

# In the Field



NORTHERN REGION

FALL 2017

## Keeping Business Relational

As an agent for ProAg®, your Account Representative (AR) is your main point of contact. Adding support to our ARs, by strengthening ties with existing agents and building new relationships, are your local ProAg business development managers (BDM). Many of you have also met and interacted with your regional BDM. At the very least, you know their voice and face. Here, we'd like to provide you with a few more details you may not have uncovered in your conversations. We'll start with our own Northern Region.

### Matt Bradshaw

With sales in his blood, an ag background and a passion for building relationships, Matt is a natural fit for his BDM position with ProAg. Growing up on a farm in central Illinois, he raised show pigs and bottle calves. "I raised and showed a Grand Champion purebred Yorkshire gilt and a Reserve Grand Champion crossbred barrow," he says, recalling his county fair days.

Matt earned a bachelor's degree in agribusiness/animal industry management from Illinois State University. He entered the crop insurance ranks in 2004 as an agent for a captive Approved Insurance Provider (AIP).

"My strengths lie in the ability to build trust quickly, and relate with people and the industry as a whole," Matt says. "In my new role as BDM, I've enjoyed traveling the region meeting new agents and building strong relationships with our partner agencies."

A single father of three teenagers and a 10-year-old, Matt has plenty to keep him busy when he's not working. "I started my family at a young age while still in college,"



he notes. "My boys are 19 and 18, and my girls 14 and 10. I love the outdoors—hunting, fishing, boating and the beach. I also spend time attending my daughter's sporting events and filling out my son's financial aid forms for college." Matt has also been a volunteer firefighter since he was 18.

Bringing his experience to ProAg has been a good decision, according to Matt. "This is a nationwide company with a small feel," he says. "Everyone is approachable and has our core values at heart. I appreciate the fact that we work as a team, and I know we are truly helping the American farmer. I am very blessed to be a part of the ProAg team!"

### The national scene

Steve Eaton and Rob Boysen are national BDMs for ProAg. After attending the University of Minnesota as an ag business major, Steve wrote his first crop hail policy in 1970. Since then he's worked as an agent and at the AIP level. "The many relationships I've been privileged to develop over the years are what I value most," Steve notes. "Having the opportunity to work in agriculture is also a real plus."

Steve and his wife, JoAnn, just celebrated their 50th wedding anniversary. "We've been blessed with three children and five grandchildren," he says. "We like to travel, particularly one-on-one camping trips with the grandkids. My parents, who are in their 90s, are also active, and I appreciate time spent with them."

Rob was working at Farm Credit Bank of Omaha when he made the connection with crop insurance. "The crop insurance group reported through me at the bank," he recalls. "Through the years, I've worked in various aspects of the business, including helping a couple of now-successful agencies get into the crop insurance business."

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EMPLOYEE SPOTLIGHT

# “Crop Insurance” Doesn’t Tell the Whole Story

Certainly, insuring a wide range of crops is a big part of what we do at ProAg®. But we are also a leader in providing a growing selection of risk management products to producers involved in all aspects of animal agriculture.

As the leading writer of Pasture, Rangeland, Forage (PRF) insurance in the country, ProAg helps farmers and ranchers protect their operations from the risks of forage or hay losses that impact their feed costs. We understand this product extremely well, and process applications and claims very efficiently.

While PRF helps protect livestock producers from lack of feed, two other products directly protect livestock-derived revenue. Livestock Risk Protection (LRP) and Livestock Gross Margin (LGM) offer very different benefits to cattle, swine, sheep and dairy producers.

“LRP insurance allows a livestock producer to insure against declining market prices,” says Jacqueline Da Rocha, ProAg Western Region field representative. “In effect, they can put a floor under the price they will receive for their cattle, pigs or sheep.” This coverage is not available in every state, and coverage availability also varies by livestock type.

Jacqueline notes that while LRP is well suited to beef, swine and sheep producers, LGM is designed for the cattle, swine and dairy farmer. LGM-Dairy provides protection against the loss of gross margin (market value of milk minus feed costs) on milk production. LGM uses the CME futures prices for corn, soybean meal and class III milk to determine the expected gross margin and the actual gross margin sold. The indemnity at the end of the insurance period is the difference, if positive, between the gross margin guarantee and the actual gross margin sold.

“One of the advantages of LGM-Dairy over the MPP-Dairy (Margin Protection Program for Dairy Producers) has been the fact that producers have to commit to MPP-Dairy for three years,” Jacqueline says. “The time commitment for LGM-Dairy is just the 11-month insurance period.” She adds that LGM Dairy and Swine is available to producers in the 48 contiguous states while beef producers need to check availability by state.

## Much smaller livestock

The RMA Apiculture Pilot Insurance (API) program was expanded in July, adding 19 states, and now provides coverage to beekeepers in the 48 contiguous states. Coverage levels between 70 and 90 percent may be selected. Then, by selecting a productivity factor, the insured can establish a value between 60 and 150 percent of the county honey production base value. This insurance coverage is for a single peril—lack of precipitation.

