

Extending Knowledge - Changing Lives

Targeted State Crop Insurance Education

ISSUE

Since 2001, the Targeted State Crop Insurance Education Program offered through the USDA Risk Management Agency (RMA) has been extremely beneficial to Delaware farmers. Compared to the year 2000 (the year prior to implementation of the Targeted States Program), Delaware has seen a 75% increase in the number of policies sold and a 40% increase in the number of acres insured, more than triple the level of aggregate coverage. More farmers appreciate crop insurance as a part of a risk management strategy thanks to the Delaware-led network implementing the Targeted States Program.

RESPONSE

As a result of securing the 2017 USDA-RMA Targeted States Partnership Agreement, approximately 1,500 Delaware farmers were exposed to crop insurance programs and key deadlines through local industry media, both by paid advertising in the Delmarva Farmer as well as press releases. These farmers received information about crop insurance products and key deadlines through six direct mail newsletters, electronic news, and three to five postcard mailings. During 2018 Ag Week, crop insurance education was presented to over 200 growers during marketing sessions, and a similar topic presented at the Mid-Atlantic Women in Ag conference reached about 30 producers through an educational exhibit. A number of growers received educational handouts via an exhibit that was staffed at Delaware Ag Week (average 1,800 in attendance). It is estimated that over 200 young, beginning, and socially disadvantaged farmers attended a crop insurance education session during one of the many opportunities that were offered through University of Delaware's programs, including the Beginning Farmer meetings, Mid-Atlantic Women in Ag Conference, and commodity association meetings, such as the Delmarva Poultry Industry, and Delaware Fruit and Vegetable Growers.

IMPACT

Paper evaluation and personal interviews were conducted in an attempt to capture the impacts of the crop insurance education offered during the past year. Fifty producers reported increasing their level of understanding about using crop insurance in tandem with their marketing plans. One hundred producers reported that they learned about crop insurance decision deadlines as a result of receiving timely crop insurance newsletters. Sixty producers reported learning about how crop insurance could be used in building enterprise budgets. Two hundred producers reported increasing awareness about crop insurance policies and specific elements.