

In the Field



WESTERN 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 about these BDMs you may not have uncovered in your conversations. We'll start with our own Western Region.

Paul Lassey

With 30 years of experience in the crop insurance business, Paul understands what it takes to do his job well.

"I'm accountable, customer focused and communicate well with people," he states. "I instill trust in people, and enjoy working with agents, farmers and employees."

He also appreciates the working environment at ProAg, where he has worked in various positions for the past eleven-plus years. "The atmosphere is generally upbeat, and there are good people here who actually care about what they're doing and aren't just in it for the paycheck," he says. "I've loved working for Mike Connealy and Kendall Jones. As long as you do your job, they trust you and leave you to do it."

Paul likes to spend his free time with Darcy, his wife of 35 years, and their three children. He is also active in his church.



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."

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. 🌾



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’s 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 per 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’s 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. 🐾



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. 🐾



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 minus 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 in 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 October 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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Weather Changes, but Need for Crop Insurance Remains

By Cathy Holen, Regional Vice President – Western Region



Every year we're reminded of the importance of crop insurance as a safety net. This year is no exception. Water has returned in abundance to California, easing the impact of the multi-year dry cycle, encouraging producers and promising abundant crops. At the same time, the eastern portion of our territory

is experiencing the opposite, as eastern Montana is locked in an extreme drought.

We've just wrapped up our agent training meetings, and I enjoyed the opportunity to attend those meetings and to make some agency visits. I hope that most of you were able to attend a meeting close to you.

As we visited, I heard positive things from agents about the transition of the CEO position from Mike to Kendall. They

appreciate the effort Kendall is making to visit all the agents. She and Mike also joined regional staff and many agents at a Seattle Mariners game Aug. 16.

With our growing almond industry in California, the expanded apiculture program could provide a significant opportunity for us and our agents. We have growers and agents who are interested, and staff who farm and are well informed on this coverage.

As a region, we're working to add business and grow. New agents have joined us, and many of our existing agents have brought more business to us. I know we will be seeing some new crops come our way, as well.

Thanks for the opportunity to help you serve your insureds. We will continue to provide new products that expand your risk management options. 🌱

