



Crop Insurance Partnership Program

Benefits to Your Business



Planting Profits® is partnering with crop insurance companies and agents to offer a new upstream production planning service. The service uses our on-line planning tool to help growers decide their crop mix. The planning service compliments selling crop insurance. Crop insurance companies and agents can use Planting Profits® to extend their relationship with clients to provide more comprehensive risk management services. Benefits include:

- **Support Core Service Sales** – Providing the upstream production planning service expands customer contact and sales opportunities for crop insurance. After a grower decides on their crop mix, they're ready to purchase crop insurance.
- **New Revenue Stream** – The production planning service can be bundled into an existing suite of risk management services or sold as a stand-alone service. For the right type of grower, production planning will be a high-value service that growers will value and pay for.
- **Competitive Differentiator** – Delivering the production planning service either for a fee or for free to your best customers is another way to compete in areas beyond product pricing.

Benefits to Your Growers



Planting Profits® is an on-line production planning tool that helps growers find their best mix of crops and acreage. Using minimal farm data and optimization algorithms, Planting Profits quickly analyzes all production options and trade-offs between profit, risk, asset use and stewardship. Planting Profits can be used to deliver on-line or in-person planning services. Planting Profits is most beneficial for row crop growers who have some crop choices and some flexibility in their rotations. For these types of growers, Planting Profits often finds crop mixes that have 10 – 30% higher forecasted income than the grower's intentions. It only takes 30 – 60 minutes to create and analyze a farm model. Planting Profits provides a new business opportunity ...

