

(866) 878-7133

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WELCOME TO MOMENTUM AG

ERIC SORENSEN | VP, OPERATIONS

We are thrilled to extend a warm welcome to both our steadfast supporters and our new friends!

Your decision to stay with us through our transition into Momentum Ag means the world to us, and we couldn't be more grateful.



With this new chapter, we're excited to announce that the possibilities with us have expanded exponentially. Alongside our time-honored offerings in crop, livestock, and health insurance, you now have access to an even broader spectrum of products tailored to meet all your needs. Your trust in us has opened up a future brimming with opportunities and choices.

Our commitment to keeping you informed and ahead of the curve is stronger than ever. That's why we're launching our quarterly newsletter, designed to bring you the latest, most relevant topics in the agriculture and insurance industries.

We're also introducing a new segment on farmer health, focusing on strategies to promote well-being, safety, and resilience in the field. Because we believe that your health is just as important as the health of your farm.

We're all about community. If you have any questions, thoughts, or simply want to share your story with us, please don't hesitate to reach out. After all, this is more than just a newsletter—it's a conversation between the very heartbeats of the agricultural community.



WHY CROP-HAIL COVERAGE IS ESSENTIAL

Crop-hail insurance is essential for protecting against weather damage and ensuring financial stability. It provides benefits like coverage for weather-related losses, flexible plans to fit different farming needs, and financial perks like set payouts and discounts. It's a smart way to manage risks and keep finances steady during uncertain times.

PROTECTION BEYOND PHYSICAL DAMAGE: Covers economic losses, ensuring you receive market value for damaged crops.

CUSTOMIZED COVERAGE: Policies can be specifically tailored, covering different crops and growth stages.

Financial Security: Provides financial predictability with predefined payouts, helping you plan with certainty.

Risk Management: Fills essential coverage gaps left by standard policies, to build a more robust risk management strategy.

Considering the broad protective scope, flexibility, and financial safeguards it offers, crop-hail insurance emerges as an indispensable asset for any thorough farming operation, securing livelihoods against nature's unpredictability.

Ask your Momentum Ag agent for more information.

REPLANTING REMINDER

If you need to replant any acres, contact your agent prior to doing any replanting, as your AIP needs to release the acres to be in compliance with replanting provisions on your policy.



IMPORTANT DATES

- APRIL 29** Production Reporting for 3/15 SCD
- JUNE 16** SCO/ECO Yield Reported for previous crop year
- JULY 15** Annual Forage Sales Closing



UNEXPECTED CORN FORECAST STIRS MARKET UNEASE

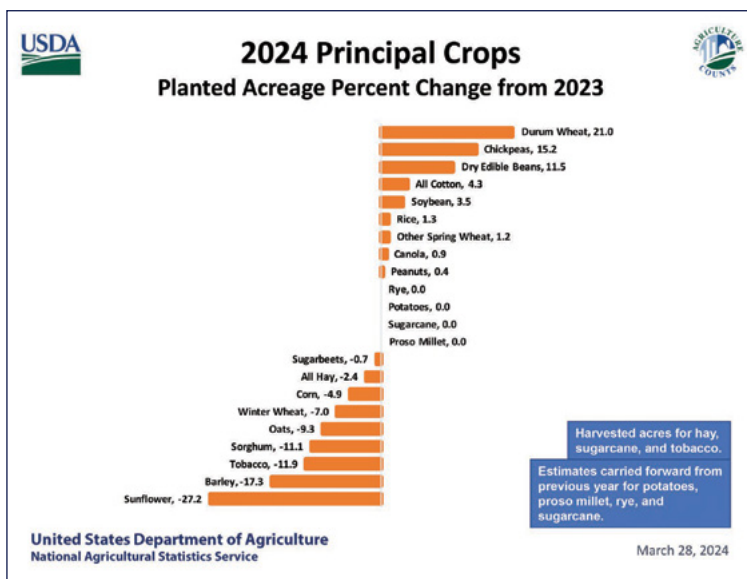
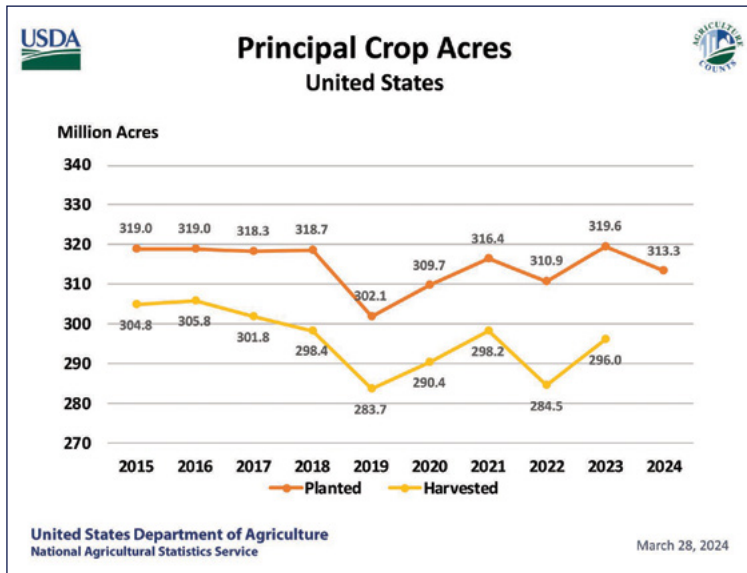
LOGAN HARTWIG | CROP INSURANCE AGENT



The release of the latest USDA Prospective Plantings report has stirred considerable attention and concern among farmers, traders, and analysts alike. It revealed that estimated corn acres are lower than the trade average guess and came in around the very lowest guess. Estimated corn acres came in at 90 million which is about 5% lower than last year's planted acres. When the report came out the trade had a big move with a 20-cent climb before settling up 15 cents.

