



United States
Department of
Agriculture

March 30, 2011

Farm and Foreign
Agricultural
Services

INFORMATIONAL MEMORANDUM: PM-11-014

Risk
Management
Agency

TO: All Approved Insurance Providers
All Risk Management Agency Field Offices
All Other Interested Parties

Beacon Facility
Mail Stop 0801
PO Box 419205
Kansas City, MO
64141-6205

FROM: Tim B. Witt /s/ *Tim B. Witt*
Deputy Administrator

SUBJECT: Actual Revenue History Strawberry Pilot Program

BACKGROUND:

The Federal Crop Insurance Corporation Board of Directors (FCIC Board) approved the Actual Revenue History (ARH) Strawberry Pilot Program on September 16, 2009.

The policy structure for the ARH-Strawberry pilot program is similar to the other ARH products. The program is designed to protect growers against losses from low yield, low price, low quality, or any combination of these events. The pilot program utilizes individual producer historical revenues as the basis for the guarantee, using “packinghouse door” valuation, i.e., after harvest at the point of first delivery. Revenue to count for the purpose of determining an indemnity is the amount the grower actually receives, plus an assessment for harvest cost not incurred in the event of a production loss.

The ARH-Strawberry pilot program is offered in six California counties: Fresno, Merced, Monterey, Santa Barbara, Santa Cruz, and Ventura.

ACTION:

The following 2012 crop year ARH-Strawberry pilot program insurance materials will be available by close of business today and may be accessed on the RMA website from the crop policy page at: <http://www.rma.usda.gov/policies/2012policy.html>:

- ARH-Strawberry Pilot Crop Provisions (2012)
- ARH-Strawberry Pilot Underwriting Guide (2012)
- ARH-Strawberry Pilot Loss Adjustment Standards Handbook (2012)



The Risk Management Agency Administers
And Oversees All Programs Authorized Under
The Federal Crop Insurance Corporation

An Equal Opportunity Employer

Producers interested in the ARH-Strawberry pilot program will need to contact a crop insurance agent and complete an application. The Risk Management Agency (RMA) publishes a list of agents on its website at: <http://www.rma.usda.gov/tools/agent.html>.

The sales closing date is July 1, 2011 for the 2012 crop year.

DISPOSAL DATE:

December 31, 2011.