

# ■ The ■ Home ■ Agency

HAIL POLICIES  
ACREAGE REPORTING DEADLINES  
FARMING IN BRAZIL



## President's Thoughts

FROM THE DESK OF JIM BALDONADO

After twenty-two years in the insurance business and with the help of/pushing by some of my staff, we wanted to try something new. We will be publishing and mailing out *The Home Agency Magazine* on a quarterly basis on the first of February, May, August, and November. Our goal is to emphasize items that correspond to things that are happening during that specific time of year. Almost everything in the magazine will be farming or ranching related and if there is anything you would like us to cover, please let us know, and we will do our best to highlight that topic in a future edition.

At this time I would like to welcome my oldest daughter, Sara Ross, to The Home Agency family. Sara has a mar-

keting degree from the University of Nebraska-Lincoln and for the last three years has been employed with Rural Community Insurance Services, the largest writer of crop insurance in the nation. Sara and her husband, Kevin, will continue to live in Underwood, Iowa where Kevin is involved in farming and has a cow/calf operation. Sara, with the help of Jeri Schultheiss, will be responsible for designing and editing the magazine.

Over the past few months, my staff and I have been on the road from Iowa to Colorado and many places in between. We started off the year with training meetings regarding spring crop insurance and our annual sales meeting in Elwood, NE. Soon thereafter, our travels and farmer appreciation dinners took us to Elwood, Gothenburg, Gibbon, York, and Broken Bow, NE; Kirwin, KS; Red Oak, IA; and finally Stratton and Kirk, CO. Although it entails a lot of travel and work, it is always enjoyable to visit with our pro-

ducers while sharing a meal.

In addition to crop insurance, we attended the Cattleman's Classic in Kearney, NE which highlighted another type of coverage that The Home Agency offers, Livestock Risk Protection (more details on pages 4-5). We spoke to many ranchers at this event who stopped in at our booth and have been calling us asking how they can help protect themselves against a decline in cattle markets, especially with the effect the grain markets may have.

We are now back in our offices and as our cover implies, anticipating and weighing the different options of coverage for the hail season! I took the picture which is on the front cover about three years ago northeast of Eustis, NE. This was one of the several hail storms that went through the area that year. I hope this is not something we will face in the upcoming months, but now is the time to begin deciding on the best plan of protection just in case.

According to the chart on the following page, there are a number of different hail policies to buy. The policies on the left hand side of the chart do not total out until you get to 90% or more and the companion policies on the right total out anywhere from 38% down to 75%. Since beginning my sales of hail insurance in the late 1980s, I have always asked a farmer how often he has been totaled out by hail on his MPC policy and the answer is always, "very seldom". To that I will ask them why they will buy a basic hail policy or XS20 deductible policy that totaled out at 90% to 100% when they can buy a companion policy that will total out at 55% or less. I explain that over my last twenty years 95% of hail sales are a companion variety. While looking at the chart you will see just how fast the companions pay out and if the hail storm that hits your crops is *that* bad your MPC, RA, or CRC policy will kick in.

Another hail policy getting some attention is Production Hail which is tied to your RA or CRC policy. This policy is not for everyone and is not offered in all areas. If you have any interest or questions about this product,

LOSS %	BASIC	DXS5	DXS10	XS10IP	XS20IP	CMPN 1.5	CMPN 2	CMPN 2+	CMPN 2/10	CMPN 3
5%	5.00	-	-		-	-	-	5.00	-	-
10%	10.00	6.25	-		-	7.50	10.00	10.00	-	15.00
15%	15.00	12.50	6.25	5.00	-	15.00	20.00	20.00	10.00	30.00
20%	20.00	18.75	12.50	10.00	-	22.50	30.00	30.00	20.00	45.00
25%	25.00	25.00	18.75	15.00	6.25	30.00	40.00	40.00	30.00	60.00
30%	30.00	30.00	25.00	20.00	12.50	37.50	50.00	50.00	40.00	75.00
35%	35.00	35.00	31.25	25.00	18.75	45.00	60.00	60.00	50.00	90.00
38%	38.00	38.00	35.00	28.00	22.50	49.50	66.00	66.00	56.00	99.00
40%	40.00	40.00	37.50	30.00	25.00	52.50	70.00	70.00	60.00	100.00
45%	45.00	45.00	43.75	35.00	31.25	60.00	80.00	80.00	70.00	100.00
50%	50.00	50.00	50.00	40.00	37.50	67.50	90.00	90.00	80.00	100.00
55%	55.00	55.00	55.00	45.00	43.75	75.00	100.00	100.00	90.00	100.00
60%	60.00	60.00	60.00	50.00	50.00	82.50	100.00	100.00	100.00	100.00
65%	65.00	65.00	65.00	55.00	56.25	90.00	100.00	100.00	100.00	100.00
70%	70.00	70.00	70.00	60.00	62.50	97.50	100.00	100.00	100.00	100.00
75%	77.50	77.50	77.50	70.00	68.75	100.00	100.00	100.00	100.00	100.00
80%	85.00	85.00	85.00	80.00	75.00	100.00	100.00	100.00	100.00	100.00
85%	92.50	92.50	92.50	90.00	81.25	100.00	100.00	100.00	100.00	100.00
90%	100.00	100.00	100.00	100.00	87.50	100.00	100.00	100.00	100.00	100.00
95%	100.00	100.00	100.00	100.00	93.75	100.00	100.00	100.00	100.00	100.00
100%	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
COST \$100 Coverage										