Many analysts had pointed to fall field work and the corn vs bean ratio and did not believe we would cut acres by that much, which is why most of the trade estimates were higher than the actual. Others believed that with break-even prices 40-50 cents above where we are currently trading before planters start rolling, farmers would be inclined to lower corn acres. It's hard to put a crop in the ground knowing how much below break-even the price is currently trading when costs continue to rise and the price of holding an operating note is also on a steep incline.

Although the change to corn acres grabbed the most attention, there was a shift in overall expected planted acres, dropping total planted acres by roughly 6 million acres as shown in the USDA chart below. The Prospective Plantings Report did give the market a knee-jerk reaction out of the gate, but the market has digested and adjusted to these numbers and realized we are carrying over a decent amount of grain, so we continue to have a market that is grinding until we see a threat to the growing season.





CATTLE MARKETS: HANDLING THE WILD RIDE

The ever-fluctuating landscape of the cattle market continues to provide fodder for some pretty big market moves. In the last weeks, we've seen quite a decline in the cattle markets after having months of increases, losing over \$25 a cwt.

The decline can be attributed to several factors, funds exiting the market, changes in consumer demand, the decline in the cattle supply (although still lower than last year) has slowed and is only down 1-2% from last year. The cattle ready for market is starting to show a slight increase in numbers giving us a slightly front-loaded market.

The bird flu continues to be a hot topic in the cattle industry. So far the only cases that have been "official" have come from dairy herds but there isn't much testing happening on the beef side. The outbreak can have concerns jumping from changes to demand to change to availability of beef so it will feed into some major moves if the outbreak spreads.

Cattle markets have seen major moves in the last few years and we will continue to have a wild ride with this market. These moves in the market can make risk management even more essential. Make time to work through your marketing and risk management plan.

ARE YOU PROTECTED FROM LACK OF RAINFALL?

You're probably concerned about the weather forecast, market trends, and finding effective ways to keep your herd healthy for maximum calf market yield.

ANNUAL FORAGE COVERAGE

Annual Forage Coverage is available in select counties and insures against lower-than-expected precipitation affecting your feed or fodder crops.

PASTURE, RANGELAND, & FORAGE (PRF)

PRF offers coverage when precipitation drops below your chosen levels, protecting your pastures and hay.

WHY CONSIDER THESE OPTIONS?

Both programs protect against dry conditions based on your selected coverage levels, potentially saving your annual forage harvest, hay bales, or extending the grazing season without having to supplement pastures.


LIVESTOCK RISK PROTECTION (LRP)

LRP helps cattle and swine producers hedge against falling market prices, offering various coverage levels and insurance periods aligned with your marketing schedule. If market prices drop, an indemnity is paid for the difference, ensuring peace of mind.

ADDITIONAL CONSIDERATIONS

In addition to these insurance options, it's essential to have a solid risk management plan in place for your ranch. This may include diversifying your income streams, maintaining healthy and productive pastures through proper grazing management, and having emergency funds set aside for unexpected events.

Ask your Momentum Ag agent which of these products would be the right fit for risk management plan.

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MENTAL HEALTH TIPS TO USE ON THE FARM

Mental health is essential and needs regular attention. When you're busy with your land and livestock, it's easy to neglect your mental health. Here are five tips to improve mental health amid your hectic life.

SET CLEAR GOALS

Start each day by setting a positive mental tone. Take a deep breath and set an intention, such as "I choose resilience." This can be a moment of quiet reflection while doing early farm chores, checking on animals, or walking the fields.

STAY HYDRATED – MIND & BODY

Just like crops and livestock, your mental health needs water. Drinking enough water is crucial for focus, energy, and lessening stress. Take short breaks and keep a water bottle nearby, aiming for eight glasses a day or adjust based on your needs and activity level.

TAKE A BREAK WITH A PURPOSE

It's tough to take a break with endless tasks, but pausing is crucial. Instead of stopping randomly, spend a few minutes on something you enjoy. Listen to music or do a breathing exercise. These intentional breaks refresh your focus and boost your energy..

CONNECT WITH YOUR COMMUNITY

Connecting with your local farming community enhances your sense of belonging. It fosters strong community ties, provides a sense of inclusion, and offers fresh perspectives that can reduce stress and anxiety.

END THE DAY WITH GRATITUDE

End your workday with gratitude practice; note three daily positives, like work achievements or family time. It reduces stress and improves sleep.

Incorporate these steps into your routine for mental resilience. Investing in mental health yields significant benefits. Every small step helps in nurturing a healthy mind.

HEARING HEALTH: A SILENT ISSUE IN AG


Hearing loss among farmers is a growing problem due to exposure to harmful noise levels, with many not wearing hearing protection. Farmers often protect against sunburn and chemical risks but neglect hearing protection, despite known risks. This could be due to the slow development of noise-induced hearing impairment, discomfort, a sense of invulnerability, lack of training, or neglect in wearing protective gear. Noise-induced hearing loss is permanent but preventable.

At Momentum Ag, we are committed to ensuring a healthy future for every farmer and rancher. Charlene Phillips, a Master's student at Arkansas State University is conducting a survey to evaluate the awareness and perceptions of hearing loss among farmers and asked for our help. This research aims to inform educational programs and interventions designed to enhance health within the agricultural community.

By participating in the survey, you're helping to protect farmers' hearing and promoting the importance of hearing protection in farming. Join us by sharing your experiences and opinions through the survey. Together, we can improve hearing protection in the agricultural sector.



SCAN TO
COMPLETE SURVEY

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