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Sales Closing Date Changes for Strawberries

DAVIS, Calif., March 29, 2013 — USDA's Risk Management Agency (RMA) set September 30 as the new sales closing date for counties with only a winter practice. Before, all counties had a single sales closing date of July 1 for both summer and winter practices. Now, Monterey, Santa Barbara, and Santa Cruz counties have a sales closing date of September 30 only and Ventura County has separate sales closing dates of July 1 for the summer practice and September 30 for the winter practice. Fresno and Merced counties have a July 1 sales closing date only. The sales closing date is the last day to buy or make changes to a Federal crop insurance policy. RMA also eliminated the earliest planting dates for both practices in all counties.

These changes help growers make their risk management plans and planting decisions closer to when they typically plant their strawberries in the fall for the winter practice. RMA and the California Strawberry Commission worked together to make this change to help increase participation in the Actual Revenue History Strawberry Pilot Crop Insurance Plan, introduced in six California counties in 2012.

Federal crop insurance is sold solely by private crop insurance agents. A list of crop insurance agents is available at all USDA Service Centers throughout the U.S. or at: <http://www3.rma.usda.gov/tools/agents/>

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