

## Prevented Planting and Replant



Is weather keeping you out of the field this spring? If you have been PREVENTED from PLANTING and carry an individual plan of federal crop insurance, you may be covered. NOTIFY YOUR AGENT as soon as you decide not to plant or by the end of the late planting period for your crop. Deadlines vary by crop and area and are listed on the back of this newsletter.

Acres prevented from being planted must be included on the acreage report. If the acres are planted during or after the late planting period, they are covered under the late planting provisions. Acres that are prevented from being planted will receive a payment of 60% of liability unless a higher level of prevent plant was chosen prior to sales closing.

### Replanting?

Does it look like you're going to need to replant? You may be covered under your multi-peril policy or an endorsement. THE FIRST THING YOU NEED TO DO IS CONTACT YOUR AGENT.

If you find that you will need to plant a different crop, it will be subject to first crop/second crop procedures. Notify your agent as soon as possible to file a notice of loss and receive permission from the insurance company to destroy the crop.

## Are You Covered for Hail?



The sound of hail typically comes with feelings of dread. You can be a lot less worried if you have the right coverage in place. Water Street Solutions offers a full range of crop insurance products through highly rated insurance companies that stand behind their policies.

Crop Hail insurance not only provides coverage for hail damage but also provides coverage on your standing crops as well as your stored grain for:

- Fire
- Lightning
- Vandalism
- Transit coverage
- Fire department charges
- Malicious mischief

In addition, you can add endorsements to cover:

- Wind storms
- Green snap
- Extra harvest expense

Through our crop hail companies we can offer:

- Standard hail policies
- Companion hail policies
- Production hail policies

...depending on what state you're located in and what works best in your area for your operation. If your MPCI coverage is with Water Street Solutions, we can set you up with an auto-hail policy which shares information between the MPCI policy and your crop hail policy reducing the amount of paperwork involved. Talk to your agent today about signing up for crop hail insurance; then get a good night's sleep knowing your crop, your income, your livelihood is protected.

# As a Farmer, Ricketts Understands the Need



**Darryl Ricketts** is starting his 16th year of selling crop insurance. An industry veteran, he says he enjoys working with producers the most. "I have farming in my heart. This job keeps me tied to agriculture." Darryl says he appreciates

Water Street Solutions for the company's dedication to serving growers. "I have never worked for a company that is so truly interested in helping producers' bottom lines... in helping them make money."

Agriculture in 2010 is a different animal than it was back when Darryl started farming, and the need for crop insurance is growing. "I'll go back to the drought of '88 and '89 in the Midwest, around this area (Illinois). I heard years after that, producers saying it took them 10 years to recover financially from the losses they suffered because of that drought. Back then input costs were not near what they are today. One bad year, maybe the bank will let them survive. Two bad years without protection of your risks...guys may not have the opportunity to farm the year after that....let alone ten more years to try to recover."

"The thing that we've got to get the producers to understand is that the crop is their livelihood, and if they don't have that, they don't have a product to sell. They have no income. That's a lot different from insuring your home or your car. As producers, they spend so much more money and have so much more invested and at risk every day in their job. Producers have to protect that."

Ricketts spends a lot of time educating producers on the importance of using revenue products. "I think the thing that's hard to grasp is with the revenue products, growers could have a pretty good crop, but if the price is lower, they could still collect." He also works to educate producers on the way crop insurance is used to

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help them do a better job of marketing their crops. "I think about one producer specifically who has bought into the belief in buying 85% coverage. He now works with Water Street Solutions not only with crop insurance but also using the company's marketing services and financial analysis. It's allowed this producer to market more grain before the crop is harvested...taking advantage of better prices when they show up in the market."

And about the importance of education: "Crop insurance is kind of a complicated beast to begin with. I think about the training that we go through as Crop Insurance Specialists at Water Street Solutions. When we're not in the field dealing with producers on their coverages or acreage reports or claims, we're in training. We're learning about the products and how they work and what changes to expect." 2011 will be a year of changes for crop insurance. Nothing is final as we write this newsletter, but much change is expected. Rely on your Water Street Solutions Crop Insurance Specialist to keep you up to speed.

## Acreage Reports

Acreage reports along with Biotechnology Endorsement documentation will be due no later than June 30 or July 15th, depending on your state. It is highly recommended that you contact your FSA office immediately after planting to get your acres reported. Please obtain copies of the 578's and maps for insurance purposes when meeting with the FSA office. Then give your agent a call to get the information reported at your earliest convenience.

