



Farmers Mutual Hail
Insurance Company of Iowa

THE CLOUD

Farmers Mutual Hail Insurance Company of Iowa Newsletter

October 2023



CROP INSURANCE + GRAIN MARKETING: WHAT AGENTS NEED TO KNOW

Agents can help guide their customers toward the policy decisions that will help them capitalize on guaranteed production and maximize profit when marketing their grain.

Learn more on page 4.

PRECISION CUTS COMPLIANCE REVIEW FROM 30 DAYS TO 4 HOURS

Read about one agent's experience using Precision Crop Insurance Solutions™ to expedite a compliance review, much faster than the producer's previous one.

Read the article on page 3.



OCTOBER 2023

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4 Things Your Insureds Need to Know for Better Claims

Prompt reporting and preparation allow your customers to have a streamlined claim process should they have one. Help your insureds prep for harvest and a smooth claim experience this year with these four key reminders.

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ABS: Why Experience Matters

At the end of the day, the people make the difference. That's why the Ag Brokerage Solutions™ team brings a combined four centuries' worth of insurance industry experience to the table. Find out reasons why our experts know your customers' needs best.

Meet the team on page 7.



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PRECISION CUTS COMPLIANCE REVIEW FROM **30 DAYS TO 4 HOURS**

What a difference ten years can make! South Dakota agent Steve Koenig recently helped a customer with a 2022 compliance review – just like he had in 2012 – except this time around, the customer was using precision records. In 2012, the review took 30 days to complete. In 2022, the review only took four hours, thanks to Precision Crop Insurance Solutions™.

“The producer keeps good records,” said Koenig of the 3,000-acre operation. “In 2012, we needed to verify 2011 production. Gathering settlement sheets, livestock feeding records, and answering questions from the compliance specialist took a month.”

Fast forward ten years, and Koenig and his customer have incorporated Precision Solutions into the process. Using a precision planting map, harvest wet-weight map, and calibration report, an FMH adjuster can verify a loss without needing to gather bin measurements or other records, saving time and reducing appointments. If the farmer reports acreage and production with precision data, the records are already in FMH's system, and the adjuster can pull the records right away.

“For the 2022 loss, I informed my compliance contact that I had a high dollar loss around noon, and by 5 p.m., they confirmed the 2021 production and cleared the claim,” Koenig explained. “The producer said, ‘You are kidding, I was starting to get together the documents I needed in 2012!’”

Koenig, who has been an FMH agent for 30 years and is with Progressive Marketing Strategies, Inc. of Yankton, South Dakota, was familiar with precision technology before using it to enhance crop insurance processes. “Accuracy on location and row shut-offs made me comfortable with trying out precision,” he said.

The level of service FMH provides agents is what helped him decide to offer Precision Solutions for his customers. “The assigned precision tech specialist who assisted me made the process work and was a good back up to ask questions,” he added.

“
I was pleased the precision data was as accurate as was needed to satisfy the compliance review.

—Steve Koenig, SD Agent

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CROP INSURANCE + GRAIN MARKETING: WHAT AGENTS NEED TO KNOW

Farmers have many options to market their grain and hedge their price risk, but many hesitate to fully utilize forward marketing. However, marketing ahead of harvest can result in better prices and increased revenue for farmers.

By being aware of the factors that farmers take into consideration as they market their grain, agents can help guide their customers toward the policy decisions that will help them capitalize on guaranteed production and maximize profit.

Below, find excerpts from FMH's newest InsureCast episode on how customers can use forward marketing and crop insurance for optimal risk management.

What are some of the reasons farmers may hesitate to utilize forward marketing?

Ken Ripley, FMH Assistant Vice President – Regional Sales Manager and a farmer himself, said a lack of historical precedent keeps many farmers from forward marketing their crops. “We learned a lot from our elders. My grandfather never forward contracted a single bushel in his life. Some of that rubs off on you,” he said. “But we’ve got tools now to let us sell it before it’s in the trunk, so to speak.”

Jake Moline, risk management consultant at StoneX, agreed. “There’s a lot of fear from farmers – how can I sell something I don’t have in the bin? That fear really limits forward selling,” he said.

How does crop insurance help protect farmers against risk from forward marketing?