please contact one of our agents. We will let you know if it is available to you and be glad to show you how the policy works.

I have been getting a few calls from people wanting to know how much hail they should buy this year with the prices as high as they have gotten recently. My suggestion is that you should first insure the uninsured bushels for hail. For example, if you have 180 bushel APH at the 75% level, that's 45 bushels uninsured. 45 bushels times \$5.50 cash price is \$247.50 per acre. Also, remember your APH is based over a 10 year average so you may actually be short some bushels on top as you may normally raise more than your APH.

The same thing goes for soybeans. If you have 60 bushel APH on beans at the 75% level, that's 15 bushels uninsured. Now take that times \$11.00 cash beans, and you get \$165.00 per acre that you need to add protection to for the bushels not covered by your RA or CRC policy.

For wheat where the base price was set last fall at \$5.88 the people with RA would need to buy less hail than the ones with CRC. Remember you are capped at \$2.00 market up on CRC or at \$7.88. We all know where wheat is now or where it was a few months ago.

Therefore, for the people with CRC if you have a 45 bushel APH at the 75% level, that's 11 bushels uninsured times \$10.00 which is \$110.00; plus you have the bottom 34 bushels maxed out at \$7.88, so you would need another \$3.00 per bushel on them or another \$100.00. The people with RA could get by with \$110 or so as their RA policy gives them more coverage.

The numbers above may be higher or lower depending on each individual's operation, and are meant for guidelines only. Give our local office a call so we can go over all the different plans with you to make sure that we are all on the same page. Furthermore, hail plans are different from state to state as well as by company. In Kansas and Nebraska, you can add wind to a wheat hail policy with some companies for as little as \$1.00 per \$100.00. This is something everyone should check into. Also, in some places with some companies you can buy Comp 2+ which takes away the deductible. Some places in Kansas on wheat you can do that for one dime, which should be a must for insureds. As I said there are a bunch of options out there so, please contact our office as soon as you can to get signed up for the hail policy suited for you. Hopefully, we won't need to use any hail policies, but

it is better to have and not need than to not have and need.

I want to thank you for your business over the years and hope you enjoy the first issue of *The Home Agency Magazine*. It will be going out to all of our crop and farm insureds. I have said time and again, that if it wasn't for the American farmer and rancher, small town businesses like mine would not be around. We want to be here for years to come, using our crop insurance expertise to serve you in the best possible way. So, again, thank you for your business!

*Jim Baldonado*

Base Prices for 2008			
Grain	Price	CRC	RA
Corn	\$5.40	Limit up of \$1.50	Unlimited
Soybean	\$13.36	Limit up of \$3.00	Unlimited
Milo	\$5.06	Limit up of \$1.50	N/A
Wheat	\$5.88	Limit up of \$2.00	Unlimited

## Things To Remember

### ACREAGE REPORTING DEADLINES

By Cindy Davis

**A**creage Reporting Deadlines are right around the corner. The deadlines for reporting acres on most crops are indicated below.

<b>Iowa</b>	<b>June 30th</b>
<b>Nebraska</b>	<b>June 30th</b>
<b>Kansas</b>	<b>July 15th</b>
<b>Colorado</b>	<b>July 15th</b>

In certain states, some crops such as oats and spring barley may have earlier acreage reporting dates. If these are the only crops you have planted contact your agent today.

The following are just a few reminders of things to remember when reporting your acres with your agent:

- Report all acres of each crop on your policy regardless of share or practice; planted or prevented from planting; insurable or uninsurable.
- Report all acres prevented from planting within 72 hours after the final planting date if you do not intend to plant the crop during the late planting period, or 72 hours after you deter-

mine the acres will not be able to be planted in any applicable late plant period. Do not wait to report prevented planting acres at the same time you report all your planted acres.

