



Great American Insurance Newsletter

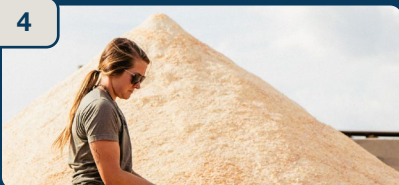


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A woman with blonde hair in a ponytail, wearing a blue t-shirt with a red logo and jeans, is walking and holding the hand of a young boy. The boy is wearing a green and blue t-shirt, jeans, and black boots. They are walking on a field of brown soil. In the background, a large green John Deere tractor is visible. The scene is outdoors under a cloudy sky.

"I am proud to share that we have been successful in accomplishing all three of our primary goals."

Dale Perry, Divisional President



Letter from the President

As the 2024 growing season begins to wind down, I continue to remain optimistic. Outside of some isolated areas, this growing season seems to be producing some good crops. According to USDA, several of our major commodities are expecting to see better yields this year with corn and soybeans expected to exceed the trend line. Unfortunately, the commodity markets have taken notice of the forecasted yields and prices are being challenged. Whatever the result, our team remains ready to work with our agents and policyholders.

July marked the one-year anniversary of Great American's acquisition of Crop Risk Services (CRS). At the beginning of this process, we communicated three primary goals to our organization. The first goal was to retain a high percentage of the CRS staff and not see a significant impact on our historically low divisional employee turnover rate. If we were successful with that, we felt it would positively impact our second goal of retaining a high percentage of the acquired business while renewing our existing business. Finally, we would need to integrate the two organizations into one operation, positioned well to service our customers as we move forward. I am proud to share that we have been successful in accomplishing all three of our primary goals. This success is due to the hard work of our now combined teams and the agency affiliates we serve, and we will continue to nurture our business relationships every day.

I hope you enjoy this edition of our GrAIN newsletter, and I wish you all a healthy and safe harvest season. If you have any questions or need any assistance, please reach out to one of our team members.

Dale Perry



Decision 2025: Margin Protection & ECO

Jill Jansen, Business Developer Director, and Kristen Weiss, Business Project Specialist

With the 2025 Margin Protection (MP) sales closing date quickly approaching, it is a great time to discuss the Enhanced Coverage Option (ECO) with your customers to help them determine which product, if any, best fits their risk management needs. Margin Protection was first introduced in 2016 in a limited geographic region. It has since expanded significantly with substantial geographic reach in the 2024 crop year. While ECO is a newer addition to the crop insurance program, released in 2020, an increase in premium subsidy for 2025 may make it more attractive to producers.

With lower commodity prices, many farmers are looking for options to increase their coverage levels above their MPCl guarantee to cover the cost of production.

WHICH IS RIGHT FOR ME?

Margin Protection and ECO offer coverage levels up to 95%, but some key differences outlined below may make one a better fit for your customers than the other – because you can’t have both.

The Basics

First, let’s cover the basics of each program. The chart below outlines the key similarities and differences between them.

	Margin Protection	ECO
Sales Closing Date	9/30/2024	3/15/2025*
Coverage Type	Area-Based	Area-Based
Coverage Level	Up to 95%	Up to 95%
Protection Factor	Up to 120%**	Up to 100%
Subsidy Rates	44 - 59% (dependent on coverage level)	65%
MPCI	Can be purchased with MPCI or Stand-Alone	Must be purchased with MPCI
ARC / PLC Elections	No Impact	No Impact
Covered Risks	Area Yield, Price, Input Costs	Area Yield and Price
Payment Offset	Yes	No
Premium Credit	Yes (when applicable)	No
Commodity Price Date	September 15	February 28**

Change for 2025RY!

*Falls on a Saturday **Varies by state/county/crop



Discovery Questions for Growers

Both MP and ECO offer growers the ability to increase their coverage levels above their MPCl guarantee, but each has their various intricacies and options. Below are a few discovery questions that may be helpful when discussing with a grower.

Is the grower prepared to make a risk management decision earlier?

With the September 30 SCD deadline for Margin Protection, a grower will need to make their MP decisions sooner than if they are waiting to elect ECO with their base policy.

Does the grower's market bias suit the price risks covered by one product more than another?

For example, if a grower fears commodity prices falling further between now and February OR if they want to protect against input costs rising significantly between now and April, then Margin Protection may provide a layer of risk management that the ECO endorsement doesn't offer.

