



P.O. Box 27766
Raleigh, North Carolina 27611
919.782.1705

Non-Profit Organization
U.S. Postage
PAID
Raleigh, N.C.
Permit No. 825



North Carolina Farm Bureau was founded on the idea that farmers need to work together and rally behind shared interests, and in doing so can achieve so much more than any individual could on his or her own. Just as true today as it was in 1936, collaboration is essential to our success as an organization and to the future of agriculture as a whole. As the state's largest general agriculture non-profit organization, bringing farmers together in support of common interests is at the heart of what we do and is the foundation of our reputation.



MOVING FORWARD → TOGETHER



North Carolina Farm Bureau was founded on the idea that farmers need to work together and rally behind shared interests, and in doing so can achieve so much more than any individual could on his or her own. Just as true today as it was in 1936, collaboration is essential to our success as an organization and to the future of agriculture as a whole. As the state's largest general agriculture non-profit organization, bringing farmers together in support of common interests is at the heart of what we do and is the foundation of our reputation.

Today, it is equally important that we look outside of our own industry and traditional allies to find partners who share our goals and interests. "There has to be a spirit of collaboration not only within the farming community, but also with a wide range of industry, business, government, and academic partners. It takes all of us to move agriculture forward," said NCFB President Larry Wooten. Collaboration brings in new people, new ideas, different experiences and backgrounds, and ultimately, creative solutions. Besides, there's always strength in numbers.

We're always looking for the best ways to accomplish our mission of advocating for farmers and rural communities – sometimes that means doing things on our own, and sometimes that means collaborating with other groups. When considering collaboration to accomplish a common goal, NC Farm Bureau always considers two important questions:

1 DOES IT MAKE AGRICULTURE STRONGER AND SUPPORT OUR MISSION OF ADVOCATING FOR FARMERS AND RURAL COMMUNITIES?

2 WILL WE ACCOMPLISH MORE TOGETHER THAN INDIVIDUALLY?

A perfect example of this collaborative process in action is the Plant Sciences Initiative at NC State. A few years ago, NC Farm Bureau worked alongside the university, the NC Department of Agriculture, the Golden LEAF Foundation, various commodity associations, the business community including private sector ag biotech companies, elected officials, and countless other groups and individuals to turn this idea into a reality. Each group contributed to the effort in a unique and valuable way that led to our success. By working together towards a common goal and demonstrating our strength in numbers, we achieved more than any one group could have alone.



MOVING FORWARD TOGETHER



➔ "[Farmers] are a diminishing percentage of the population, so we don't have the luxury of not working together. We've got to team up and figure out what we can agree on. We've got to link arms and go forward together."
– Ray Starling, General Counsel for the NC Chamber of Commerce and former Chief of Staff for US Secretary of Agriculture Sonny Perdue.

After Hurricane Florence and Tropical Storm Michael brought devastating wind and historic flooding to our state, we knew farmers and rural communities were in desperate need of help. NC Farm Bureau took immediate steps to offer any assistance we could, but we also knew that we could do so much more if we worked with other organizations in the relief effort. We secured generous donations from the business community to increase our capacity to serve; we advocated for robust disaster recovery packages from both the state and federal governments that would provide timely assistance; and we partnered with outreach organizations to help meet the needs of individuals on the ground.

Other examples of innovative collaborations include:

- The Sentinel Landscapes Partnership is a formal public/private partnership focused on preserving the working and rural character of our private lands that are important for national defense, agricultural and conservation priorities. Through the Sentinel Landscapes partnership, NCFB and other partners work with willing landowners on land improvements and

maintenance in overlapping priority areas near military installations to preserve favorable environments for military training.

- A diverse alliance of businesses, conservation groups and non-profits formed a new organization (NC Forever) to advocate for increase funding for programs that preserve and protect land and water resources.
- The Feed the Dialogue NC Foundation brings farmers and consumers together to discuss questions and concerns they have about the food they eat and the farmers who grow it.

Collaborations like these are a key part of how NC Farm Bureau fulfills its mission of advocating for farmers and rural communities. President Wooten said, "We're the largest economic driver in North Carolina, generating \$91.8 billion a year, but our state is constantly changing and we have to continually find ways to grow and promote agriculture in the face of new challenges. I believe that by working together with those who share our goals, we can make a difference."

➔ "I think those states with strong partnerships will thrive and grow, and those without them will really struggle. One of the reasons I came to NC State is the potential for strong partnerships and collaboration. I think we do it better [in North Carolina] than anywhere else in the country."
– Richard Linton, Dean of the NC State College of Agriculture and Life Sciences