



Farmers Mutual Hail
Insurance Company of Iowa

THE CLOUD

Farmers Mutual Hail Insurance Company of Iowa Newsletter

August 2023



FMH AGENT CENTER FEATURES TO GET THE JOB DONE FAST

New FMHA system enhancements launched this year allow agents to more easily complete required tasks. See the list of major changes to find those that benefit you.

Learn more on page 6.

2023 MID-YEAR CLAIMS REPORT: WEATHER IMPACT ON NUMBERS

A variety of weather conditions across the country continue to increase crop insurance claims in 2023. What major weather events have affected the FMH writing area?

Read the article on page 3.



AUGUST 2023

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Three New Agent Growth Opportunities Within Precision Solutions

FMH Precision Solutions is expanding with three new service options for agents to better serve customers and allow them to utilize precision data for crop insurance.

See what's new on page 4.

Students Gain Unique Experience During FMH Internship Program

FMH offers a variety of career paths for college students to explore through its internship program. Hear what some of our summer interns had to say about their experience and what they learned.

Read the article on page 10.



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2023 MID-YEAR CLAIMS REPORT: VARIETY OF WEATHER EVENTS IMPACTING REGIONAL NUMBERS

Cold, wet conditions this spring in some parts of the country, combined with extremely dry conditions in others this summer, continue to impact crop insurance claims midway through 2023. This year, FMH reports 15,989 total claims through July. Replant claim numbers have remained relatively steady, while prevented planting claims have decreased from last year.

Read more about what major weather events have affected FMH policyholders this year.

Southern Corn Belt – Drought

Through July, Kansas has the highest claim total of any state in the FMH writing area. Nearly 70 percent of that total is MPCI production claims, driven in large part by damage to wheat caused by exceptionally dry conditions in the region.

Northern Great Plains – Cold & Excess Moisture

The Dakotas have had more prevented planting claims halfway through the year (over 700) than any other state. “Heavy snowpack and cold April temps delayed planting until May for most of the region,” said FMH Regional Claims Manager Chad Groen.

Excess precipitation also affected crops in parts of Minnesota, where over eight inches of rain in three days resulted in nearly 900 replant claims.

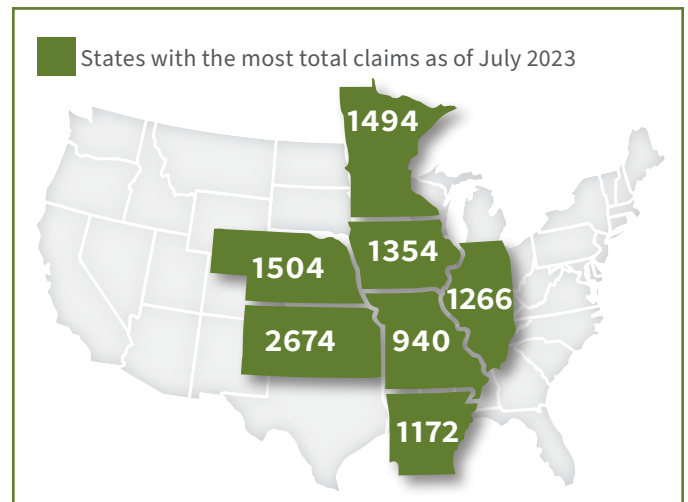
Midwest – Hail & Wind Damage

“Nebraska has seen both higher hail claim totals (529) and higher hail/wind claim totals (166) than any other state this year,” said Matt Quindel, Assistant Vice President - Internal Claims.



“Hail and wind events throughout Kansas, Nebraska, Iowa, and Arkansas have produced the bulk of private product claims thus far.”

-Matt Quindel,
AVP - Internal Claims



3 NEW AGENT GROWTH OPPORTUNITIES WITHIN PRECISION SOLUTIONS



FMH Precision Solutions is expanding with three new service options for agents to increase customer interest and use of precision data for crop insurance.

The services include Precision Express to simplify agent processes for qualifying policies; Data Services to assist farmers with organizing data; and Precision Workshops to educate farmers and identify those who can benefit from Precision Crop Insurance Solutions™. Each option was developed with a customer-centric approach. FMH used its award-winning proof of concept process to collaborate with agents and farmers to develop solutions that fill needs and alleviate pain points.