- Add all newly acquired ground at Acreage Reporting time with your acres. At this time we will set up an APH using the T-yield or an added land yield. Production from newly acquired ground not reported will be added to production from reported acres in that base unit. If you are adding more than 640 cropland acres to your operation please contact your agent before acreage reporting time. Additional paperwork may need to be submitted to RMA.
- You may plant the corners of your pivots without changing the planting pattern, but you must have a discernable break between Irrigated center pivots and Non-Irrigated corners. The discernable break may be created before or after planting, but by Acreage Reporting Date. Different plant populations will not count as a break between the two practices.
- If you farm across section lines it will throw all the acres in those sections into one unit. Row direction, a

road or something on the section line will divide each section.

- If popcorn or sugar beets are included on your policy, we will need a copy of your contract for the crop. You must report all planted acres, but only contracted acres are insurable. Contracts must be in acres and include the legal description of where the crop is planted.
- SILAGE ~ Be sure that you contact your agent before starting to chop so that we can get an appraisal done on the field(s). Failure to contact us could jeopardize coverage.
- REPLANT ~ If you need to replant any acres you MUST turn in your request to your agent prior to actually replanting. You have to allow the adjuster the opportunity to look at the replant acres prior to them being replanted per the policy provisions.
- VERIFY ALL CROP ACRES, PLANTING DATES, AND SHARE PERCENTAGES. Your schedule of insurance provides coverage on the information you have given to us. If, at loss time, these acres or sharing percentages are incorrect they cannot be changed without penalty. ■

## Livestock Risk Protection

### PROTECT YOUR LIVESTOCK

By Arlyn Rieker

**T**he Home Agency strives to provide you, the producer, with all the available products to aid in the profitability of your operation. Whether it is Crop, Property and Casualty, Farm, or Auto Insurance, we feel our knowledge of the products is one of our greatest strengths. One product for livestock producers is Livestock Risk Protection or LRP.

LRP is exactly what the name says "Risk Protection". LRP provides protection against a decline in prices below the established coverage price for feeder cattle, fed cattle, swine, and lambs. For those of you who have purchased LRP in the past, this will be a little refresher course. For the people interested in protection against a

### LRP Quick Reference

	Insurance Periods	Limits (# Head/Producer)		Target Weight	Actual Ending Value
		Single SCE	Crop Year		
Feeder Cattle	13, 17, 21, 26, 30, 34, 39, 43, 47, or 52	1,000	2,000	< 600 lbs. (<6.0 cwt.) Type 1 or Weight 1 Steer (steers & bulls) Heifer (heifers only) Predominantly Brahman (heifers, steers, & bulls) Predominantly Dairy (heifers, steers, & bulls)  600-900 lbs. (6.0-9.0 cwt.) Type 2 or Weight 2 Steer (steers) Heifer (heifers only) Predominantly Brahman (heifers & steers) Predominantly Dairy (heifers & steers)	Weighted average price of feeder cattle as calculated by the CME for the Cash-Settled Commodity Index Prices and reported as the CME Feeder Cattle Reported Index multiplied by the price adjustment factor.
Fed Cattle	13, 17, 21, 26, 30, 34, 39, 43, 47, or 52	2,000	4,000	1,000-1,400 lbs. (10.0-14.0 cwt.)	Price of fed cattle calculated by the AMS in the S Area Weekly Weighted Average Direct Slaughter Cattle. Price series is the Live Basis Sales, Steers, 35-65% Choice category.
Lambs	13, 26, or 39	7,000	28,000	50-150 lbs. (0.50-1.50 cwt.)	Weighted average net price of domestic previously slaughtered lambs on a live basis reported on the AMS National Weekly Slaughter Sheep Review.
Swine	13, 17, 21, or 26	10,000	32,000	203-304 lbs. live basis (1.50-2.25 lean cwt.)  Multiply live weight by 0.74 to convert to lean weight	Weighted average price of lean hogs for the end date and the day prior to the end date. The AMS price series used is the same series used to settle the CME lean hog futures contract.

## LRP Continued...

down market, this will be an LRP 101 introductory course. On the bottom of the previous page is a reference guide that lists the different types of LRP and has some basic information on the products.

The LRP crop year is from July 1 through June 30 of each year. It is a continuous policy and may be purchased as such throughout the year, which makes it easy to ensure that

### Price Adjustment Factors

Weight Range	Steers	Heifers	Predominately Brahman	Predominately Dairy
<6.0 cwt.	110%	100%	100%	85%
6.0-9.0 cwt.	100%	90%	90%	80%

your coverage will correspond with your livestock marketing. Premium rates, coverage prices, levels of coverage and actual ending values are posted daily. The plan coverage prices and rates change daily and are based on the Chicago Mercantile Exchange (CME). Unlike crop insurance where we know when and how the base prices are set to establish the rates and premiums, LRP does not have that formula. This makes it necessary to run quotes daily to know the coverage prices, levels offered, and the premiums. There might be coverage one day and not the next. We don't know until the quotes are established at the end of each trading day around 3:30 p.m. This is why we run the quotes daily and stay in contact with the producers to keep them up to date on the coverage prices. All these quotes and Actual Ending Values can be found on our website.

