



MASON COUNTY
FARM BUREAU®

2026 IMPACT REPORT

What We Do

Mason County Farm Bureau is helping rural Mason County residents to be informed, educated, and involved in agricultural issues concerning their lives and livelihood.

Who We Are

We are the largest general farming organization in the county. Mason County Farm Bureau members are volunteers who have a passion for agriculture. We are farmers, landowners, veterinarians, ag educators, ag industry professionals and more!

Our local programming is directed by our volunteer board of directors:

- **President:** Seth Earl
- **Vice-President:** Jake Anderson
- **Third Member:** Tom Alway
- Abe Shoup – Young Farmer Representative
- VACANT – Promotion & Education Representative
- Brad Brown– **NEW** Board Member
- Todd VanNortwick- **NEW** Board Member
- Gordon Briggs- Member

Membership by the Numbers

- We represent **327** farming families.
- **73** members participated in programming throughout the year.
- **26** Young Farmer (18–35-year-old) members belong to the organization.
- We hosted **4** County Farm Bureau Events with **3** partners.

2025 Priorities

- **Engaging with our members by creating opportunities to share our farming story.**
 - Annual membership events include the spring fish fry, volunteering at Mason County Ag Night and manning the milk booth at fair.
- **Advocating on behalf of agriculture with consumers.**
 - Less than 2% of our national population are actively farming. As a county farm bureau we consistently try to put a face on the industry. We promote agriculture in classrooms, in board rooms and within local and state politics.
- **Combatting childhood hunger (ACF grants, Harvest for All, etc.)**
 - 1 in 6... 1 in 6 children in the United States faces hunger. Food scarcity exists in every county in our country. As Mason County's agricultural organization, we look for ways to partner with the local food club. We donate time and resources to combat local food scarcity.

President's Report

Mason County boasts a rich and diverse agricultural heritage. For more than 100 years, the Mason County Farm Bureau has served as the single, unified voice representing all farmers. Our goal is to build meaningful relationships between consumers and the food they eat, while putting a face on the agricultural industry. Representing more than 300 local farming families, the Mason County Farm Bureau focuses on grassroots policy efforts to enhance agricultural opportunities across West Michigan.

As a county Farm Bureau, we believe that many hands make light work and actively partner with local organizations to promote agriculture through community outreach events. These efforts include the Mobile Farm Science Lab, the Mason County Dairy Council "Milk Booth," and volunteer service at the Food Club. We sincerely believe that West Michigan offers a unique and valuable backdrop for learning about the agricultural industry.

Many years ago, I was asked to begin volunteering with Farm Bureau. I questioned the value. I was told simply that, if I chose to volunteer, I would discover the value for myself. Looking back now, that statement could not have been more accurate. I have been blessed to work alongside some of the most talented individuals in agriculture. Together with my wife, we have interacted with more than 750,000 food consumers, and our daughters now enjoy volunteering at events as well. What began as an invitation to step outside my comfort zone has grown into a deep appreciation for this organization. I encourage anyone interested in farming, agriculture, or community involvement to engage with their local community and county Farm Bureau.

Seth Earl, Mason County Farm Bureau President

Our Impact



1,020

Number of community members impacted by events/programs.



514

Number of local students and teachers visited by the FARM Science Lab or Van.



\$2,100

Dollars donated to local hunger relief efforts.



347

Pounds of food donated to local hunger relief efforts.

Reasons to Connect

The face of agriculture is steady but ever changing. The same exists for issues surrounding our industry. The Mason County Farm Bureau is always looking for opportunities to:

- Partner on a project impacting childhood hunger.
- Partner on an event or project benefitting farmers.
- Discuss a local issue impacting agriculture/farmers.
- Seek insight or expertise on agricultural issues.

Recognition of Support

Over the past year, the Mason County Farm Bureau has proudly partnered with a variety of local and county organizations, including Farm Bureau Insurance, the Mason County Conservation District, Michigan State University Extension, county and township governments, commodity groups, and community service organizations. These partnerships have allowed us to strengthen our outreach efforts and promote a better understanding of agriculture within our community.

Together with these partners, we collaborated on several events and activities such as the Mobile Farm Science Lab, the Mason County Dairy Council "Milk Booth," and volunteer service at the Food Club. Each of these efforts helped connect consumers with agriculture while highlighting the importance of local food production and agricultural education.

We would like to extend sincere appreciation to the dedicated staff, volunteers, and organizational partners who generously gave their time, resources, and expertise to make these activities successful. Their commitment plays a vital role in advancing agricultural awareness and community engagement throughout Mason County.

We are also grateful for the continued support of Farm Bureau Insurance agents who have gone above and beyond in supporting membership efforts, sponsoring events, and actively participating in county Farm Bureau programs. Their involvement and advocacy have made a meaningful impact on our organization and the agricultural community we serve.

Become a Member

Interested in being a Farm Bureau member? Contact the Mason County Farm Bureau office to learn more about the benefits of membership.

Stephanie Morehouse
(231) 775-4430
smoreho@ctyfb.com

