



Great American Insurance Newsletter



GREATAMERICAN
INSURANCE GROUP

Crop Division

VOLUME 7 Spring 2024



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Put Your Trust in the Numbers

"While our results from the reinsurance year were below our expectations, we still celebrate the result as it looks like we will outperform the industry as a whole. "

Dale Perry, Divisional President





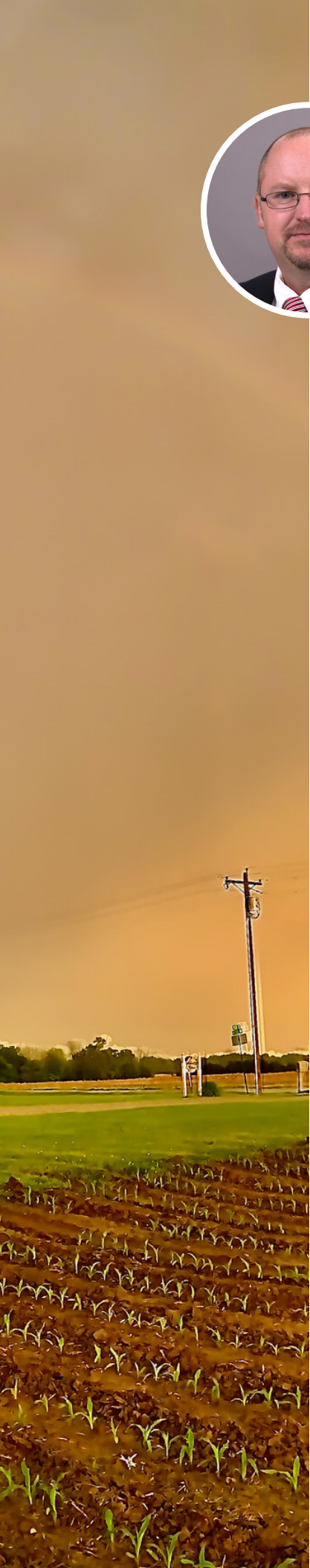
Letter from the President

Spring is upon us, and I hope this message finds you all doing well. For Great American, we've all but completed a challenging reinsurance year 2023. While our results from the reinsurance year were below our expectations, we still celebrate the result as it looks like we will outperform the industry as a whole. We also celebrate the results of our 2024 sales season.

It's been just over a year since we announced our intention to acquire Crop Risk Services from AIG. Since that time, our team and agency affiliates have all worked tirelessly together to complete what I will categorize as a successful first year. I would like to thank all our team members and agency affiliates for their efforts in helping us to get where we are today. We still have work to do, and we remain focused on the relationships we have built and providing the service that our customers expect.

As I look to the growing season ahead, I'm optimistic about our opportunities. Drought conditions across the country have significantly improved since this time last year. Plantings continue to progress, and we all are hopeful for a beneficial growing season. I wish you all a safe and enjoyable summer and if you have any questions or need any assistance, please don't hesitate to reach out.

Dale Perry



Annual Forage: Protection for Feed and Fodder

Randy Barr, Senior Underwriting Manager, and
Kristen Weiss, Business Project Specialist

The Annual Forage program provides coverage against lack of rainfall to acreage that is planted annually and used as feed and fodder by livestock. Similar to the Pasture, Rangeland and Forage (PRF) and Apiculture programs, Annual Forage utilizes the Rainfall Index. The rainfall index compares current year precipitation to historical average precipitation in a growing season, during an interval for a specific grid of land. This precipitation data used in the program is collected by the National Oceanic and Atmospheric Administration (NOAA).

The Annual Forage program provides coverage for acres that are used for grazing, grain/grazing, green chop, grazing/haying, grazing/green chop, haying, and or silage. It is important to note that acreage reported as a cover crop to a USDA agency is not insurable under the Annual Forage program. However, producers do not need to insure all acreage under an Annual Forage policy and can instead elect to only insure a portion of acreage.

Annual Forage is available in the states of **Colorado, Kansas, Nebraska, New Mexico, North Dakota, Oklahoma, South Dakota** and **Texas** with a Sales Closing Date of July 15th. By sales closing date insureds must elect the Growing Season, Coverage Level, Productivity Factor, Index Intervals and Percent of Value. Next we'll break down each of these elections.