Here is an example quote for a 599 pound steer which would be in the Steers Type 1. The coverage would be for a 21 week endorsement which establishes an ending date of August 22, 2008. The coverage price established by the government at the 99% level is \$116.58. Now that we know these numbers up front, if on August 22nd, the Actual Ending Value is set at \$103.00, you would have an indemnity

payment due since the ending value is less than your coverage price. The indemnity would be calculated as follows: Coverage Price of \$116.58 minus Actual Ending Value of \$103.00 equaling a \$13.58 loss per cwt. Your total indemnity would be the \$13.58 loss per cwt. X 5.99 pounds which would give you a loss payment of \$81.34 per head. If the Actual Ending is \$116.58 or higher, there is no indemnity paid. The Actual Ending Value is set using the CME Feeder Cattle Index, along with the Price Adjustment Factors (PAF)

for each type and weight of cattle. Here is a chart showing the Price Adjustment Factors.

One question we get a lot is, "Does it matter what the cattle weigh, or what I sold them for?" It doesn't matter what you sell your cattle for or what they weighed on sale day or if you retain ownership; what determines whether you have a loss or not, is if the Actual Ending Value on your ending date is below your Coverage Price. One thing that will void your coverage is if you sell your cattle more than 30 days prior to your ending date. Also, this is not a mortality policy, if animals die; we need to be notified of the death and document it. If you have an indemnity, you will still be paid the LRP loss on the dead animal.

Recently, we have had numerous calls on new born calves and the possibility of putting coverage on them this fall. Also, producers who are buying light weight calves now and planning on selling them late summer or early fall are looking at

coverages and prices. With the uncertainty and volatility in the markets, LRP is a risk management tool to aid the livestock producers on their bottom line. Give us a call and we will be happy to visit with you some more about LRP. ■



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## Farm Risk Management

### WEATHER-RELATED DISASTERS

By Deb Arends & Lori Rahjes

Many people are affected each year by tornados and other weather-related disasters such as wind and hail. Often, farmers purchase insurance for their crops to protect against such conditions; however, it's equally important to make sure you are prepared for this type of loss to your property. As storm and tornado season fast approaches, we would like to remind you that we have a number of farm companies that we represent and recommend the following tips:

- Be sure you have adequate insurance coverage. You can do this by reviewing your existing coverage with one of our agents to see if you have any "gaps". It is important to know whether your policy is insured for replacement cost or actual cash value. We very seldom insure a home on Actual Cash Value basis unless it is due to age or condition of a roof. It is a good idea to let your agent know if you have recently repaired or replaced your roof so that if it was previously insured on Actual Cash Value, it can be returned to Replacement Cost if so desired. Also, some companies offer discounts if you use certain types of hail or weather resistant roofing.
- If you own and insure livestock, most companies insure for perils of fire, lightning, windstorm, hail, explosion, earthquake, smoke, aircraft, collision, riot and civil commotion and theft. Depending on the company which insures you, there may be additional perils that are either included or may be added by endorsement. Examples of these coverages include: accidental shooting, drowning, freezing, electrocution by artificial electricity, flood and attack by dogs or wild animals.
- Pivots are another concern. Most of our farm companies will insure pivots at replacement cost if they are insured to value. Again, depending on the company, the definition of insured to

value may vary. We also have companies that can add mechanical breakdown if desired.

- Learn the facts about flood insurance. Flood is not a covered peril on a property policy. A separate policy is needed for coverage, but not all areas participate in the National Flood Insurance Program (NFIP). Contents coverage is not automatically included with NFIP building coverage. Also, there is usually a 30-day waiting period after the application is received by the company before the flood coverage goes into effect.
- Plan now for a future claim by preparing an inventory of your personal property, including model and serial numbers. Attach sales receipts and photographs when possible or videotape each room. Store this information off the premises, such as in a bank safe deposit box.
- Ways to save on your homeowners insurance:
  1. Stick with the company that offers the best deal. This does not necessarily mean price.
  2. Change your deductible.
  3. Make sure you take advantage of all the discounts you qualify for, such as roof material, alarm system, multi-policy, and no wood burning stove.
- One other tip/reminder that is not weather-related, but we feel is important and want to mention, is that most Nebraska farmers are exempt from having to carry workers compensation insurance. However, in

order to be in compliance with this exemption, a notice stating no workers compensation insurance is offered must be posted in a highly visible area. In addition, the farmer must have on file a signed Employee Acknowledgment for each employee stating the employee understands no workers compensation insurance is being provided by the employer/farmer. We have these forms available for your use if you need them.