“These services were built to meet agents where they’re at and to help them grow how they want – they can use one or stack them to build a customized precision plan for their agency,” said Dawn Stoppelmoor, FMH Assistant Vice President of Business Development.

Stoppelmoor added that these offerings are currently expanding, so an interested agent should contact their Precision Tech Specialist or Sales Manager for availability.

Precision Express

What it is:

We’ve streamlined agent processes with added setup and internal support, so the agent and customer experience all the benefits of Precision Solutions.

Who it’s for:

Agents with policyholders in the Midwest who have a FieldView™ or John Deere account or other monitor data, who have no irrigation pivots, and are new to using precision data for crop insurance.

How to get started:

If you have qualifying policyholders, contact your PTS. This is a great way for an agent and their policyholders to get started with Precision Solutions.

Precision Data Services

What it is:

With multiple users, different naming conventions, and poor setup, data can be inconsistent and unusable. Our new data services clean up data and provide setup education so farmers can use their data more effectively across their operation.

Who it’s for:

Any policyholder who needs assistance with data clean up. Availability may be limited so check with your PTS if this is something you can offer your customers.

How to get started:

Offer as an added service to strengthen your relationship with existing customers or use it for that policyholder on the fence about starting Precision Solutions.

Precision Workshops

What it is:

Our experts are available to your customers with new workshop options. We go beyond crop insurance and offer topics on prepping for planting, prepping for harvest, monitor setup, and more. In-person and virtual options are available.

Who it’s for:

Policyholders who use precision technology on their farm.

How to get started:

A workshop is a great way to identify untapped precision customers in your existing book of business, as well as bring in new customers. Offer this as an added service to grow and maintain your customer relationships.

FMH WINS NAMIC AWARD IN INNOVATION: CREATIVITY CATEGORY

Our Precision Crop Insurance Solutions™ has won an innovation award for our customer-centered approach to developing new services from proofs of concept to scalable offerings!

Announced in late June, FMH was selected as the winner of the National Association of Mutual Insurance Companies (NAMIC) Award in Innovation: Best in Category - Creativity for our entry describing one of our most recent service concepts: Precision Solutions In the Cab Services. NAMIC created the Award in Innovation in 2014 to recognize mutual insurers that exemplify the vision and entrepreneurialism it takes to stay relevant in changing times.



CMO & EVP Pat Faga, SVP Dave DeCapp, AVP Dawn Stoppelmoor, and CEO & President Shannon Rutledge.

COVERAGE BEYOND CROP HARVEST

Autumn brings a lot of activity to rural areas. From harvest and grain hauling to agritourism options such as pumpkin patches, hayrides, and more, many farms have side hustles to generate extra income.

According to a 2017 USDA Census, agritourism generates an estimated \$949 million in sales per year in the U.S. That is more than triple what it was 15 years earlier, and this number keeps rising. In fact, a 2021 study conducted by Allied Market Research projected that the global agritourism industry will expand by an additional 13.4 percent by 2027.

Before football season kicks off, make sure your customers are covered for all that is happening on their property this year. Ag Brokerage Solutions builds tailored, ag-focused insurance packages for your customers, so they can have peace of mind no matter what is happening before, during and after harvest.



WHAT COVERAGE WILL YOUR CUSTOMERS NEED THIS FALL?

AGRIBUSINESS & AGITAINMENT

- > Pumpkin Patches
- > Orchards
- > Hayrides
- > Corn Mazes
- > U-pick Operations

WORKERS' COMPENSATION

- > Seasonal Employees
- > Grain Hauling Employees
- > Livestock Hauling Employees

TRANSPORTATION

- > Grain-Hauling Operations
- > Refrigerated Commodities
- > General Boxed Freight

ANIMAL MORTALITY

- > Competitive Show Horses
- > Livestock
- > Show or Breeding Sheep
- > Working /Hunting Dogs

GET A QUOTE NOW:

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FMH AGENT CENTER FEATURES TO GET THE JOB DONE *FAST*

New FMH Agent (FMHA) Center system enhancements launched this year allow agents to more easily complete required tasks and provide better customer service using new features. FMH is committed to supporting agents with easy-to-use functionality and has a continual focus on improving the experience of its online systems.