Annual Forage has a Sales Closing Date of July 15th



Annual Forage Availability

CO Colorado

NE Nebraska

ND North Dakota

SD South Dakota

KS Kansas

NM New Mexico

OK Oklahoma

TX Texas

Growing Seasons

The Annual Forage program has 12 growing seasons, determined by the planting date of the crop. Agents should refer to the special provisions for your state/county as not all Growing Seasons are available in every state.

Coverage Level and Productivity Factor

Producers elect one coverage level for the county by growing season. Coverage Levels are available in 5% increments from 70-90%, with CAT coverage available at 65% with a 45% productivity factor. Additionally, insureds elect one productivity factor by county and growing season, generally ranging from 60-150%, unless prevented by the Special Provisions.

Index Intervals

Producers select the index intervals they wish to insure based on the availability within the growing season. The same acreage cannot be planted and insured in the same crop year in growing seasons that contain the same index intervals.

Insureds must elect more than one index interval for each growing season based off the maximum percent of value indicated in the Special Provisions for that State/County/Growing Season. However, they may not select index intervals that contain the same months within the same growing season. For example, if the April and May index interval is elected, the insured cannot select any other index interval offered that contains either April or May for the same growing season.

Percent of Value

Producers then elect the percent of value for each index interval. Noting the minimum percent of value allowed in any one index interval, by growing season, is 10 percent. The maximum percent of value that can be allocated to any one index interval by growing season is specified in the Special Provisions.

Below are the Index Intervals available for each Growing Season based on planting date:

			INTERVALS AND MONTHS																			
Growing Season	Planting Date	Acreage Reporting Date	S/O	O/N	N/D	D/J	J/F	F/M	M/A	A/M	M/J	J/J	J/A	A/S	S/O	O/N	N/D	D/J	J/F			
1	Aug 1 - Aug 31	Sept 5																				
2	Sept 1 - 30	Oct 5																				
3	Oct 1 - 31	Nov 5																				
4	Nov 1 - 30	Dec 5																				
5	Dec 1 - 31	Jan 5																				
6	Jan 1 - 31	Feb 5																				
7	Feb 1 - 28/29	March 5																				
8	March 1 - 31	April 5																				
9	April 1 - 30	May 5																				
10	May 1 - 31	June 5																				
11	June 1 - 30	July 5																				
12	July 1 - 31	Aug 5																				

Some counties allow the Dual Use Factor which allows producers to purchase both an Annual Forage policy and a Small Grains policy for crops that are both grazed and harvested for grain. For example, a small grains producer could insure under Annual Forage for grazing in the winter/early spring and then insure their grain crop with a separate policy and would be eligible to maintain both benefits. Refer to the special provisions to see if the Dual Use coverage option is available in your county and for which Growing Season it is offered.

As producers seek to manage the risks associated with lack of precipitation, consider an Annual Forage policy for the 2025 year. Reach out to your Business Developer with questions.



Grower Mobile: Acreage Reporting Made Easy

Chris Kobasuk, Business Analysis Supervisor

Great American Insurance Group understands that agents and growers have a lot to do when preparing for the upcoming planting and reporting season, which is why we have developed our mobile applications to make this process seamless and personal for both parties.

“Easy to use,” “Extremely efficient,” and “No more paper” are just a few ways Great American’s agents and growers have described these mobile applications.

The Grower Mobile app allows a grower to report their planted acreage in real time right from the field as they plant. With one tap of a button, the agent is notified and can immediately contact the grower or begin to process the reported acreage on their own time—all within the GreatAg® Mobile application. Print acreage reports from inside the app to send electronically for necessary signatures. To round out the acreage reporting process, push the acreage and book the policy from inside GreatAg Mobile... it’s that easy!

Adding to the efficiencies, growers don’t need to have policy data on hand to report acreage using Grower Mobile. The application gives a grower the ability to report only the data their agent needs to complete the reporting process, without muddying the water with additional data. Agents simply need to enter the grower’s mobile phone number into the Producer tab of GreatAg or via the GreatAg Mobile application on the go. This then allows a grower to authenticate the user/device to access their policy in the application.





