

MEMBER NEWSLETTER



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JULY 2023



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Member Newsletter - July 2023

Dear members:

I hope this message finds you well. On behalf of the entire team at Fresno Madera Farm Credit, I would like to thank you for taking the time to read our newsletter. Our goal with our newsletters is to provide insights into what we're doing to serve your needs as well as serve the communities and the agriculture in our region.

I also want to extend my thanks to those who attended the recent member barbecue. At the past few member events we've covered topics including cybersecurity and fraud prevention, and heard from speakers discussing the challenges and solutions around generational transfer in family farming operations. Our presenters have included speakers from the FBI and the Better Business Bureau. Our next member BBQ is scheduled for November - we hope to see you there.

Interest Rate Information

I have made comments over the past several member meetings on the interest rate environment. During one event - I mentioned an online tool that provides insight into the market probability of what the Federal Reserve ("the Fed") will do with short-term interest rates at their next meeting. I have linked this tool [HERE](#) if you want to take a look. We have found it useful to gain insights into what short-term rates are likely to do based on the ongoing release of economic data. Bear in mind - the Fed uses its various tools, including the purchase and sale of government securities, to determine 'where' within the Fed Funds range they'll manage the Effective Fed Funds Rate, which was 5.07% on June 29. All short-term rates will follow the Effective Fed Funds rate, so it's the one we use to understand what will happen to our costs in this environment.

Summary

I want to express my appreciation for your ongoing loyalty to Fresno Madera Farm Credit. We are committed to providing you with the best possible service and look forward to continuing our partnership with you for many years to come.

Warmest Regards,

Keith Hesterberg
President & Chief Executive Officer

Your feedback supports Ag Youth!



At Fresno Madera Farm Credit, our primary goal is to be your lender of choice, offering financial solutions and outstanding service to support your success.

To ensure we meet your needs, we kindly request your participation in a brief Member Feedback Survey. Your feedback will help us make the necessary adjustments to provide the highest level of service to you and the agricultural community.

For each completed survey, we will donate \$20 to support ag youth organizations in Fresno and Madera counties.

Thank you for your commitment and trust in Fresno Madera Farm Credit.

To take the survey, click [here](#).



First Quarter Financial Report

The long-term viability of FMFC is important, and we would like to share with you an update on the financial performance of the association for the first quarter of 2023.

If you have any questions or would like further details regarding our financial report, please do not hesitate to reach out to your relationship manager.

Our second quarter financial highlights will be available on our website on August 9.

Click [here](#) to read the full report.





New Madera Branch Opened July 3!

We are pleased to announce the new Fresno Madera Farm Credit branch in Madera is now open! The new office is located at:

**3475 Golden State Boulevard
Madera, CA 93637**

We look forward to serving you from our new location which provides a modern space with upgraded technology that will allow us room to grow, to better serve our current and future members.

The I street location, which served us well since 1976, permanently closed on June 30, 2023.

If you have any questions about this transition, please feel free to reach out to your relationship manager. We look forward to welcoming you at our new location and continuing to serve your financial needs.

Click [here](#) to view our new location on the map.

REMOTE CHECK CAPTURE NOW AVAILABLE



Remote Check Capture

FFMFC has recently introduced Remote Check Capture through our online banking platform, which allows members to digitally scan a check with their smartphone and transmit it to their account via our secure portal.

Remote Check Capture allows you to:

- Make deposits anytime/anywhere, 24/7, when it's convenient for you.
- Eliminate the need to carry a physical check to the bank or send it through the mail.

Note: Remote Check Capture is available through the Online Banking portal, and is currently available to members with at least one PCA loan.

Interested in adding the Remote Check Capture feature to your account?

Please contact our Customer Service team at (559) 277-7016, or by email at accountingstaff@fmfarmcredit.com.

FMFC's Board of Directors appoints new Chairman of the Board

Jeff Jue has been an invaluable asset to our organization, providing leadership as Chairman of the board of directors since 2012.

Jeff Jue will now assume the position of Vice Chair. In this new role, he will continue to play an essential part in shaping the direction of our organization, offering valuable insights and support to the board and the new Chairman.

We are pleased to announce that Jeff Yribarren will be assuming the role of Chairman of the Board. Jeff Yribarren has been a member of our board since 2012, and has served in various capacities including as Vice Chair, demonstrating exceptional leadership and dedication. With a wealth of experience and a deep understanding of our organization's values and objectives, we are confident that Jeff Yribarren will lead the board with great skill, integrity, and a commitment to our mission.

We extend our sincere appreciation to Jeff Jue for his exemplary service as Chairman of the Board. Under his guidance, our organization has achieved significant milestones and experienced tremendous growth.



Jeff Jue

Former Chairman of the Board from 2012-2023, and current Vice Chair



Jeff Yribarren

Newly appointed Chairman of the Board and former Vice Chair



MEMBER EVENTS

Thanks to all who attended our Spring Member BBQ!