Kevin Johnson, FMH Senior Vice President – Sales, said, “At FMH we are always striving for better, and we rely on our employees and agents to come up with ideas for ways to improve. This year we implemented many system improvements in the FMH Agent Center and with so many more in the pipeline, the enthusiasm continues to build.”

What are some of the highlights? Read to learn more about what each enhancement offers.

AGENCY SWEEP PAYMENTS FOR PRIVATE PRODUCTS

The Agency Sweep process allows agents to submit payments on behalf of their insureds through FMHA. Payments for Private Products with balances paid in full are eligible.

AGENT ACCESS TO PHC

The Agent Access feature allows agents to access FMH Policyholder Center (PHC) accounts via FMHA. Agents can use this feature to provide support for customers needing assistance with importing precision data, uploading calibration reports, or utilizing precision connections like the John Deere Operations Center™ and Climate FieldView™ integrations.

DOUBLE CROP MAPPING

Agents who write business in Double Crop-eligible counties can utilize Double Crop functionality in FMHA Mapping for more streamlined reporting. Acres no longer need to be expired and multiple crops can be seen using the All-Policies view. Before creating an acreage report, agents can import precision data or use point-and-click to map out and edit the policy.

CONTRACT ENTRY SCREEN IN FMHA

This system enhancement was developed with agent feedback to make keying more efficient. Instead of filtering through each acreage tab, agents can now key contract information for crops in one area. The Contract Entry Screen is used for crops including peanuts, tobacco, and hybrid sweet corn seed.

ANNUAL FORAGE PRODUCT CHANGES

Our revamped Rainfall Index Quoter, forms, and features like new unit groupings allow agents to process applications and policies more easily with Annual Forage program changes announced by USDA this spring.

RESOURCES ON FMHA FEATURES

Job aids and webinar recordings on new features are available for agents to access on FMHA by navigating to [Tools & Resources > Training > Online Help](#). For more detailed questions, please contact your Sales Manager or Insurance Specialist.



WHAT AGENTS ARE SAYING

“I really like your agent system because it’s very easy and simple to use. Plus, the staff are always very helpful.”

-FMH Agent

“FMH asks agents what tools they can bring, and they also go out and find tools for us moving forward. Those tools really set us apart from other agents with other companies.”

-FMH Agent, IA

HOW NEW FMHA FEATURES ARE DEVELOPED

With each new system feature or improvement, there comes a lot of behind the scenes work at FMH. We thank our agents for the feedback they provide, which helps us determine and prioritize system enhancements.

1

Agent Feedback Received From Sales team, Underwriting Team and Agent Advisory Council

FMH Business Teams Research Project

2

3

Project Request is Made and Planned

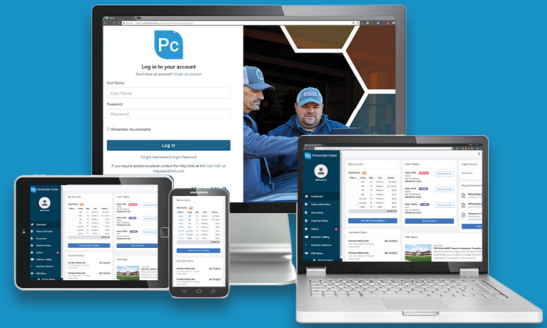
IT Teams Develop and Test Features

4

5

New Feature is Launched in FMHA

AN EASY-TO-USE PRECISION PLATFORM



Policyholders can utilize their precision data even more easily this season with these handy features in the FMH Policyholder Center:



Combined Precision Navigation



Precision Data Integrations for Production Reporting



Precision Calibration Report Upload



Agent Access

SCAN HERE TO LEARN MORE



FALL UPDATE PREVIEW AND EXPANDED MARGIN PROTECTION

What do agents and farmers need to keep in mind as fall deadlines approach? Learn more in the latest FMH InsureCast episode! Hear about recent crop insurance updates for fall from an FMH trainer. Plus, learn about the expansion of the Margin Protection program and what to consider with current conditions.



