



Targeted State Crop Insurance Education

ISSUE

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.



Targeted State Crop Insurance Education Program has been extremely beneficial to Delaware farmers.



More farmers appreciate crop insurance as a part of a risk management strategy.

RESPONSE



2017 USDA-RMA Targeted States Partnership Agreement

1,500

Delaware farmers were exposed to crop insurance programs and key deadlines through local media.

200

growers were presented with crop insurance education during marketing sessions at 2018 AG Week.

IMPACT



50

producers reported increasing their level of understanding about using crop insurance in tandem with marketing plans



60

producers reported learning about how crop insurance could be used in building enterprise budgets



Paper evaluations and personal interviews were conducted



200

producers reported increasing awareness about crop insurance policies and specific elements



100

producers reported they learned about crop insurance decision deadlines as a result of receiving timely crop insurance newsletters