A few favorite features of the Report Acreage tile in Grower Mobile include:

- Utilize multiple field mode to select and report acreage of the same crop/practice/type to more than one field at a time.
- The current location feature makes it easy for a grower to identify fields in the application as they are in the field planting. Simply select the location icon and the application uses the grower's current location to bring them to that field in the application.
- By using the totals feature in the application growers can easily review planted acres vs field acres before sending the data to their agent.

Acreage reporting is not all that is offered inside the mobile applications. Reporting production, submitting a notice of loss, viewing accounting information and utilizing a plethora of tools (cash bids, commodity futures prices, market news, weather and more) specifically designed for the agent and grower are just a handful of the other features offered in the mobile applications.

Growers who currently have a policy with Great American can download the Grower Mobile Application for either iPhone/iPad or an Android device by scanning the QR code! Contact your Business Developer to learn more and discover how passionate Great American is about mobile applications.



Scan the QR code to download or open the Grower Mobile app.

Farm Bill 2024: An Update from DC

Ashley Smith, Director, Crop Insurance and Reinsurance Bureau (CIRB)

While recent weeks have shown positive movement for the farm bill in the House, all eyes are now on the Senate as their next steps will determine whether the bill will steadily move through the Congressional process or come to a grinding halt.

The House

House Republicans charged forward with a bill markup in the House Ag Committee before the Memorial Day holiday weekend. The farm bill passed out of Committee with a vote of 33-21, with Democrat Reps. Caraveo (D-CO), Sorensen (D-IL), Davis (D-NC) and Bishop (D-GA) voting with Republicans for the bill.

The House bill provides important investments in the crop insurance program, specifically for farmer affordability and the delivery system, and the markup process gave an opportunity for several Members to go on the record stating their support of the program. However, contention remains around the funding mechanism for farm safety net improvements as well as Republican-proposed savings achieved through guardrails on nutrition programs.

In a normal legislative environment, the next step would be for the bill to go to the House floor for amendment and a vote. However, in an election year with little time on the calendar and a razor-thin majority, floor action is certainly not guaranteed.

The Senate

In the Senate, Chairwoman Debbie Stabenow (D-MI) released farm bill framework meant to be both a starting point for negotiations with Ranking Member Boozman (R-AR) and an alternative policy proposal to the House bill. The Senate Democratic proposal avoids controversial nutrition pay-fors, but also doesn't provide the same robust funding for farm safety net improvements that is found in the House bill. The crop insurance proposals are extensive and mixed in terms of their helpfulness for farmers as well as the critical private sector delivery system.

While Ranking Member John Bozman (R-AR) is not lock-step with the Chairwoman on the policy provisions in her framework, he did indicate an appreciation for the work done by Democrats and a willingness to work together moving forward as his team shares their priorities. Boozman is expected to release a Republican farm bill framework in the weeks ahead.

A Look at the Details in the House

Throughout the Farm Bill process, Members in both the House and the Senate have released marker bills to outline their priorities. Two such bills have been the FARMER Act and the Ensuring Access to Risk Management Act.

The FARMER Act, released in both the House and the Senate increases premium support for revenue protection and yield protection policies for enterprise and whole farm units. It would also increase the support for supplemental Coverage Option (SCO). Parts of this bill, specifically the SCO provision, were included in the House bill.

The Ensuring Access to Risk Management Act introduced in the House sets requirements for the rate of reimbursement to (AIPs) and agents for administrative and operating expenses for specialty crop policies and reinstates the inflation adjuster. Both of these provisions are included in the House bill.

Looking Ahead

As the House and Senate continue to work toward passage of a bill, we are quickly approaching election season and expect most of the work on the bill to come to a halt after the July Fourth holiday when Members will spend the vast majority of their time on the campaign trail.

The results of the election will impact the probability of completing the farm bill during the “lame duck session,” the period of time between election day and the beginning of the next Congress. Of course, if Congress does not successfully complete the farm bill by December 31, an extension must be secured, and the process will begin over again in the next Congress with different players, a reduced budget, and an ever-changing economic and political environment.



What Do You Do?

Ron Rohling, Senior Vice President

Meet Crop's Information Technology Department and discover how their technology solutions enable agents and the American farmer to succeed.

In my nearly 30 years of service in the Crop Division we've gone from a time when a home computer was a luxury for most, to having one in our back pocket at all times. Changes in technology for the crop insurance industry have been just as remarkable and I'm proud to oversee this team of 98 professionals that support all aspects of software development for the Crop Division. The team is made up of a diverse number of roles including analysis, development, testing, network and database administration, as well as hardware and software support for our primary software platforms GreatAg™ and Aeros®.