If you have any questions or concerns regarding your property insurance, we will be happy to sit down and discuss your options so you are adequately covered for this upcoming storm and tornado season! ■

### Comments and Suggestions

Email us at

[tha.magazine@hotmail.com](mailto:tha.magazine@hotmail.com)

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## Long Term Care

### LONG TERM CARE IS SKYROCKETING

By Kent Holl

The average cost of a Long Term Care stay has skyrocketed to \$76,680 per year and the average stay is 2.4 years. Most senior Americans do not realize that neither Medicare nor private Medicare Supplement Insurance will pay these costs. What is your risk of a Long Term Care (LTC) stay?

- 49% of people turning 65 will need long term care at some point .
- 72% of people turning 65 will need home health services.
- 37% of people receiving LTC are between the ages of 18 & 64.

Young people tend to need Long Term Care due to accidents, cancer, brain tumors, strokes, and illness such as Parkinson's or Multiple Sclerosis. As a result, persons who try to pay for their own LTC may become financially impoverished and may become consumed by LTC expense.

The Deficit Reduction Act has made significant changes in the Medicaid Rules and how you qualify for benefits under the Federal Welfare Program. Since the State has amended their Medicaid eligibility rules, you are allowed to protect assets that would have otherwise been spent on your care. These assets will remain exempt even upon death. One of the changes implemented by the State Medicaid program is the implementation of the State Partnership Program to protect your assets from being consumed by Long Term Care expense.

What is the State Partnership Program? The Partnership program helps fund long term care needs through a collaborative effort between the State Government and the Private Insurance carrier. Under the Partnership Program, you have a dollar-for-dollar protection for a specific amount of assets. For every dollar that a Long Term Care Partnership insurance plan pays out in benefits, a dollar of assets can be protected during the Medicaid eligibility determination.

Considerations before buying Long Term Care Insurance:

1. **HEALTH STATUS:** Long Term Care insurance is paid for by premium dollars. LTC insurance is bought with your health. You are a greater risk if chronic health conditions run in your family.

2. **INCOME & ASSETS:** A LTC policy makes sense if you have assets you have accumulated and want to conserve them for your family.

3. **INCOME GUIDELINES:** An individual's income must be greater than \$20,000 or combined income for a couple must be greater than \$40,000.

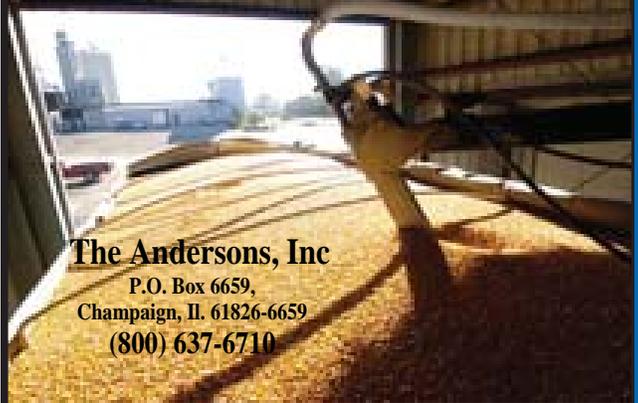
4. **ASSETS:** Individual's assets must be greater than \$30,000 or couples combined assets must be greater than \$50,000.

5. **PROBABILITY:** The probability that you will have a home fire in your lifetime is 1 in 155. The probability that you will have an auto accident in your lifetime is 1 in 15. And the prob-

ability that you will require Long Term Care in your lifetime is 1 in 2.

If you would like to learn more about how to protect your hard earned assets that have taken a lifetime to accumulate, please contact The Home Agency and we will be happy to help you. ■

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Photo taken by Larry Williams

# Agent Bios

## CHRIS HAUSERMAN

Chris Hauserman is the agent in the The Home Agency-Clay Center office in Kansas. He is a lifelong resident of Clay County and has a small farming operation. Chris graduated from high school in 1987 and Kansas State Univeristy in 1992. After graduation from K-State he began farming with his father and was employed at Bruna Implement as a salesman for nine years. Chris and his wife, Anjanette, have 3 sons; Brandon who is 16 years old, Kale who is 5, and Luke who is 2. They make their home in Clay Center.

A friend from college got Chris interested in crop insurance and introduced him to Jim Baldonado and the Home Agency in November 2002. He became licensed in December



2002 and started The Home Agency-Clay Center office out of his house that spring.

In 2004 he opened an office in downtown Clay Center on Court Street and was located there until April 2007 when he moved his office to its current location at 908 6th Street in Clay Center. The office is open Monday-Friday, 9am-5pm. In August 2007 Trudy Barss was added as office help.