Alternatively, a grower with a bullish commodity sentiment between now and March 2025 would take advantage of rising prices with a higher revenue guarantee under ECO.

Are there cash flow concerns around timing of indemnity payments?

With both ECO and MP being area-based plans of insurance, both are subject to waiting on final county yields being released by RMA in order to issue indemnity payments - which won't happen until June 2026. Neither MP nor ECO will delay the payment of an MPCl indemnity, but if MP is purchased as a stand-alone policy, the insured would already be well into the following crop year before seeing a payment for a loss on the 2025 crop.

How does a grower's yields affect either of these area-based programs?

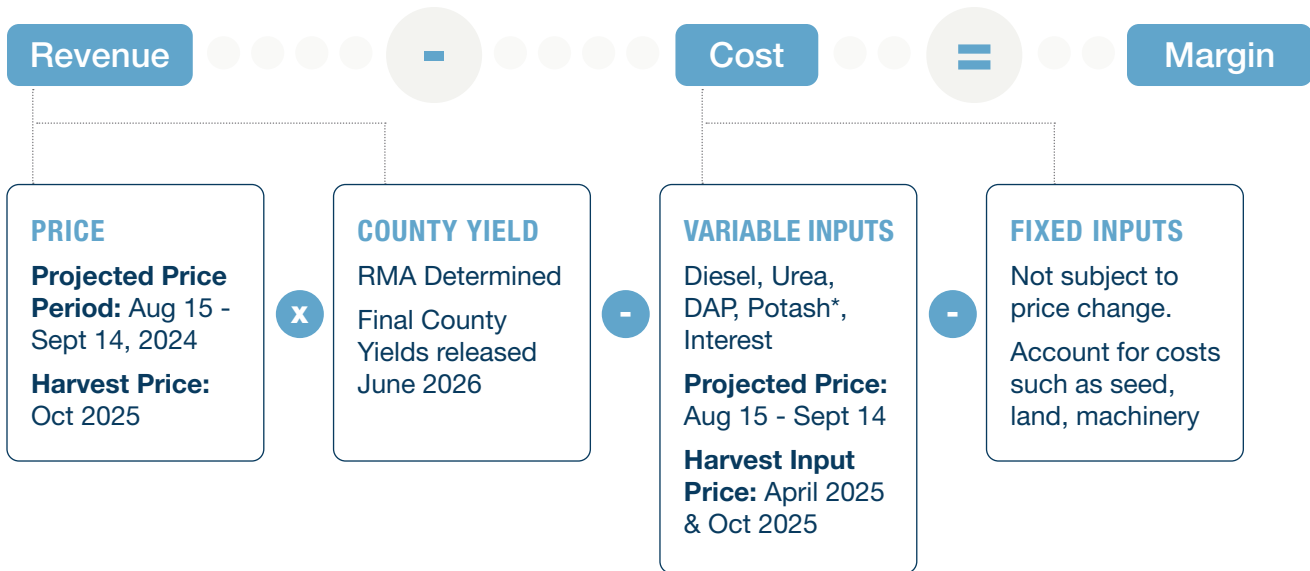
ECO tends to favor growers with yield history as good or better than the county. Though the current year yield used to determine any loss on their MPCl policy would not affect if an ECO payment is triggered, their historical APH will impact the amount of any indemnity owed on an ECO loss.

Alternatively, a grower's APH will not affect how a Margin Protection indemnity is calculated. However, since there is an offset in loss payments between MPCl and Margin Protection when purchased with a base policy, a grower's yield could indirectly affect the Margin Protection indemnity. It's important to note that because of this indemnity offset there is the potential for a premium credit to apply.

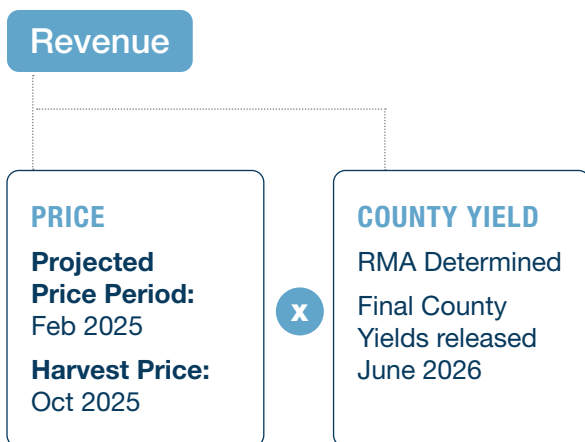
Program Components

Below we break down the critical components for each ECO and Margin Protection, noting what goes into each calculation for corn and soybean crops. It's important to note that because urea is not used in the variable input cost calculation for soybeans, the overall impact of input costs to the soybean margin is diminished. This may help to explain why the industry tends to see less soybean acres in MP compared to corn acres.