If you are looking to take advantage of the Biotechnology Endorsement discount, don't forget to get copies of those seed receipts. They must be turned in and the certification form completed when completing your acreage report.

## APH Reports

The APH deadline for the 2009 crop year is April 29th. If your agent has not already contacted you regarding your 2009 production, they will be contacting you very soon to get this information. Please have your production ready.

# Education is Key at Water Street Solutions

Crop insurance is complicated. And it changes from year to year. So it's important that you work with a Crop Insurance Specialist that goes to class.

The federal government requires a crop insurance agent to get 3 hours of training each year. For an agency that doesn't specialize in crop insurance, that might seem adequate. But we don't think so. Crop Insurance Specialists at Water Street Solutions get at least 5 times the minimum requirement, and most of them receive more training than that.

## We train when:

- Companies that we write with offer day-long seminars
- We have weekly conference calls throughout the year
- Water Street holds specific training twice a year, in April and November

## Why is this important?

1. Your operation changes from year to year.
2. Crop insurance programs change.
3. Market factors present different needs from year to year.

We can give you custom recommendations, because we know in depth, what's going on with



*An April 2010 crop insurance training event in Peoria, Illinois*

crop insurance programs, with the products and with the market. It takes more training to give you the best service and help you tie crop insurance to your marketing program. If you're not using Water Street Solutions for your crop insurance – watch for this red flag:

*"Let's just write the same policy you used last year."*

This is the sign of an agent who likes to work less on your behalf. To prosper in business, you need the edge. You need the best strategy. You need a well-educated agent to serve you. To find a crop insurance specialist, go to [www.waterstreet.org](http://www.waterstreet.org) and click on Crop Insurance or call us at 309.680.1203.

# Advice for the Young Farmer

## Arlan Suderman, Market Analyst, Farm Futures:

If you're a young producer, what's your #1 goal? To be in business next year and grow some equity along the way. With that goal in mind, you need to do what you need to do to protect your capital, to protect your assets. That means crop insurance, in some cases it means price insurance. Work with someone who can help you develop the strategies to protect your assets and protect your opportunities. You don't have a lot of depth of equity to fall back on in hard times. You've got to build that.

The other thing is: be around a lot of experience. Hang around a lot of producers who know what they're doing, who have proven their success and just listen. Take a lot of notes. They've made the mistakes and you can learn from those mistakes. Gain wisdom.

## Darren Frye, President and CEO, Water Street Solutions:

There's a big difference with producers who have the ability to understand new information and figure out how these concepts fit together. I would recommend the book *E-Myth Revisited* by Michael Gerber. In this book, Gerber talks about the entrepreneur, the manager, and the technician. Producers are excellent technicians. We're great at production. We have the passion to learn about that area. We don't have the same passion to learn about marketing, finance, and crop insurance. If it isn't your passion, is it your wife's? is it your son's? Somehow you've got to get these pieces put together. You do that by keeping an open mind, learning, and getting in touch with the people who can help you accomplish this.



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| <b>March 21 -<br/>April 21</b> | <b>Earliest Plant Date – Corn</b><br><i>Ask your Crop Insurance Specialist; date varies by state and/or county.</i>  |
| <b>April 29</b>                | <b>APH Reporting Deadline – Spring crops</b>   |
| <b>April 16 -<br/>May 1</b>    | <b>Earliest Plant Date – Soybeans</b><br><i>Ask your Crop Insurance Specialist; date varies by state.</i>            |
| <b>May 20 -<br/>June 5</b>     | <b>Final Plant Date – Corn</b><br><i>Ask your Crop Insurance Specialist; date varies by state and/or county.</i>     |
| <b>June 10 -<br/>June 30</b>   | <b>Final Plant Date – Soybeans</b><br><i>Ask your Crop Insurance Specialist; date varies by state and/or county.</i> |
| <b>June 20</b>                 | <b>Final Plant Date - Burley Tobacco</b><br><i>Kentucky</i>  |
| <b>June 30</b>                 | <b>Final Plant Date - Burley Tobacco</b><br><i>Indiana</i>   |
| <b>June 30</b>                 | <b>Acreage Reporting Date – Spring crops</b><br><i>IA, MN, MO, NE, ND, SD</i>  |
| <b>July 15</b>                 | <b>Acreage Reporting Date – Spring crops</b><br><i>CO, IL, IN, KS, KY, MI, OH, WI</i>                                |
| <b>Sept 30</b>                 | <b>Sales Closing Date – Fall crops</b>   |