



Board Members

Jennifer Beretta, President
Pat Burns, First Vice President
Doug Beretta, Second Vice President
John Bidia, Treasurer

DISTRICT 1
Ron Crane
Karissa Kruse
Ray Mulas
Norm Yenni

DISTRICT 2
Domenic Carinalli
Don DeBernardi
Judy James
Jordan Mahrt

DISTRICT 3
Carolyn Wasem

DISTRICT 4
John Azevedo
Pat Burns
Jeff Carlton
Summer Jeffus
Nicolas Hernandez Ramirez
Kathy Reese

DISTRICT 5
Doug Beretta
Jennifer Beretta
Karen Bianchi-Moreda
John Bidia
Steve Dutton
Joe Pozzi

DIRECTOR AT LARGE
YOUNG FARMERS & RANCHERS REPRESENTATIVE
Regina Pozzi

Staff Members

Tawny Tesconi
Executive Director
Samantha Piehoff
Business & Programs Manager
Joe Stefanoni
Membership & Sales Director
Avery Essick
Marketing & Communications Manager
Debra Allendar
Office Assistant

MEMBERSHIP at-a-glance

75 PREMIUM MEMBERS

451 ASSOCIATE MEMBERS

SONOMA COUNTY

1,301 VOTING MEMBERS

THANK YOU TO OUR MEMBERS

4 SUSTAINING PARTNERS

American AgCredit, Dutton Ranch Corp., Jackson Family Wines, Exchange Bank



40 MEMBERS

\$5,000 IN SCHOLARSHIPS AWARDED

YOUNG FARMERS & RANCHERS

\$1,000 spent to support 4-H & FFA projects

\$2,500 spent on community support & activities

IMPRESSIONS by Category

496,400 SOCIAL MEDIA

691,045 E-Blasts

30,000 Website

30,000 Print

1,247,400 Total Annual Impressions

Drought Support

Sonoma County Farm Bureau has taken an active role in advocating for local farmers, ranchers, and rural landowners during Sonoma County's most recent drought

- ✓ Represented agriculture at countless community meetings regarding water scarcity
- ✓ Worked closely with Supervisor Rabbitt and Sonoma Water to find members access to water
- ✓ Worked collaboratively to create the Drought and Water Management Manual for Sonoma and Mendocino County agriculture practices
- ✓ Worked collaboratively to create the Sonoma and Mendocino Counties Agricultural Drought Funding Needs Matrix with a cost breakdown of infrastructure and equipment needs

Compliance Division

DIESEL ENGINE PERMITS

Our free group Registration Program allows farmers to reach compliancy with the Bay Area Air Quality Management District if they register their engines through us.

RUSSIAN RIVER FROST PROTECTION WATER MONITORING PROGRAM

Managed applications for the Russian River Watershed Conservation Council's group monitoring program.

VINEYARD PERMIT PROGRAM

This is a voluntary, group program to assist local farmers to meet two requirements of the General Permit for Vineyards adopted by the San Francisco Bay Water Quality Board-Region 2.

SONOMA-MARIN DAIRY REPRESENTATIVE MONITORING PROGRAM

Provided 81 dairies with group monitoring data collection of surface waters and submitted the appropriate reports to the Water Boards.



Canceled due to COVID-19

2021 AG DAYS

EDUCATION

17 TRAININGS HOSTED + workshops, & events hosted by community partners & organizations



HOSTED SEVERAL other important workshops on topics ranging from small animal processing to wildfire safety

EVENTS

19TH ANNUAL GOLF TOURNAMENT
30 TEAMS played prizes and helped raise money for ag education and advocacy

OVER 400 DINNERS FOR 4 SOLD from 3 BBQs to help support programs typically funded by the Great Sonoma Crab and Wine Fest

1st Annual Great Sonoma Crab Fest To Go
536 dinners sold at our take-home crab feed

SONOMA COUNTY SUPER RAFFLE SCFB developed a fundraiser to support programs typically funded by the Great Sonoma Crab and Wine Fest

SCFB HOSTED TOURS

of Farm Bureau members' operations FOR BOARD MEMBERS

Board members & staff attended the 103rd CFBF Annual Meeting in Anaheim

Sonoma County Farm Bureau sponsored the GRAVENSTEIN APPLE FAIR'S modified event

COVID-19 Support

To support our members during such challenging times Sonoma County Farm Bureau:

- ✓ was the only county Farm Bureau that administered on-site covid testing for members
- ✓ scheduled over 1,300 Covid vaccinations for members at vaccine clinics
- ✓ crafted County COVID-19 protocols for horse shows, pumpkin patches, and Christmas tree farms to ensure these business sectors could stay open

Media Presence

SOCIAL MEDIA

Has an annual outreach of 496,400, with almost 6,000 direct followers. Created social media campaign called "Growing Sonoma County" that focused on promoting Farm Bureau members and connecting with local consumers.

MEDIA INTERVIEWS

Completed an estimated 100 interviews with print, radio, and television media. Mentioned 88 times in the Press Democrat.

SONOMA-MARIN FARM NEWS

The Sonoma-Marin Farm News is mailed to about 2,500 members and community partners each month.



Community Outreach

WEBINAR SERIES

In partnership with American AgCredit, we hosted four virtual Next-Gen seminars called Farm Innovations in a Digital Age.

WINE COUNTRY RADIO

Executive Director Tawny Tesconi covers all things Sonoma County agriculture from the ground up in her 10-minute segment called From Farm to Table on Wine Country Radio's The Krush 95.9 FM every Thursday at 9:00 am

Advocacy

We served as the Voice of Agriculture and represented our members' best interest on issues including:

- ✓ Animal Welfare
- ✓ Bay Area Air Quality Management District Diesel Engine Registration
- ✓ San Francisco Bay Regional Water Quality Control Board (Region 2) Vineyard Permits
 - ✓ Raised over \$100,000 locally to defeat Proposition 15
- ✓ Hosted an FSA workshop to give over 80 members the opportunity to complete funding applications for losses
- ✓ Attended the No on AB 616 Rally at the State Capitol
- ✓ Played an active role in passing SB 11, a Wildfire Insurance bill,
- ✓ The Sonoma County Farm Bureau worked with Representative Thompson to reauthorize WHIP+, a program that provides direct payments to growers for crop losses
- ✓ The City of Santa Rosa Reclaimed Water for Ag
- ✓ San Francisco Bay Regional Water Quality Control Board (SFRWQCB) Region 2, Petaluma River TMDL regulations
 - ✓ COVID-19 Pandemic Efforts
 - ✓ Wildlife Management
- ✓ The Onsite Wastewater Treatment System (OWTS)