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fmh.com/podcast



EXCHANGE EVENT FOCUSES ON HOW TO MANAGE ADVERSITY

This year's Exchange event provided insights on how mutual insurance clients can manage adversity today for success tomorrow. The meeting, held at the Hotel Rewind in West Des Moines, Iowa this past June, brought together 34 county mutual managers, board members, and FMH Reinsurance staff for opportunities to network and learn.

Learn about trends impacting the industry with key takeaways from some of the sessions.

Challenges Facing Rural Electrical Co-ops



Chuck Soderberg, Executive Vice President & General Manager - Iowa Association of Electric Cooperatives

The need for affordable and reliable energy continues to grow. At the same time, many fossil fuel facilities are being retired. While the energy sector struggles to provide the anticipated increased energy needs, wind and solar power offer promise.

Endorsements to Help the Mutual



Jim Polish, Senior Mutual Services Representative - Farmers Mutual Hail

Rising repair costs, in some cases up to 100% from a few years ago, and several years of record-breaking Midwest storms have had a devastating effect on the mutual industry. Bold moves with rates and coverage need to be taken now to restore profitability and stability to the market.

Insurance Agency Challenges



Tom O'Meara, Chief Executive Officer - Independent Insurance Agent of Iowa

The P&C market is contracting as companies are exiting the Midwest market. Those that remain struggle to be profitable. Rising rates, larger deductibles, reduced coverage, and tighter underwriting are forcing agents to have difficult conversations and get creative with their customers.

Making Tough Decisions



Dave Fritcher, Former President/Treasurer - Howard County Mutual

Balancing the needs of the insured with the rates and coverage offered by the company has never been easy. Recent Midwest storms have created a great deal of market disruption, but those companies that deal decisively with these problems will emerge stronger for it.

FMH HOSTS 18TH ANNUAL ST. BALDRICK'S EVENT FOR CHILDHOOD CANCER RESEARCH

FMH proudly hosted the 18th annual St. Baldrick's Head-Shaving event on July 20. The event raises donations and awareness for the St. Baldrick's Foundation, an organization committed to finding cures for childhood cancer and giving these young survivors healthy and long lives.

FMH employees and their families attended the event at the Home Office to show their support for the cause and raise funds for the St. Baldrick's Foundation. There were plenty of activities for employees and their families to enjoy leading up to the signature head-shaving and wild hair event, including carnival games, superhero and princess meet and greets, balloon animals, and a dunk tank.

The acclaimed head-shaving event, along with a wild hair runway walk, concluded the fundraising event. Twelve FMH employees "braved the shave" or received a wild hair style. Their efforts, combined with their families, friends and colleagues, plus a \$50,000 corporate donation from FMH, raised a total of \$105,657 for the St. Baldrick's Foundation. Within the 18 years of donating, FMH has raised over \$1.5 million total for the Foundation.

\$105,657

Donations are still being accepted.
Please consider donating for the cause at
www.fmh.com/st-baldricks.

FMH RECOGNIZED AS ST. JUDE CHAMPION DONOR

Farmers Mutual Hail was recently recognized as a Champion Donor for St. Jude Children's Research Hospital for 2022.

“

Recipients of the Champion Donor Award are those who go above and beyond to help ensure that St. Jude founder Danny Thomas' dream comes true: that no child dies from cancer. We're so grateful for this amazing partnership with FMH and their dedication to the mission of St. Jude.

- St. Jude Representative

”

This September, which is Childhood Cancer Awareness month, FMH pledges to donate \$50,000 to St. Jude Children's Research Hospital to continue to support pediatric cancer research.



St. Jude Children's
Research Hospital

"Unlike other internships, FMH offered a supportive learning environment where I have had the opportunity to work closely with experienced professionals, tackle real-world security challenges, and contribute to meaningful projects."

Carter Fluckiger
Security Intern



"My summer at FMH has been extremely beneficial. My time is valued, and the atmosphere is second to none. I couldn't recommend this internship more to students."

Ellie Moser
Marketing/
Communications Intern



"What sets this internship apart from others is the level of involvement and trust they placed in me. I wasn't just shadowing; I was actively contributing to the planning process and making a tangible impact on events."