Margin Protection Components



ECO Components



*Potash Harvest input price is Aug 15 - Sep14

Historical Prices

Next, let's examine how historical prices have varied for each program. The data below shows the average commodity prices from August 15 to September 14, which represents the Margin Protection Projected Pricing Period compared to the February and October values. Highlighted values indicate the highest average for each crop year.

With the soybean MP projected price being higher than the February or October averages less than 20% of the time, compared to over 40% for corn prices, this may be another reason why the industry has historically purchased MP on more corn acres than soybeans.



Soybeans

Soybeans November Futures Contract Average			
CROP YEAR	AUG 15 - SEP 14	FEB	OCT
2007	\$6.12	\$8.09	\$9.75
2008	\$8.91	\$13.36	\$10.36
2009	\$12.54	\$8.80	\$9.66
2010	\$9.20	\$9.23	\$11.63
2011	\$10.12	\$13.49	\$12.14
2012	\$13.61	\$12.55	\$15.39
2013	\$10.00	\$12.87	\$12.87
2014	\$11.97	\$11.36	\$9.65
2015	\$10.33	\$9.73	\$8.91
2016	\$8.75	\$8.85	\$9.75
2017	\$9.37	\$10.19	\$8.60
2018	\$9.66	\$10.16	\$8.60
2019	\$9.02	\$9.57	\$9.66
2020	\$9.32	\$9.17	\$10.55
2021	\$9.36	\$11.97	\$12.30
2022	\$12.57	\$14.33	\$13.81
2023	\$13.56	\$13.76	\$12.84
2024	\$12.95	\$11.55	tbd



Corn

Corn December Futures Contract Average			
CROP YEAR	AUG 15 - SEP 14	FEB	OCT
2007	\$3.90	\$4.06	\$3.58
2008	\$3.96	\$5.40	\$4.13
2009	\$6.10	\$4.04	\$3.72
2010	\$3.71	\$3.99	\$5.46
2011	\$4.46	\$6.01	\$6.32
2012	\$6.56	\$5.68	\$7.50
2013	\$6.51	\$5.65	\$4.39
2014	\$5.05	\$4.62	\$3.62
2015	\$4.03	\$4.15	\$3.83
2016	\$3.99	\$3.86	\$3.49
2017	\$3.74	\$3.96	\$3.68
2018	\$3.97	\$3.96	\$3.68
2019	\$3.95	\$4.00	\$3.90
2020	\$4.03	\$3.88	\$3.99
2021	\$3.82	\$4.58	\$5.37
2022	\$5.06	\$5.90	\$6.86
2023	\$6.11	\$5.91	\$4.88
2024	\$5.09	\$4.66	tbd

Program Dates

Below we breakdown the important deadlines and dates for each program.

	Margin Protection	ECO
Projected Price Period <i>(Commodity & Inputs)</i>	Aug 15 - Sept 15, 2024	February 1-28, 2025
Sales Closing Date	September 30, 2024	March 15, 2025
Harvest Input Price Discovery	April 30, 2025	n/a
Premium Billing	August 15, 2025	August 15, 2025
Harvest Price Discovery <i>(varies by state & crop)</i>	Aug, Sept, Oct 2025	Aug, Sept, Oct 2025
Final County Yields Announced	June 16, 2026	June 16, 2026
Indemnity Payments	June 16, 2026	June 16, 2026

* Above dates are representative of Midwest Corn & Soybean crop and vary by state. Reference Actuarials.

