livestock owners is diminishing in Hamilton's largely urbanized county. To keep its Farm Bureau strong, active and growing it recognized the need to reach out and include from within their agricultural community the peripheral, nontraditional farmers. The objective is to actively engage the equine community to enhance the Farm Bureau presence in Hamilton County.

Hamilton County Farm Bureau's plan to engage the equine community involved increasing Farm Bureau exposure at equine events, actively recruiting equine owners to become Farm Bureau members, supporting equine clubs and working with the county park district to improve the equine trails located within the county park district.

The county Farm Bureau engaged the equine community in several different ways. To expose the equine community to the Farm Bureau it exhibited a Farm Bureau membership booth at the well-attended local equine tack exchange. Farm Bureau members answered questions, passed out literature and promoted membership at this 3,000-person equestrian event. Farm Bureau members wrote articles for local newspapers and the 12,000 monthly subscribers of Horsemen's Corral Magazine with some of these same articles reproduced on the state Farm Bureau's website. To support horse clubs, Farm Bureau members attended horse club meetings and gave presentations on topics such as hay production, equine veterinary medical care and the role of Farm Bureau as it relates to agriculture. The Hamilton County Farm Bureau donated $1,500.00 to the county park district to be applied toward the maintenance and improvement of equine trails located within the park district.