Christian Grensteiner
Meeting & Events Intern



STUDENTS GAIN UNIQUE EXPERIENCE DURING FMH INTERNSHIP PROGRAM

Farmers Mutual Hail summer interns have successfully completed this year's summer internship program. FMH offers a variety of career paths for students to explore. From the field to the office, students can choose from 10 different areas to learn how their career path could work in farm and crop insurance. A total of 22 college students have gained real work experience and made valuable connections in various departments.

The internship program has continued to supply great talent for FMH with returning interns from previous years and some joining FMH full-time after graduation.

We wish our interns the best of luck and thank them for their hard work!

2023 Interns

Accounting/ Reinsurance/ Business: Alexis Rutledge, Rylie Martin

Business Development: Grace McGrane

Field Claims: Braden Conlon, George Gigstad, Ivan Lambertsen, Sydney Reineck, Malani Smithenry, Cody Taylor, Isaac Thrush, Anna Warmka, Braden Withrow

Information Technology: Zane Eason, Carter Fluckiger, Nayma Garcia, Sylvia Nguyen, Zach Wemhoff, Anna Wolff

Marketing Services: Ellie Moser

Meetings & Events: Christian Grensteiner

Precision Technology: Alec Sernett

Property & Casualty: Madison Methner

PEOPLE IN THE NEWS

Promotions, Transfers, and New Hires



Jason BroKar has been promoted to Crop Adjuster.



Ryan Brosnahan has been promoted to Compliance Field Specialist II.



Cully Jackson has been promoted to Lead Adjuster.



Jeff Monical has been promoted to Compliance Field Specialist II.



Neil Munro has been promoted to Crop Adjuster.



Sydney Schulz has been promoted to Meeting & Events Strategist II.



Kesley Magee has been transferred to Crop Adjuster II.



Ross Brown has been hired as Crop Adjuster.



Jacob Butler has been hired as Precision Technology Specialist.



Maria Drevet has been hired as Meeting and Events Planner.



Nathan Miles has been hired as District Sales Manager.



Chad Robbins has been hired as Help Desk Specialist.

RETIREMENTS



Rich Ostrem, Lead Adjuster II, retired on June 30, after 27 years of service with FMH.



Paul Olson, Lead Adjuster II, retired on August 15, after 15 years of service with FMH.

IN MEMORY

KEITH ACTON

We regret to inform you of the passing of FMH part-time adjuster Keith Acton on June 23, 2023, at the age of 75.

Keith attended Frankfort High School in Frankfort, OH, graduating in 1965. He married his wife, Valerie, in 1970, and worked as a farmer. He joined FMH in 1985 as a part-time adjuster and served in that capacity for 38 years until his passing.

Keith enjoyed spending time with his family and grandchildren. Our thoughts and prayers are with his family and friends.

JUDITH "JUDY" FREDREGILL

We regret to inform you of the passing of retired FMH employee Judith "Judy" Fredregill on July 15, 2023, at the age of 80.

Judy attended Simpson College in Indianola, IA. She returned to school after raising two sons with her husband William, receiving an accounting degree from Des Moines Area Community College. She was hired at FMH in 2000 as an MPCU Underwriter and retired as MPCU Senior Underwriter/Supervisor in 2010.

Judy was active in various organizations and was a founding member of Valley Voices, which supports Valley High Choral Music students in Des Moines, IA. Our thoughts and prayers are with her family and friends.



Farmers Mutual Hail
Insurance Company of Iowa
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PREPARE FOR THE UPCOMING SALES SEASON WITH **FALL UPDATE TRAINING**

Did you miss one of our in-person 2024 Fall Update sessions? Join us online for a training webinar tailored to your region!

- > **North Central Region:** August 29, 9am – 12pm CDT
- > **Southwest Region:** August 31, 9am – 12pm CDT
- > **Northwest Region:** September 1, 9:30am – 12:30pm CDT
- > **East Region:** September 12, 9am – 12pm CDT

Register today and get the chance to earn Continuing Education credit (pending state approval) at:
FMHA > Tools & Resources > Agent Training Events.



TheCloud

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Ellie Moser
Marketing Communications Intern

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