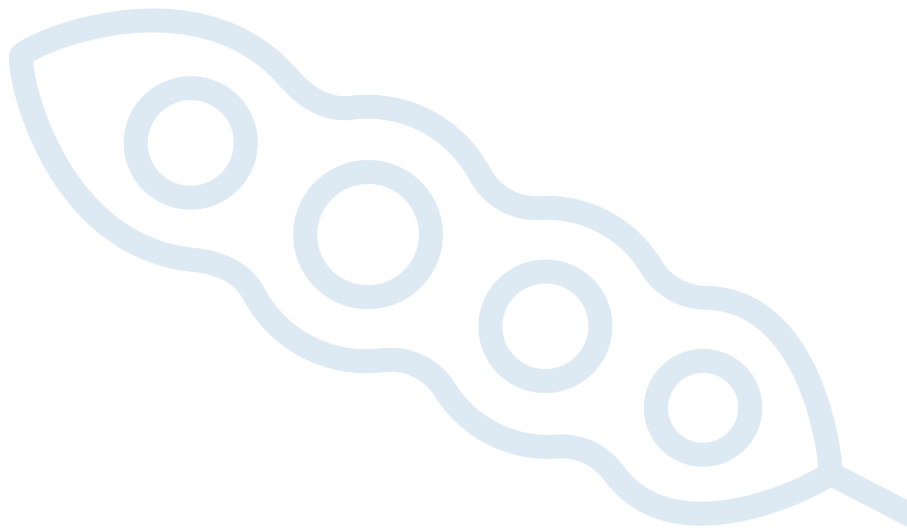


Conclusion

There are many considerations when helping producers determine the right coverages for their operations. As with all coverages, there is no one-size-fits-all solution for a producer's risk management plans. Great American offers tools to help you find the best fit for your customer through the Agent eVantage website's MP Indemnity Calculator and ECO/SCO Indemnity Calculator.

Great American offers tools to help you find the best fit for your customer.

It is important to note that Margin Protection and ECO are county-based products offered through RMA. If a producer is looking for additional coverage based on their individual operation, Great American has several added-value private product options available. Please reach out to your Great American Business Developer for more information!





From Field to App: Efficient Crop Production Reporting in GreatAg® Mobile

As a farmer or crop insurance agent, accurate crop production reporting is essential for a policy. Great American's GreatAg® Mobile application, also known as Agent Mobile, provides a streamlined process for reporting crop production data. Below we'll walk through the key steps and tips of using the mobile application.

1

Access & Customize

When you open the Agent Mobile application, the primary feature you'll use is the "Report Production" tile on the home screen. Once selected, click on the gear icon to customize imagery and layer options for your map. GreatAg Mobile offers various views to help you navigate and focus on specific fields – for example, Field, Section/Township/Range (STR), Farm View or FSN/Tract view.

2

Efficient Filters & Modes

Efficiency matters when reporting crop production. Great American's app allows an agent to filter by crop type. Additionally, use multi-field reporting mode to select multiple fields at once and report production data simultaneously for all selected fields.

3

Key Data

You have two keying options when reporting production. Either key **Total Production** by entering the total production for the selected crop, or key **Yield per Acre**. The app will automatically calculate whichever values are not keyed based on the field size. We'll also capture the production record type when keying.

4

Verify Production Totals

Before finalizing your report, verify the production totals within the application. You can also generate a local field production report directly in the app. Once generated, annotate the report on your mobile device and send it for signature via DocuSign.

5

Import Values into GreatAg

The last step is to import the production values into GreatAg. Use the Report Production by Unit workflow to seamlessly transfer the data.

Do you have growers that report production via Grower Mobile?

The process is just as simple. Once reported in the grower application, the agent is prompted upon signing into Agent Mobile that grower information is available for import. Import data to the app with a single click, fields with imported production values will highlight on the map for easy review. Agents can still update information as needed – then review, verify and import into GreatAg via the same process as above.

By following these steps, you'll ensure accurate and efficient crop production reporting through Great American's Agent Mobile application. For more information, contact your Business Developer or view the GreatAg Mobile course in Crop University!



To download GreatAg Mobile, visit the Apple Store (or scan the QR code above)!



Visit the CropU Course to Learn More! Scan the QR code, then login with your GreatAg credentials.

Ensuring Trust: The Role of Compliance in the Crop Division

Ron Rohling, Divisional Senior Vice President

The compliance department in Great American Crop consists of approximately 30 skilled professionals. Their primary responsibility is to ensure GAIG's adherence to the Federal Government's Risk Management Agency (RMA) Crop Insurance program, covering areas such as fraud prevention, waste reduction, civil rights and more. This team plays a crucial role in maintaining the integrity of our operations and they do so through proactive collaboration.



Roles and Responsibilities:

- The compliance team implements and oversees controls to enhance data quality.
- They collaborate closely with our claims and underwriting departments.
- Key roles within the team include claims and quality auditors, as well as managers.