“The most crucial thing to understand as a grain farmer is how your hedging plan, combined with crop insurance, protects you,” Moline said.

That protection can give farmers confidence to market their crop early and aggressively. “It’s usually when you’re most uncomfortable about making sales that you should be most aggressive in making sales,” said Moline. “As long as you’re not marketing over your guaranteed bushel level, you really can’t get hurt.”

Ryan Benes, FMH Assistant Vice President – Regional Sales Manager, added that a farmer’s crop insurance policy can protect more than just revenue. “Any type of federal crop insurance has a unique tool: It protects yield,” he said. “No financial tools can protect yield.”

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Crop insurance is the foundation
for any crop marketing plan.

*-Jake Moline,
Risk Management Consultant, StoneX*

”

How should farmers think about increasing revenue and using spring insurance prices to their advantage?

Benes said he encourages farmers to think of their crop insurance liability as their revenue, and to aim to surpass that number with their sales. “Every time you make a sale that’s better than the spring insurance price, you’re increasing your revenue,” he said.

Moline recommends taking the opportunity to make profitable sales while the chance is there. “While the window is sometimes very small, that window almost always presents itself. There’s always a chance to make sales above your spring price,” he said.

Ripley agreed. “You’ve got the guarantees [of crop insurance] there to protect you – take advantage of the price while you’ve got it,” he said. “It’s always better to make a sale that’s a profitable sale than wish you’d made a sale when the market’s turned the other direction. A good sale in 2023 is a great sale in 2024.”

What crop insurance policies support forward grain marketing?

Revenue Protection (RP) and Enhanced Coverage Option (ECO) policies are great choices for farmers as they forward market their crops.

According to Ripley, recent price projections for 2024 are 10 to 15 percent lower than this crop year, meaning now is a great time to lock in coverage. “If projections are even close to right, ECO is a good plan,” he said. ECO is an optional endorsement to supplement a farmer’s underlying policy, providing area-based coverage for a portion of the deductible of that policy, with top-end coverage levels up to 95 percent. FMH also offers ECO+™ for even more top-end coverage on an individual basis.

Benes also highlighted RP coverage, a federal product that protects against production loss, price decline or increase, or both. With RP, if a farmer loses revenue off bushels, that can potentially be replaced by their crop insurance. “You’re still responsible for marketing your bushels, but if for some reason you fall short, you have the crop insurance backstop there,” he said.

Listen to the Episode

Learn more in our full InsureCast episode on grain marketing, and be sure to subscribe wherever you get your podcasts.

Check out other episodes geared for this season:

- What Lower Harvest Prices Mean for Production Claims
- Ag Brokerage Solutions – Get to Know FMH’s New Ag-Focused Brokerage

SCAN HERE



4 THINGS YOUR INSUREDS NEED TO KNOW FOR **BETTER CLAIMS**

Prompt reporting and preparation allow your customers to have a streamlined claim process should they have one. Help your insureds prep for harvest and a smooth claim experience this year with these four key reminders.

1 

Whether traditional or precision, report all potential claims as soon as possible.

- Insureds should contact their agent to report a claim when damage occurs or when they feel there could be a loss. Agents can report claims through the FMH Agent Center and can contact their FMH Claims Analyst with questions.
- Claims submitted after policy-defined deadlines are rejected. Exceptions to this rule are extremely limited. We encourage all agents and policyholders to examine their coverage and report any potential claim promptly.

2 

Does your insured have a traditional MPCl claim? Here's what their adjuster will need to finalize their claim:

- Acreage and share verification by: FSA certification, precision farming technology, or other acceptable methods for the county (typically gathered by FMH adjuster)
- Complete records of disposition of grain, including copies of summary and/or settlement sheets
- Estimated yields of all non-loss units of the crop

3 

If your insured collects precision data during harvest, the claim process is generally simpler. Here's what an adjuster will need for a precision claim:

- A seeding measured rate map*
- A harvest wet-weight map*
- A calibration report where calibration is recorded manually or a software-generated report for each crop

**FMH can generate these maps if the policyholder submitted precision data through one of our electronic reporting connections.*

4 

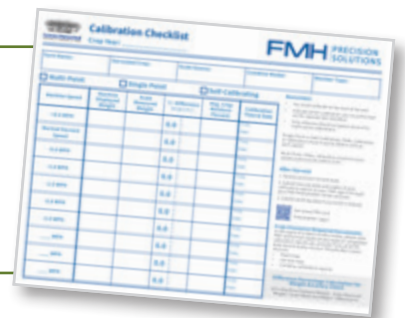
Sending all precision data through the FMH Policyholder Center makes the claim process even easier.

