



## **Last call for growers to investigate multi-peril crop insurance options for 2016 Season**

**April 2016:** With applications for insurance cover closing on 25 April, revenue multi-peril crop insurer SureSeason encourage growers to take advantage of the Federal Government's *Managing Farm Risk Program* which will provide one-off rebates up to \$2,500 to help eligible farm businesses with the cost of independent professional advice on insurance options to protect them from the perils of drought, frost, hail and fire.

According to SureSeason managing director Mr Darryl McCrae: "This is a once in a lifetime opportunity for growers to thoroughly investigate what insurance options could mitigate their financial risk from catastrophic events.

"Insurance is not particularly well understood in the sector and even less so in crop growing communities where a catastrophic weather event can spell disaster," he added.

"The farm insurance market has been developing for some years now," Mr McCrae says. "Earlier this month we announced a multi-peril crop insurance product - which while similar in its pay-out methodology to other products - has been painstaking developed in conjunction with the farming sector. It offers initiatives not currently available elsewhere," he added.

Eight years in development and underwritten by Lloyds, SureSeason's Revenue MPCI product safeguards growers' financial return in bad season allowing them to reinvest into their operation with complete assurance in the future. And while similar it has a pay-out methodology, it is unique in the local market providing pay-outs against all perils based on a projected in-season revenue calculated on the farm business five year averages.

The \$20 million *Managing Farm Risk Program* is another initiative in the Governments Agricultural Competitiveness White Paper which is a roadmap for developing a more diverse and mature insurance market to meet the needs of farm businesses. Rebates will be available nationally for eligible farm businesses. Readers can find out more information about how to apply for the rebate at <http://www.agriculture.gov.au/ag-farm-food/drought/assistance/mfrp>.

*Ends*

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**About SureSeason**

SureSeason is a revolutionary Revenue MPCl protection product that safeguards your return against unexpected events. Developed since 2008 in consultation with growers, SureSeason protects you against bad seasons, allowing you to prosper in the good ones.

Underwritten by Certain Underwriters at Lloyd's, SureSeason offers Revenue MPCl protection against weather, pests, plant disease, livestock damage and all other perils. And with an accredited national network of referral and professional partners that work closely with you to better manage your risk and return on investment, SureSeason will assist you to continue farming for profit.