The Technology team works with many different internal and external customers. Internally, we are embedded in the Crop Division and work closely with each department to define specifications for new enhancements and implement them into our technology platforms and provide ongoing support.

Externally, the team interacts directly with our agency partners and policyholders to explore new possibilities to help them perform their jobs more efficiently. We often travel to agency offices to learn their workflows first-hand and discuss opportunities for improvement. At times we even have onsite visits to farms and the occasional ride on a combine! These close interactions with our customers create deep insight into our business, something that I believe provides our team with the ability to implement industry-leading software.

Technology is core to the Crop Division, and I am extremely proud of this team's work year in and year out. However, July 2023 kicked off the largest project our Division has faced in many years – the acquisition of Crop Risk Services (CRS). Amidst onboarding the CRS staff and blending the GAIG and CRS teams into one, our department spearheaded the conversion of CRS hardware and software processes into our environment (including all servers and software applications, firewall changes, email migration), new laptop deployments to legacy CRS employees, and developing an automated process to transfer policies seamlessly into the Great American family.

An ambitious plan was developed to complete these tasks by the end of 2023. With the help of corporate partner groups and the tenacity of our GAIG and CRS technology teams working together, we successfully completed this herculean task in December.

Unlike many of my coworkers I did not grow up on a farm, so when I joined the Crop Division in 1995, I knew that farming was hard work but had no insight into everything it takes to sustain a successful farming operation. I soon learned that farming is extremely complex, expensive and filled with potential disasters. It is a lifestyle that is part of the fabric of farming families and communities.

Technology has become increasingly important to the crop insurance industry and for many agents it is a driving factor when selecting companies to do business with. Great American is an industry leader in delivering technology solutions that helps create efficiencies for our agents and insureds. Tools such as ingesting precision data directly from planters and harvesters, drone and satellite imagery services, mobile solutions for common situations including claim submission and acreage/production reporting, and policyholder self-service and notifications. Our technology team produces software tools for our agents and farmers to optimize their coverage, satisfy policy requirements, and quickly service claims. This enables the agents to spend less time in the system and more time working with farmers to manage their risks.

Great American is an industry leader in delivering technology solutions that helps create efficiencies for our agents and insureds.

Put Your Trust in the Numbers



FOUNDED
1872

Great American Insurance Company was founded in 1872 and issued its first policy to a factory that manufactured rubber combs. More than 150 years later, our company now comprised of 36 divisions and more than 7,500 employees still caters to distinct markets with unique products – crop insurance to American farmers being one. Our first crop policy was written over 100 years ago, and today we are the 5th largest provider of multi-peril crop insurance in the United States, writing policies for over 100 diverse crops in 43 states.



+ 1,000

The Crop Division's team of more than 1,000 agriculture professionals across 6 regions speaks to the expertise we are committed to bringing to the agencies served. We boast a crop claims team of almost 800 strong, helping to assure a timely and accurate claims process for farmers and ranchers across the country.



2 Apps

With a focus on technology that creates efficiency, we created 2 mobile applications – Grower Mobile and Agent Mobile- each catering to the specific needs of their respective users. A true testament to our technology is shown in the numbers – with over 450,000 acres reported directly by insureds in our Grower Mobile application.

A or better
rating by
AM Best

115+

The Crop Division is proud to have the financial stability and backing of the Great American name. In 2023, approximately 55% of our P&C Group's gross written premium was produced by Great American divisions ranked among the top 10 insurance providers in their market niches. Great American Insurance Company has been nationally recognized for its strength and stability, having received an "A" (Excellent) or higher rating from the AM Best Company for more than 115 years.



**FINANCIAL
PROTECTION**

With the power of generations behind us, we continue to expand and evolve. Our purpose is to enable individuals and businesses to manage financial risk so that they can focus on living their lives and building their businesses, knowing they have protection when things don't go as planned.



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We are proudly one Great American team.

Employee Spotlight



Blake Martin,
Claims Quality Audit Manager

I have been in crop insurance for 17 years and live in Sullivan, IL. I grew up on the family farm and attended the University of Illinois where I earned a degree in Crop Sciences. I've been married to my wonderful wife for 17 years and we have four amazing children (ages 12, 9, 9 and 9). I'm an avid sports fan and enjoy cheering on the Illinois Fighting Illini, Chicago Bears and St. Louis Cardinals.