- Right after harvest, farmers can upload all precision data and documents, including calibration reports, via the FMH Policyholder Center (PHC). It's quick, seamless, and secure! Once uploaded, all data and documents are available for their agent and adjuster to access right away in the event of a claim or APH review. Customers can also track the status of their claim in the PHC.

New for 2023

FMH now offers a simplified, all-in-one calibration report that can be filled out manually or electronically.

Visit the FMH Online Store to order paper folders or download the fillable PDF at fmh.com/calibration.



ABS: WHY EXPERIENCE MATTERS

At the end of the day, the people make the difference. That's why the Ag Brokerage Solutions™ team brings a combined four centuries' worth of insurance industry experience to the table. The team continues to expand to meet the growing needs of agent partners, now with six underwriting consultants along with a supportive management staff.

"When I was building my team, I knew I needed folks who were not only familiar with the ins and outs of insurance, but people who weren't afraid to think creatively and liked to dive into unique and uncommon coverage needs. I needed people who enjoyed building relationships and solving problems," said Chief Brokerage Officer Brent Walker.

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YEARS OF COMBINED INSURANCE
INDUSTRY EXPERIENCE

With a wide range of personal and professional backgrounds, the ABS team is linked together through its common passion of providing ag insurance.

"When I started at the local county mutual 48 years ago, I never thought that I would have this long of a career in insurance," said ABS underwriter Becky Lundberg. "I learned to care and really love helping our neighbors with their insurance needs. I'm looking forward to all the new ways that we can help our customers through ABS."

Many team members have ties to farming or live in small ag communities, which means they live and work every day alongside those who benefit the most from ABS's ag-focused products.

"Having a dad, brother and husband who all farm, I have been around a row crop operation all of my life and understand the ins and outs of it," said ABS underwriter Amy Oleson.

In addition to a knowledgeable staff, agents can expect friendly and responsive service.

"We returned home to begin farming nine years ago, and I started my insurance career with FMH in 2018, holding property, crop and commercial licenses," said ABS office and agency assistant Lori Lorenzen. "I understand agricultural business needs, and I treat people respectfully - encouraging them, being mindful of their concerns."

Get to know more of the ABS staff and back your agency with ag insurance experts. Go to www.AgBrokerageSolutions.com to get appointed or request a quote.



Brent Walker



Becky Lundberg



Amy Oleson



Lori Lorenzen

We are:

4-H MEMBERS



COMPETITIVE DRESSAGE RIDERS



ROW CROP FARMERS



DOG OWNERS



HORSE TRAINERS



HUNTERS



Follow Us for Our Ask the Experts Series

Follow our LinkedIn or Facebook pages as our ABS team members share their knowledge about our unique product offerings.

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VISIT LINKEDIN



TRACK HARVEST PRICES USING THE PRICE **DISCOVERY TOOL**

Harvest price values are in the discovery period through October for many crops across our writing area. Stay informed about the markets and when final crop insurance prices are established with the FMH Price Discovery Tool.

FEATURES

- Accessible on both desktop and mobile devices
- Links directly to RMA data, so information updates automatically as RMA makes changes
- Simple filter options and easy-to-read charts for quick access to the information you want

Stay in the know as this year's final harvest prices are being calculated. Find the Price Discovery Tool at:

FMH.COM/PRICEDISCOVERY



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AAC MEETING FOCUSES ON STRATEGY

Launched in 2010, the FMH Agent Advisory Council (AAC) meets each year with FMH leadership to discuss critical business initiatives and share input. A total of 16 AAC members from across the U.S. met this last August in downtown Des Moines for this year's meeting.

Topic highlights from this year's meeting included a variety of FMH projects and business developments including a preview of FMH's new quoting software and new products. The event ended with a C-Suite Chat, where FMH Division Heads spoke to attendees about future company strategy and industry developments.