## ENOS & JILL GAUERHOLZ

Enos and Jill Grauerholz are farmer agents in Beloit, Kansas. They began doing business with The Home Agency ten years ago. After listening to Jim Baldonado on the radio for many months, Enos called him at 7:30 a.m. one morning and Jim answered. Enos explained to him that he could not find the product knowledge or innovative policy options and how to use them

confidently from his "local" agent. With Jim's knowledge and marketing profiles, Enos and Jill were able to lock in profits for their farm from the market. This worked by using guaranteed bushels from their revenue policy. For many years, this has helped them keep their farm running smoothly. Within



two years from that initial phone call the Grauerholz's were agents for The Home Agency.

As agents, Enos and Jill work together to form a great team. Enos is good at talking to farmers as he has so much in common with them while Jill is in the office making sure all the paperwork gets done in time. They both go to see their clients throughout the year and are now spread out over 12 counties in Kansas. They say that it is a pleasure getting to know each individual farmer. With mapping, marketing profiler and a custom summary of coverage, the Grauerholz's are able to go beyond their customers' expectations. With all of these services, clients are confident in buying higher levels of coverage. With the volatility in the grain market, financial institutions are pleased when their customers have good insurance.



## RHONDA JONES

Surrounded by the small farming community of Kirwin, Kansas and married to a farmer herself, Rhonda Jones became an agent for The Home Agency when the need for an off the farm job became evident after several years of drought. Listening to KRVN one morning, she heard Jim Baldonado talking on the radio. He was looking for people interested in becoming crop insurance agents. She picked up the phone and called Jim knowing that this job would fit in with her farming knowledge.

Rhonda has been a part of sales all

of her life. Her dad owned a car dealership in Kirwin and since being married, her husband has been into selling fencing supplies, seed and even boots! Rhonda's cliental are not only customers to her, but she has known many of them her whole life and strives to have a good friendship and honest business relationship with them.

Rhonda and her husband, Bill farm north of Kirwin operating the family farm. They have lived there for 25 years raising 3 children. They produce wheat, corn, grain sorghum and also have a cow/calf herd.

Their oldest daughter Rachel graduated in 2007 from Sterling College and is in her first year of teaching math at Phillipsburg High School. She was an assistant girl's basketball coach this past season and is now concentrating on her upcoming wedding in June.

Their second daughter, Alyssia is a sophomore at the University of Nebraska-Kearney majoring in Business Management. She is currently working for a farm network publishing business in Kearney.

The last of their children is their son Vincent. He is 11 years old and a 5th grader at Eastern Heights Elementary school in Kirwin. He enjoys working



beside his dad on the farm and is becoming a skilled young hunter.

Rhonda is well known in the area

for her wonderful baked goods. "Fresh from the Farm Oven" brings you cookies by the dozen, baked breads and pies. She enjoys being outdoors in her flower garden and taking her dog, Muffin, for a walk. Rhonda also works as a postmaster relief for the Agra post office.



## Bios Continued

### ANDY FYE

I feel that family is important no matter what your profession. My dad proudly served in the Army and was stationed overseas in Nuremberg, Germany in 1959, the year I was born. I spent my days in larger cities and did not know that I would end up in a rural community. In 1971, we moved to Nebraska after he retired.

I graduated from Benkelman High School and then met my husband Ted Fye. We were married in 1977 and lived in Wauneta, Nebraska. Our son, Tyson, came along in January 1980 and daughter, Tawny, followed in August, 1984.

In the fall of 1990 we moved to Stratton, Colorado where both children attended Stratton High School and competed and excelled in athletics. This gave us much joy, watching them play. During this time, I worked several odd jobs in the livestock and farming arenas, which allowed me time to

enjoy my children.

In the summer of 1996, Jim Baldonado, a fellow native of Wauneta, approached me about branching out in the insurance business. He was interested in opening an agency in Stratton. The Home Agency was opened in July of 1996 and I hit the books at



this time and received my insurance license and the fun began. With the help of the Elwood office, we began to write new business in all lines of insurance.

When I started selling crop insurance, almost every operation was carrying the same type of insurance. Now, times have changed. I meet with all my insureds, both spring and fall, and each operation has different needs. With the diversity in crop insurance today, we can design pro-

grams to match their individual needs. I enjoy working with area farmers on crop insurance as it gives me the opportunity to help them achieve the maximum potential of their operation.

Over the years, as The Home Agency has grown, so has my family. Tyson was married in January 2006 and we welcomed Diana and her daughter Hannah into our family. In October of the same year, my grandson, Stockton, was born.

Our daughter, Tawny, will graduate in May of this year, with a degree in Physical Education and Athletic Training from Doane College in Crete, Nebraska. She plans on returning to the rural communities to teach and coach our future generations.