Mandy Faircloth,
Associate Underwriting Manager

I was born and raised in Leesburg, GA. I have been married to my husband, Mark, since June of 2007. We have 3 wonderful children, Ashton 23, MaKena 20 and Cade 7. We just graduated to grandparents in March with a beautiful baby girl named Parker.

Q Describe your career in the crop insurance industry?

A BM: I got my start in crop insurance in 2007 as a part-time adjuster in the winter season as I was working on the family farm coming out of college. I then came on full-time in 2010 as a claims auditor/processor and have had several roles within the claims department leading into my current role of heading the National Claims Processing Team for the Crop Division.

MF: I have been an underwriter with Great American since February of 2007. I started off as a Crop Service Specialist Trainee and worked my way through the ranks to an Associate Underwriting Manager that I am today. I, like most people, did not even know what crop insurance meant and wasn't really looking for a job but I had an ex-coworker reach out to me about the original trainee position. We worked together as servers so I guess she thought with my previous work habits, bubbly personality, and ability to show up to work that I could be a good fit. I am glad she did because I doubt I would be here today without her. I have been married to my job as long as I have been married to my husband. That year brought lots of new for me, but both have been wonderful decisions thus far.

Q What do you love most about crop insurance?

A BM: What I love most about crop insurance is that it can help farmers achieve peace of mind. Knowing that we are there to assist farmers when they need it the most. It's a rewarding feeling to know we are helping contribute to the stability of agriculture to allow family farms to carry on for future generations to come.

MF: I love being able to help an agent or new team member grow in their crop knowledge. At some point we all started off not knowing anything about crop insurance, so being able to help instill confidence and maybe even some excitement about crop insurance is a good feeling.

Q What's your favorite thing about being part of Great American?

A BM: The people I get to work with day in and day out. This career has provided me with the wonderful opportunity to meet so many different people from different parts of the country. Not only getting to work alongside each other but building relationships and having fun along the way as well.

MF: The relationships that have been built. I have met so many people being with Great American that are from all walks of life. This is not just team members in my office, but team members from other profit centers and especially the agents. When you work with people for so long and you walk with them through all the triumphs and trials in life, they really begin to become more like friends and family than just work relationships.

Q What is a unique skill you bring to your job?

A BM: I would consider myself a “Swiss Army Knife” of sorts. My farming background, coupled with my experience collaborating across different business units within the division over the years, has enabled me to offer a unique perspective on how decisions can impact multiple areas of the business. Ultimately, I strive to utilize these experiences and approach challenges with a common-sense mindset, aiming to find solutions that best benefit everyone involved.

MF: Patience and understanding! I pride myself on having all the patience in the world, but boy can it get tested often working in crop insurance. I just truly try to just put myself in the other person's shoes. This is an agent's, a farmer's and even a team member's only livelihood at times so when they are passionate about something, I want to help resolve issues rather than be frustrated with the person when issues arise.

Q What advice would you give to someone who wants to enter crop insurance?

A BM: Be a sponge of information! I've been lucky to work alongside many great mentors throughout my career in crop insurance. There are many things to learn about crop insurance and it is not something to be learned overnight. No matter how many years you have been in the industry you'll want to continue to learn from those around you as you can never truly know it all.

MF: There is not a “Crop University” that you can go to and get a degree in crop insurance. You can come with backgrounds and all sorts of knowledge that may help along the way, but it truly just takes time to learn and grow in crop knowledge. That is okay!

Q What's the next thing you want to cross off your bucket list?

A BM: I'd like to visit more National Parks. Yellowstone, Arches and Sequoia National Park to name a few.

MF: I just want to travel anywhere! I think visiting other countries and experiencing the world would be awesome. The sights that you see are breathtaking but really seeing how others live is truly a humbling experience.

Q What is your favorite summertime activity?

A BM: I enjoy spending time and making memories with my family during the summer. Whether we are swimming, fishing, going on vacation or coaching youth baseball, there is never a dull moment in the Martin household.

MF: Anywhere by water. I'm not picky: lake, pool or beach. They all work for me!

American Owned



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