Topic Highlights

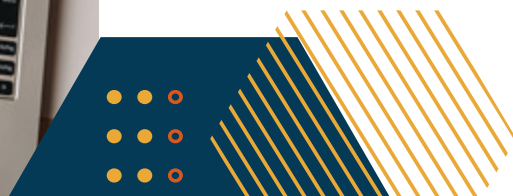
- A preview of FMHQ - the next generation of quoting software being developed in house
- New product ideas for 2024-2025
- FMH's record year with Precision Solutions
- How FMH partners with agents through analytics
- Agency succession planning

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AAC members reaffirmed that FMH focusing on driving value to and through trusted agents is a winning strategy. The bottom line is that we remain committed to driving efficiency through our world-class service, ease of doing business, and innovative products and services. The AAC is a key part of making that happen.

*-Dave DeCapp,
Senior Vice President, Marketing*

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RESOURCES TO MAKE YOUR AGENCY THRIVE THIS SEASON

Ag Brokerage Solutions™ (ABS)

ABS offers ag-focused insurance products through its brokerage services for agents to supplement their offerings and provide coverage for a wider variety of risks. In addition to being able to round out your current crop insurance customer accounts with policies like farm & ranch, irrigation equipment, and workers' compensation, we offer many standalone solutions to help you grow your business and be your wholesaler partner in both the admitted and non-admitted markets.

FMH Precision Crop Insurance Solutions™

With FMH Precision Solutions, agents can offer the latest in crop insurance technology for the most accurate reporting and claims, faster electronic processes, and a service that provides value to their customers and agency. Plus, have you heard about our new Precision Express, Precision Data Services and Precision Workshops? Contact your Precision Tech Specialist or Sales Manager for more info and availability.

Co-op Advertising

FMH provides reimbursement of 50% for advertising costs up to a threshold based on previous calendar year premium levels when the advertisement promotes FMH products and includes the FMH brand. To receive reimbursement, make sure you have all the following before submitting your reimbursement form: a copy of your paid invoice, proof of the advertisement, and the timeframe that it ran.

Year-Round Training

Stay informed of industry and product changes every spring and fall at our local agency update training meetings. FMH also offers MPC1 101 classes throughout the year for new agents, as well as numerous system and product webinars for brushing up on your knowledge when needed. FMH's training sessions are free for FMH agents, and our MPC1 101 and spring and fall updates also qualify for continuing education credits.

Live Oak Lending Services

If you are ready to expand your business and need a lending service, finding the right financing can be a challenge. FMH offers special access to our preferred lender for agency partners. Live Oak Bank is a nationwide, FDIC-insured bank that leads the banking industry in small business loans and specializes in insurance agencies. FMH agents receive expedited access to a dedicated and experienced loan officer.

FMH Bridge: Business Continuity Planning

FMH Bridge is a web-based agency support tool designed to help identify growth opportunities between FMH agents. With free membership for all FMH agents, FMH Bridge can help you grow your business through succession and business continuity planning. Use the FMH Bridge valuation service to understand your agency's current value or buy, sell, merge, or partner on books of business. All agency profiles and connections are anonymous so you can feel confident in exploring new business opportunities.

Visit the FMH Agent Center under Tools & Resources for more information or talk to your FMH sales manager to get started using any one of these agency resources!



COMPLIANCE: REQUIRED FORMS

FMH employees and business affiliates, remember to complete your required compliance forms for 2023-24. Go to: fmh.com/compliance to find the forms you need and to submit them electronically.

Crop agents can easily view required RMA form completion dates in FMHA, continuing education details, and more by selecting **Compliance > Agents: Compliance and Education**.



Agency Non-Disclosure

Deadline: March 29, 2024

Completed by: Agency owner or officer



Individual Non-Disclosure

Deadline: Must be signed and submitted prior to accessing policyholder information.

