

NEWS RELEASE

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Listening Sessions for Oregon and Washington Sweet Cherry Growers *Actual Revenue History (ARH) Crop Insurance Program Evaluation of Pilot Program*

SPOKANE, WASHINGTON, January 3, 2012 -- The U.S. Department of Agriculture's (USDA) Risk Management Agency (RMA) contracted with Agralytica of Alexandria, Virginia to evaluate the pilot insurance program for sweet cherries. The purpose of the evaluation is to determine whether the pilot program should be converted into a permanent program and expanded to other areas, modified and continued as a pilot, or terminated.

Agralytica staff will be holding separate listening sessions for (a) sweet cherry growers and (b) insurance company staff, agents, adjusters, and other interested parties in Washington State, Oregon, California, and Michigan. The aim is to get feedback on how the pilot program has worked in recent years and how it can be improved.

We urgently seek the views on issues that have arisen over the three years of implementation of the Cherry Actual Revenue History (ARH). The input of growers and insurance company staff, agents, adjusters, and other interested parties is vital as we review the results of this pilot program and make recommendations for its future. Details on the listening sessions in **the PNW** are as follows:

Oregon	
Growers Thursday, February 9, 2:00 to 5:00 pm Columbia Gorge Discovery Center The Classroom (downstairs) at 5000 Discovery Drive, The Dalles, OR 97058	Insurers, insurance agents, & loss adjusters Thursday, February 9, 11:00 am to 1:00 pm Columbia Gorge Discovery Center The Classroom (downstairs) at 5000 Discovery Drive, The Dalles, OR 97058
Washington	
Growers Friday, February 10, 2:00 to 5:00 pm W. L. Hansen Building First Floor Meeting Room at 105 South 18th Street, Yakima, WA 98901	Insurers, insurance agents, & loss adjusters Friday, February 10, 11:00 am to 1:00 pm W. L. Hansen Building First Floor Meeting Room at 105 South 18th Street, Yakima, WA 98901

If anyone desires an individual meeting, Agralytica staff will be available at each of the above locations. To arrange a time, contact Nick Young by cell at 703-981-6002 or by email: nyoung@agralytica.com. Alternatively, anyone can submit e-mailed comments or call Nick Young or Tom Earley by cell at 703-981-6002 and 703-981-6004. Also, persons requesting special accommodations (e.g.: translator, disability) to participate in the above scheduled meetings shall contact Nick Young.

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