Other than my agency work, I spend my time with our cattle, horses, and enjoying my family. The Fye family are avid sports fanatics. We proudly shout "Go Big Red" in Colorado and support all collegiate and high school sporting events. ■

## KRVN RADIO IN LEXINGTON, NE

**K**RVN radio has announced its new text messaging service called KRVN Mobile Markets. This paid service will provide text message updates on the commodity markets selected by a client. KRVN started providing ag news and information to farmers and ranchers on the radio in 1951. Still the leader in ag radio, KRVN continues to seek opportunities to provide the information ag producers need to succeed. KRVN is partnering the text messaging service with a Colorado company-Commodity Updates. Clients can select the commodities they wish to follow as well as the number of times per day they would like to receive the messages. An 800 number is also available to trigger a text message on current commodity information. KRVN, known for its news and information, will also provide text messages on timely news and sports events. KRVN General

Manager Eric Brown said, "Since we're owned by 4,000 farmers and ranchers, we are always looking for better ways to communicate information. In today's market you can't afford to be out of touch, this technology is easy to use by utilizing something you already own, a cell phone. It's a cost effective way to receive essential information." The service is available monthly for \$9.95, quarterly for \$25.00 and yearly for \$90.00. Individuals interested in purchasing KRVN Mobile Markets can do so online at [KRVN.com](http://KRVN.com) or by calling 308-324-2391. KRVN is the flagship station of the Rural Radio Network which includes KNEB AM/FM in Scottsbluff, Nebraska and KTIC AM/FM in West Point, Nebraska.

*For more information contact Natalie Anderson, Sales Coordinator, KRVN PO BOX 880, Lexington, NE 68850 (308) 324-2391, [nanderson@krvn.com](mailto:nanderson@krvn.com)*

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## Greetings from Brazil

*Global Ag Investments-April 2008*  
Submitted by Tyler Bruch, Written by  
Tyler Bruch & Lowell Malard

In 1844 my great, great, great, grandfather Sebastian Bruch packed up his family and boarded a ship for the land of opportunity-the United States. That bold move 164 years ago has spawned four generations of farmers in the Bruch family.

Now fast forward and go south to my office in Luis Eduardo Magalhaes (LEM), Bahia, Brazil, where I'm writing this first article. I, too, made a bold move five years ago when I graduated from Iowa State University and moved to Brazil.

I had originally planned to study at an agricultural school in Recife, in north-east Brazil, but I quit after I saw horses in the hallways of the agronomy building. I then boarded a bus for LEM where I knew some Americans were farming. When I arrived all I could think about was how you can find farms and opportunities there in Brazil that you couldn't find back in Iowa. Land in that area of Brazil sold for \$300-400/acre – and there was a lot available. This was the place that I had hoped to find.

I had been in Bahia for three months when I made my first offer on a farm there. After the first three fell through, we finally found the perfect fit in August 2003 on the Cerrado, or virgin land that needed to be cleared before farming.

We worked 24/7 clearing land, picking up roots and working lime into the red soil. We also had to build housing for our workers, a place to store and work on equipment and even a water tower. Our goal was to be planting by November 1 and we made it!

We've since expanded our operation by renting more land. I started

an investment company called Global Ag Investments (GAI) to offer investors an opportunity to invest in American-managed agriculture. We're currently farming over 30,000 acres of soybeans, cotton, field corn and popcorn.

Harvest has officially started for GAI. The specialty crop, popcorn, kicked off the harvest season this past week. Regular field corn will be next for the nine harvesters that are contracted for this season. The yield on the popcorn is between 55-60

that this system of sacks becomes the unit of trade versus cash, like we are accustomed to in the US. For example, if you lease a farm and negotiate a price of 10 sacks per hectare, the landowner's share, 10 sacks/hectare, is delivered to the grain terminal and becomes the landowner's responsibility to market for the lease payment.

The same system applies for custom hire equipment. An example of this would be the custom harvester. They will charge approximately two

sacks per hectare to harvest soybeans. The soybeans are sold in the harvesters name and that is how he is paid for his services. Certainly different than what we are used to in the US. This way everyone becomes a stake holder in the commodity price, not just the farmer.

The biggest challenge for a newcomer in Brazil with aspirations of farming is the language. It is an absolute must to speak, read and write Portuguese if you plan to conduct business here. This is an obstacle, but it can be achieved. Like the old saying goes, if it was easy, everyone would do it. After spending the last five years learning Portuguese and adapting to a new business and social culture, I can relate to the travails of my forefather, Sebastian, all those years ago. ■



Growing Profits One Field at a Time



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bushels per acre. Moisture has been about 26% off the combine so the popcorn needs to go to the dryer before storage. The majority of the GAI crop ground is soybeans and cotton. We are still a good week before the beginning of soybean harvest and the cotton will be the last crop to be harvested and will not begin until mid-May and continue into the summer months.