“At ProAg, we continue to focus on products that will add to an agent’s risk management portfolio,” states Missy Waters, ProAg senior vice president of marketing and service. “Our team has worked hard to inform agents of the advantages of adding Livestock and PRF to their current business plan. These products allow agents to provide their growers with insurance solutions to help protect their complex farming and ranching operations.”

Detailed information on these programs is available on our website, [ProAg.com](http://ProAg.com). 🐾



## TRITICALE COVERAGE ADDED FOR 2018

For RY 2018, triticale coverage will be available in select counties and states. The crop is insurable under the APH plan of insurance, and only triticale grown for grain is insurable.

For the 2018 crop year, the program will be available in select counties of California, Idaho, Kansas, Oklahoma, Oregon, Texas and Washington.

Visit the ProAgPortal® intranet for more information on triticale. 🐾

## Keeping Business Relational

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A graduate of Iowa State University, Rob has enjoyed working with agents and farmers throughout his career. When he’s not in the office, he likes to ski and spend time with his wife of 40 years, Jacquie, their three children and two grandchildren. 🐾



## Underwriting Corner: *Margin Protection Deserves a Second Look*

With a Sept. 30 sales closing date, this is a good time to look at the benefits of a Margin Protection policy. Margin Protection provides coverage against an unexpected decrease in operating margin (revenue less input costs). This product is area-based, using county-level estimates of average revenue and input costs to establish the amount of coverage and indemnity payments.

Margin Protection takes into considerations changes in crop prices, reductions of yields and changes in the prices of inputs used to grow the crop. It can be purchased by itself, or in conjunction with a Yield Protection or Revenue Protection policy purchased from the same AIP that issued the Margin Protection policy.

Margin Protection is available in select counties for corn, rice, soybeans and wheat in the states below:

- **Rice** – Arkansas, California, Louisiana, Mississippi, Missouri and Texas
- **Corn and soybeans** – Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin
- **Wheat** – Minnesota, Montana, North Dakota and South Dakota

Questions about Margin Protection? Talk to your ProAg account representative. 📞

### Changes Made to the Margin Protection Plan for 2018

- Coverage levels expanded to 70%-95%.
- Protection factors are now offered from 0.80 to 1.20.
- Harvest Price Option is now available.
- The calculation of deductibles and trigger margins have been revised for easier use.
- There has been a major pilot area expansion for corn and soybeans.

## myProAg™ Is Coming

By Jamie Hageman



Online bill payment is just one advantage your insureds will enjoy with the new myProAg portal. They can utilize direct account withdrawal for multi-peril or crop hail payments. Credit card payment is also an option for crop hail. The payment process is simple and familiar to anyone who has utilized online bill pay for utility or other bills.

myProAg also provides easy access to their schedule of insurance, coverage summaries and more.

Agents will also benefit from myProAg. They'll be able to access the same information as their insureds, as well as view and submit claims via a direct link to the ProAgWorks® processing system.

Registration is simple. You can register and set up your secure login to myProAg through the link on our website, *ProAg.com*. Information on how to register and access myProAg will also be included in our September billing statements.

Watch for more information on myProAg on our website and social media. 📱

## Training Webinar Schedule



**Crop Insurance 201**  
10 a.m. CDT



**WFRP Intermediate**  
10 a.m. CDT



**PRF/Apiculture**  
10 a.m. CDT



**PRF/Apiculture**  
1 p.m. CDT



**WFRP Livestock**  
10 a.m. CDT

Agents can sign up through the link on the ProAgPortal calendar or by contacting their account representative. 📞



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## Changing Needs Require New Solutions

By Diane Stinson, Regional Vice President – Northern Region



As agriculture evolves, so does the science of risk management. For those of us in the crop insurance business, this means we need to be constantly aware of the changing risk management needs of the insureds our agents serve, and to explore new products that meet those needs.

Developing “non-traditional” products, whether they be multi-peril coverage for a new crop that requires a 508(h) filings with RMA, or a named-peril product, we can take on the challenge. We have an experienced team of people who understand what it takes to bring these products to the market and process the claims. If there is a need, and you can rate it properly, we’re not afraid to pursue it.

You can read about an array of new and expanded risk management products elsewhere in this newsletter. I encourage any agents who see a growing need of opportunity that isn’t currently addressed to bring it to our attention. We get a lot of our best new product ideas from those we serve.

As I look at our region, we certainly have a wide variety of growing conditions, from extreme drought in the Dakotas to dry conditions in Iowa and a more normal growing season in Wisconsin and Michigan. Minnesota appears to be the “garden spot,” thus far in 2017.

Whatever harvest holds for your insureds, we appreciate the chance to help you serve them. We will continue to add products that will strengthen your risk management portfolio. 🌾