Internal and External Collaboration:

- Internally, the compliance team works diligently to resolve discrepancies identified during auditing and quality control processes.
- Externally, they engage with RMA for program audits conducted throughout the year.
- Additionally, they collaborate with our agency force to manage essential compliance documentation.



Data Monitoring and Anomaly Resolution:

- From a compliance standpoint, we rigorously monitor our data.
- Our team promptly identifies and resolves anomalies that could impact agents or policyholders.
- This commitment ensures confidence among our customers that the insurance process is handled appropriately.

PILLAR OF INTEGRITY

Great American Crop's compliance team stands as a pillar of integrity, safeguarding our operations and ensuring compliance with industry standards.

Great American Crop's compliance team stands as a pillar of integrity, safeguarding our operations and ensuring compliance with industry standards. Their dedication and collaboration contribute to a seamless insurance experience for our valued customers. But beyond our organization, their work has a broader impact: supporting American farmers. By maintaining compliance with the Crop insurance program, they help protect farmers' livelihoods, mitigate risks, and ensure stability in the agricultural sector. Their efforts directly benefit the hardworking individuals who feed our nation and drive our economy.

Employee Spotlight



Stacie Jarrell,
Senior Business Developer

I live in Spokane, WA with my husband Kipp, our dog Mahala and two cats Moana and Kramer. I grew up in Great Falls, MT. I love kayaking, camping, movies, concerts, traveling and most importantly, Gonzaga basketball. My husband works for Alaska/Horizon Air, so that makes the travel part much easier.



Tom Rogers,
Claims Supervisor

I was born and raised in Clinton, Illinois (Central Illinois) and my immediate family consists of my wife - Becky, Beagle - Harley, and myself. I enjoy wind therapy sessions in my two jeeps as well as collecting and sampling bourbons. I also enjoy managing the assets left to my extended family (two sisters) by our parents and grandparents.

Q Describe your career in crop insurance?

A **SJ:** I've worked in crop insurance since 1990 when I moved over from Great Falls. I didn't know much about crop insurance when I was assigned from a Temp Service to an AIP to copy manuals for update meetings, but I stayed. I've held Underwriting, Underwriting Supervisor, Marketing, and Agent positions over the last 34 years with various companies, including some in other P&C lines. This made me realize how much I love crop and the people in our industry and helping America's farmers and ranchers.

TR: My last year farming was 2009 and I started as an adjuster right after in March of 2010. I got into the business after speaking with a claims adjuster who worked a significant hail loss for me a couple years earlier. I owe my start in the industry to my agent and a high school classmate for their encouragement.

I was promoted to full time just ahead of the 2012 drought - which meant I missed a lot of OT hours that year! Two years later moved into a Supervisor roll. In 2015, I became one of three initial drone pilots and grew the program to eight drones/pilots. I currently enjoy being part of the business team where I work with IT developers to merge the legacy drone programs.



Q What do you love most about crop insurance?

A SJ: The friends and colleagues I have had the pleasure of working with over the years. Also, helping agents and educating farmers and ranchers on risk management. Helping others understand the importance of our industry for our food supply as well.

TR: The fact that the industry is a close-knit family - from the farmers served to company CEO's.

Q What is your favorite thing about being a part of Great American?

A SJ: The amazing people I have met over the years.

TR: Because we are an American-owned company that is staffed with dedicated team members, I can proudly and confidently do my job and provide industry leading customer service.

Q What unique skill do you bring to your role?

A SJ: Empathy and passion – I care about my colleagues, our agents and taking care of our insureds.

TR: I can BS with the best of them (LOL) – which is a valuable skill when communicating with customers and team members!

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

A SJ: It's a fun industry that makes a true impact on our world. You'll never know everything there is to know about crop insurance, but it will keep you busy trying!

TR: Start early and experience all facets of the industry – Claims, Underwriting, Sales. Pick your forte and excel and climb the corporate ladder to your satisfaction.

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

A SJ: A trip to Italy and going back to Paris, France! And retiring early like my brother!

TR: Kentucky Bourbon Trail.

Q What do you look forward to the most in the fall?

A SJ: Cool evenings, a Def Leppard concert with a high school rockin' friend, and Halloween fun!

TR: The noticeable change of seasons and the hustle and bustle of harvest leading to production claims.



Is your preferred crop insurance carrier American-owned?

American Owned



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