



December 19, 2008

To: ProAg Agents; ProAg Employees and ProAg Adjusters

From: Ben Latham

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I am pleased to tell you about a new website that has been created by **National Crop Insurance Services**.

As you know, the men and women who work for ProAg are committed to their work and to the concept of providing value and security to today's farmers and ranchers.

**As experts in the field of crop insurance professionals**, we understand that it is in the public interest for farmers to have **appropriate levels of crop insurance coverage at affordable prices**. The federal crop insurance program is a success story. As an industry, we now cover more than 272 million acres. In 2008, we are protecting \$90 billion of the nation's food supply.

In this period of financial uncertainty, fluctuating commodities prices and volatility in the credit markets, we need to be sure that policymakers understand how important the crop insurance program has become to the rural economy.

As a tool to help us tell our story, NCIS has embarked on a public relations campaign designed to inform policymakers and rally support for the crop insurance industry.

I am asking that you take a moment and go on line to the new **Crop Insurance – Keeps America Growing** website [www.cropinsuranceinamerica.org](http://www.cropinsuranceinamerica.org) and register your support for the crop insurance program. There is an easy-to-use on line form to fill out which only requires your name, e-mail address, occupation and state. Please fill it out and ask your friends, family members and co-workers to do the same.

On the site you will find information about the history of the federal crop insurance program, news stories, firsthand stories from people about their experiences with crop insurance, and much more.

As they say, there is strength in numbers. I appreciate your help and all that you do to make our industry successful. I hope that you will encourage others to visit the website and to speak up and be counted.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ben Latham'.

Ben Latham  
Chief Executive Officer  
ProAg