Completed by: Any individual who has access to personally identifiable MPCI policyholder information



Conflict of Interest

Deadline: Prior to the earliest acreage reporting date each year

Completed by: Writing agents, loss adjusters, employees, and affiliates



Race, Ethnicity, & Gender Disclosure

Deadline: Must be submitted with the COI before any business can be accepted

Completed by: Writing agents, loss adjusters



Covenant Not to Sue

Deadline: Must be signed and submitted to all AIPs represented before any business can be accepted

Completed by: All MPCI writing agents



Controlled Business

Deadline: December 29, 2023

Completed by: Agents based on 2022 MPCI business

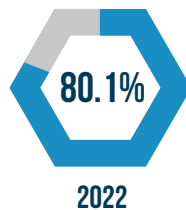
FMH SURVEY RESULTS: CONTINUED AGENT & POLICYHOLDER SATISFACTION

Results from the latest FMH Service and Claims Surveys reflect an overall positive impression of FMH service from agents and policyholders. Both surveys have increased service experience scores over last year, with the Policyholder Claims Survey achieving an all-time high score of 91.1.

The Agent Service Survey, which focuses on internal support for agents, was conducted in August and resulted in a service experience score of 80.6, a slight increase over last year's score of 80.1. These annual survey responses and feedback are valuable for employee training and assessing FMH technology and systems. FMH thanks those who completed this year's surveys.

FMH Survey Results

2023 FMH Service Experience Scores



89.6%
AGENTS AGREED

“The service we receive from FMH is *stellar!*”
-FMH Agent

Their underwriters are knowledgeable about underwriting guidelines and procedures and are effective in explaining those procedures and processes.

2023 Policyholder Claim Survey Scores

89.6%
2022



91.1%
2023



94.7%
POLICYHOLDERS
AGREED

Policyholders agreed their adjuster was knowledgeable about their insurance policy.

“The adjuster explained his reasons for why or why not the corn would react a certain way to the hail. I learned a lot from his *explanations!*”
-FMH Policyholder

FMH CONGRATULATES NEW CIRB EMERGING LEADERS

FMH congratulates the following employees on their acceptance into the Crop Insurance and Reinsurance Bureau's Emerging Leaders Program (CIRB ELP)!



Kate
LeWarne

Assistant Vice President -
BI Data Operations



Trevor
Robins

Training and
Education Manager



Rafeeq
Shaik

Assistant Vice
President - IT

The 2023-2024 ELP class includes 20 industry professionals from various crop insurance and reinsurance companies. Throughout the program participants receive media training and will practice advocacy by meeting with industry leaders. The program kicked off in September and concludes in April with a graduation ceremony during the CIRB Spring Fly-in in Washington, D.C.

PEOPLE IN THE NEWS

Promotions, Transfers, and New Hires



Tyler Gotto has been transferred to Sales Coordinator.



Jeff Johnson has been transferred to Claims Analyst I.



Hunter Florea has been hired as Crop Adjuster.



Sean Kopecky has been hired as District Sales Manager.

IN MEMORY

We regret to inform you of the passing of retired FMH employee **Myron "Tyke" Kumler** on September 23, 2023, at the age of 84.

Tyke was hired at FMH as a Field Supervisor in east central Illinois in 1962. He was promoted to Assistant Sales Manager in March 1988 and became Vice President of Sales in July that same year. Tyke was appointed to the FMH Board of Directors in 1993. He retired from both FMH and the Board in 1996. During Tyke's tenure as Vice President of Sales, FMH wrote \$100 million in premium for the first time in company history.

Tyke and his wife Jane have two children, including FMH retiree Ty Kumler. Our thoughts and prayers are with Tyke's family and friends.

RETIREES IN THE SPOTLIGHT

This last August, FMH Field Claims Supervisor Cameron Bishop met for lunch with a group of retired FMH adjusters.



Many FMH retirees joined over 300 employees and their family members in September for the FMH Annual Steak Fry in Ankeny, Iowa.



RETIREMENT



Gary Kuebler, Part-Time Lead Adjuster I, retired on August 15, after 18 years of service with FMH.

Farmers Mutual Hail thanks Gary for his years of service and wishes him the best in retirement!



Farmers Mutual Hail
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AGENT-FOCUSED **PRECISION TRAINING**

Want to learn more about how you can offer FMH Precision Solutions or expand your skill set? Sign up for a fall Precision Tech Tuesday webinar to help you sharpen your skills.

- **Introduction to Precision Solutions**
- **Your Precision Toolbox**
- **Claims and APH Reviews Using Precision**

FMH.COM/TRAINING



TheCloud

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