

FARM BUREAU

Protecting California Family Farms and Ranches

California's family farmers and ranchers are a vital part of the economy and communities in which they reside. In the course of providing people with the finest quality and most affordable food, fiber and foliage in the world, we also support more than 1.4 million jobs statewide and nearly \$35 billion in crop value alone—all while acting as stewards of California soil, water, air and open space.

Whether you represent a community involved in the production of food products, are home to one of the ports that ships California-grown products all over the world, or are one of the 36 million California consumers of the food, fiber or foliage we produce, you have a stake in the future of California family farms and ranches.

As a grassroots organization, Farm Bureau represents and protects the farming and ranching way of life by influencing policy at all levels of government and has developed the following goals for maintaining and enhancing California's rich agricultural heritage:

▶ **IMPROVING THE BUSINESS CLIMATE**

The first and foremost goal in protecting family farms and ranches is helping them stay in business. Farm Bureau is committed to fighting onerous regulations, fees and taxes and policies that drive up the cost of farming supplies and services. Greater government accountability is another key to enhancing the business climate, by improving voters' faith in government.

▶ **COMMUNICATING THE VALUE OF WORKING LANDSCAPES**

As our members work to conserve and enhance the natural resources integral to their operations, Farm Bureau is committed to conveying the important public benefits working landscapes provide, such as wildlife habitat, preserved open space, improved air quality, water and soil resources, carbon sequestration and a safe, nutritious and affordable food supply.

▶ **ENSURING FARMERS CAN GROW AND MARKET THEIR PRODUCTS**

Farm Bureau is committed to ensuring farmers and ranchers have innovative tools and technologies to grow, harvest and market their products while competing with other states and nations, to overcome the higher cost of doing business in California that continues to put our farmers at a disadvantage.

▶ **CONNECTING CONSUMERS WITH THEIR FOOD**

Farm Bureau is committed to helping consumers understand where their food comes from, the challenges associated with producing a safe, affordable food supply and to ensuring consumer confidence in California-grown products.

▶ **PROVIDING RESOURCES FOR FARMS AND RURAL COMMUNITIES**

Balancing the needs of a growing population, the needs of farms and ranches and the needs of the environment requires Farm Bureau to be committed to public and private investments in water and infrastructure improvements that support a healthy economy and environment, all the while helping residents understand and appreciate the economic and cultural values of rural communities.