We would like to extend our heartfelt gratitude to all the members who joined us at our Spring Member BBQ on June 23.

We sincerely appreciate your enthusiastic participation, camaraderie, and support, which made the day a resounding success. It was wonderful to see everyone coming together, enjoying delicious food, engaging in conversations, and forging stronger connections within our ag community.

Click [here](#) to view the full photo album from the event.



Ag Youth Donations

This spring, we invited agricultural youth organizations from across Fresno and Madera counties to submit applications for our annual ag youth grants.

We received dozens of applications, and at our recent Member Appreciation BBQ, Fresno Madera Farm Credit awarded five ag youth organizations with a \$500 grant for their club.

Click [here](#) to read more about these five outstanding organizations.



UPCOMING EVENTS



Madera District Fair Sept. 7-10

The Madera District Fair is set to take place from September 7-10, and it promises to be a fun-filled event for the whole family.

This year's fair includes a packed schedule of livestock events, thrilling attractions, and delicious food options to indulge in. You'll have the chance to catch live performances and concerts, as well as see some of the best agriculture displays from across the county.

Click [here](#) to purchase tickets or to view the event schedule.



Fresno State Ag One Ag Boosters BBQ

The Fresno State Ag One Ag Boosters BBQ event will take place on Sunday, September 10, at the Panoche Creek River Ranch.

The Ag Boosters BBQ is a great opportunity to network with colleagues in the agriculture industry, enjoy Fresno State student-produced farm products, and browse the CWA Country store for fresh produce, baked goods, and crafts. There will also be silent and live auctions.

Click [here](#) for more information.



California Farm Bureau Annual Meeting & California Marketplace

Save the date for the California Farm Bureau's Annual Meeting. The meeting will take place December 1-6, in Reno, Nevada.

Once again this year, the Farm Bureau is asking for exhibit entries for the California Marketplace. Members can reserve a booth to showcase their products, artisan goods, or any agricultural-related services.

Click [here](#) for more information.



What Can Artificial Intelligence Chatbots Do on the Farm?

Artificial intelligence bots like ChatGPT can offer valuable assistance in various aspects of farming, including weather forecasting, pest and disease identification, crop recommendations, market information, agricultural advice, record-keeping, and connecting with agricultural experts.

Want to learn more about how ChatGPT can help your farm operations? Click [here](#) to learn more.



Be Aware of Heat Illness Prevention

As temperatures rise in the Central Valley, outdoor workers should be vigilant about preventing heat illness. Roger Isom, President and CEO of the Western Agricultural Processors Association in Fresno, advises workers to drink water before getting too thirsty and take breaks in the shade if experiencing symptoms of heat illness. If a co-worker appears faint or unwell, encourage them to take a break and cool down with water.

Click [here](#) to read more about signs to look out for.



CA Fresh Fruit Association Advocates for Growers

Throughout the year, we enjoy luscious fruits like apricots, table grapes, kiwis, peaches and plums. And since California is the nation's largest producer of each of these commodities, there's a good chance those fruits were grown right here in the Golden State.

Working to protect the interests of growers of these and several other permanent fruit crops is the California Fresh Fruit Association (CFFA). With roots dating back to 1921, it's one of the oldest agricultural trade associations in California, said Courtney Razor, CFFA's Director of Member Services and Communications.

Click [here](#) to read more about the CFFA.



Cybersecurity Trends & Statistics for 2023

The emerging digital ecosystem is treacherous. In our current digital environment, every company is now a reachable target, and every company, large or small, has operations, brand, reputation, and revenue pipelines that are potentially at risk from a breach.

For 2023 and beyond, the focus needs to be on the cyber-attack surface and vectors to determine what can be done to mitigate threats and enhance resiliency and recovery.

Click [here](#) to learn how to keep your business safe from cyber threats.



Fraud Wise Podcasts Available on our Website!

On the go? Check out CoBank's Fraud Wise podcast for dozens of hours of content designed to help you keep your business safe from cybercriminals.

Click [here](#) to visit the FMFC website for a full catalog of episodes you can listen to anytime or use to conduct training with your own staff.



2024 CALENDAR PHOTO CONTEST

THE HEART OF CALIFORNIA: A VIEW FROM THE FIELDS

2024 Calendar Photo Contest

Calling all FMFC Members!! It's time to start submitting your photos for our 2024 Calendar Photo contest! This year's theme is "The Heart of California: A view from the fields" and we can't wait to see what gorgeous shots you submit!

Winning photos will be showcased in our 2024 Member Calendar AND will adorn the walls of our Fresno lobby for the 2024 calendar year! There are also prizes for the winning photographers, so remember you can submit a maximum of 3 photos per member!

Photos can be emailed to photocontest@fmfarmcredit.com



Monday, September 4

Offices Closed for Labor Day

Monday, October 9

Offices Closed for Columbus Day

Thursday, November 23

Offices Closed for Thanksgiving

Friday, November 24

Offices Closed for Thanksgiving (Day after)

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