When crops are harvested, the yield is measured in "sacks" rather than "bushels". A sack of soybeans is 60 Kg. The simple conversion to bushels would be 2.2 bushels equals one sack. What is interesting to me is

## GAI on TV

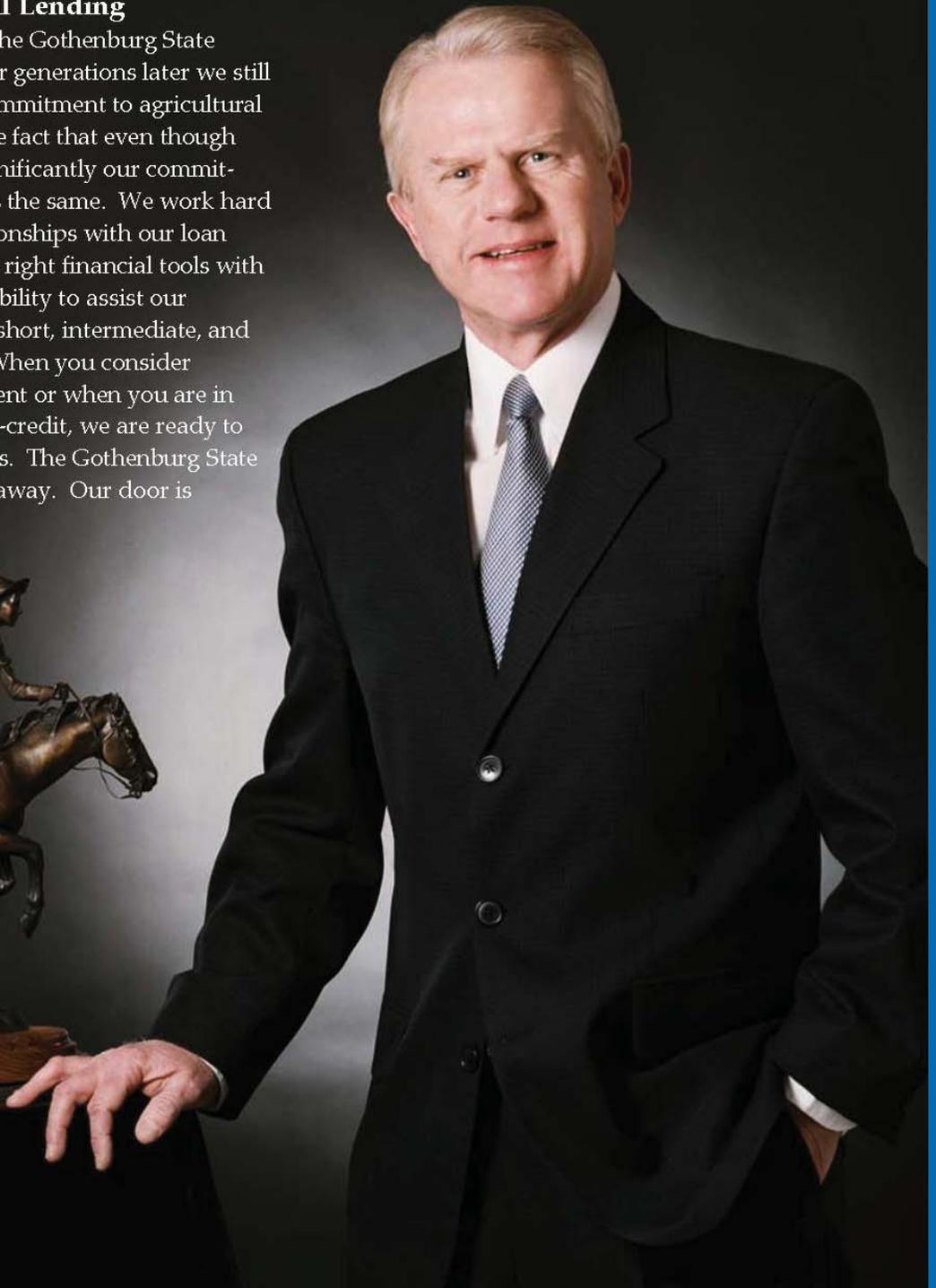
**Global Ag Investments will be featured in a documentary on MSNBC TV in late April/early May. The theme is US farmers that have expanded their operations in Brazil. Check the MSNBC website or your program guide to find out the specific times that it will air.**

## Agricultural Lending

It was 106 years ago when the Gothenburg State Bank was founded, and four generations later we still have the same focus and commitment to agricultural lending. We're proud of the fact that even though agriculture has changed significantly our commitment to agriculture remains the same. We work hard to establish long term relationships with our loan customers. By coupling the right financial tools with sound advice we have the ability to assist our borrowers in meeting their short, intermediate, and long term financial goals. When you consider purchasing land or equipment or when you are in need of an operating line-of-credit, we are ready to handle your financing needs. The Gothenburg State Bank is only a call or email away. Our door is always open for you.



*Matt Williams*  
President and CEO



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