OCTOBER 2026

# THE PEOPLES PRESS: AG EDITION

THE OFFICIAL AGRICULTURE NEWSLETTER OF PEOPLES STATE BANK



NEWS ALERT!

## PSB FARM FORWARD SERIES

***Practical ideas. Expert insight. A stronger future for your farm.***

Farming is always moving forward — and the decisions you make today can shape the strength and success of your operation for years to come. That's why Peoples State Bank is excited to invite you to our new **PSB Farm Forward Series**! This series will replace our *Becoming a CFO for Your Farm* event and bring timely, relevant agricultural topics and industry professionals to a location near you. Attend one session or join us for all three — the choice is yours!

Each year, we'll rotate the topics and locations to continue bringing valuable insights and resources directly to the communities we serve. This year, we'll focus on three key areas of your farm's future: **PLAN** for the months ahead through effective commodity marketing and financial decisions, **PROTECT** your operation and the next generation through thoughtful legal and succession planning, and **PROSPER** by understanding agricultural real estate values, trends, and long-term opportunities.

### 09 DECEMBER 2026

#### PLAN

**MARKETING & FINANCIAL DECISIONS**

- Britt O'Connell - Ever.Ag
- 1:00-3:00
- Waukon, IA (PSB) 610 Rossville Rd.

- Understanding margins and what they mean for your operation
- Cash sales, basis contracts and Hedge-to-Arrive (HTA) contracts — when does each strategy make sense?
- Leveraging federal crop insurance in your marketing
- Livestock Risk Protection (LRP) — what is it, and how can you use it?
- Understanding the market forces that influence commodity prices

### 20 JANUARY 2027

#### PROTECT

**LEGAL STRUCTURES, SUCCESSION & ESTATE PLANNING**

- Atty Dan Arnt - Arnt Buswell Thorn
- 1:00-3:00
- Viroqua, WI (PSB) 101 North Main St.

- LLCs, partnerships, and trusts
- Farm legal structures
- Succession planning
- Estate planning
- Ownership considerations
- Preparing the farm for the next generation

### 11 FEBRUARY 2027

#### PROSPER

**LAND, REAL ESTATE & LONG-TERM VALUE**

- Adam Crist & Emily Oberbroeckling - Peoples Company
- 1:00-3:00
- Lancaster, WI (Library) 113 W Elms St.

- Agricultural land values and trends
- Long-term outlook
- Considerations for buying and selling

To RSVP for PSB Farm Forward events, please scan the QR code, stop into your local branch, or email: agpromotion@peoplesfinancial.com. Please be sure to include your name, number of attendees, and which dates you'll be attending

*Seating is limited to 30 attendees per event, please RSVP early to secure your spot!*

## CROP INSURANCE CORNER

*By Lesa Moose, PSB Crop Insurance Manager*

As we continue to work our way into harvest season, I thought I'd touch on a few reminders regarding potential loss situations and then brush on some considerations for the 2027 crop season. For a potential loss situation, make sure you are in communication with your crop insurance agent promptly at the time you discover any potential loss situation. Contact your agent promptly when you notice any damage. Your agent will initiate a claim and get an adjuster to handle the claims processing.

Once harvest is complete, gather your production data and contact your crop insurance agent to complete your Production Report while all information is still fresh. Timely production reporting also helps identify potential revenue losses. If there is no damage or loss of production and a revenue plan of insurance is in effect, notice must be given no later than 45 days after the date the harvest price is released. For Iowa and Wisconsin, this price discovery period for corn and soybeans is the month of October.

This leads me to considerations for the 2027 crop year. Harvest is the perfect time to evaluate all that has gone into the current crop – whether it was things you could control such as inputs and crop practices or things out of your control such as weather or third-party damage. Be sure to make good notes during harvest to document the specifics both good and bad. These notes can be utilized when you have time after harvest season to begin planning for the next year.

Unit structure of your crop insurance policy is one item that is sometimes taken lightly but should be evaluated annually. While many producers can take advantage of the premium discounts with enterprise units by spreading their risk over all acres (of the same crop/practice type) insured in the county, harvest is a great time to re-evaluate that decision to determine if it did, in fact, provide the cost savings it was meant to deliver. If your fields/soil types are separated appropriately to be eligible for optional units and typically experience varying growing issues, it may make sense to consider pricing optional units. To make this switch, however, the producer will need to provide adequate records to confirm historical production separately for each optional unit.

SCO, ECO, and MCO changes to 2027 RY (Reinsurance Year) policies. SCO (Supplemental Coverage Option), ECO (Enhanced Coverage Option), and MCO (Margin Coverage Option) Endorsements were all updated to incorporate the requirements of the One Big Beautiful Act (OBBBA). Producers who utilized these "area" endorsements will be notified of the specific changes to the area loss triggers. Some endorsements will automatically flow to the updated coverage while others may need to be elected with a change application. Be sure to verify any endorsement changes with your agent before Sales Closing Date (March 15, 2027).

The Pasture, Rangeland, and Forage (PRF) insurance sales closing date is December 1. This coverage has gained some interest over the past few years, while Iowa and Wisconsin experienced drought conditions. The PRF pilot insurance program provides insurance coverage on your pasture or forage acres grown for the intended use of grazing livestock or haying. The program is designed to give producers the ability to buy insurance protection for losses of forage produced for grazing or harvested for hay, which results in increased costs for feed, destocking, depopulating, or other actions. The PRF program utilizes a rainfall index to determine precipitation for coverage purposes and does not measure production or loss of products themselves. If you are interested in learning more about how this policy works, call me. We can create a quote and look at historical rainfall data for your specific location.

Livestock Risk Protection (LRP) specific endorsement coverage has been instrumental in hedging the risk of potential declining market conditions for our cattle producers. Endorsements written have been primarily for Fed or Feeder Cattle producers. To review, LRP endorsements are considered a Multi-peril Crop Insurance (MPCI) product and, as such, offers federal subsidies up to 55% with no brokerage fees or margin calls required. Prices are released daily at 4 pm (with some exceptions for market volatility and special reporting dates). Coverage options are flexible ranging from 70-100%, and premiums are paid at the end of the endorsement period.

Providing the ag producer with tools to manage risk is the primary goal of the Federal Crop Insurance Program – as it is of the ProAg and Peoples State Bank's teams. Contact me at the Waukon Branch (866-319-8623) for more information on these or any other crop insurance products.

## Celebrating Our Local Youth

As fair season wraps up, we'd like to congratulate all of the exhibitors on their hard work and dedication! A special shoutout to everyone who participated in our Exhibitor Spotlight — we hope you enjoyed seeing your hard work recognized. The winning organizations are now enjoying their well-earned pizza and ice cream parties!



Peoples State Bank was also fortunate to support local youth at livestock auctions throughout the area, purchasing more than 20 animals from 4-H and FFA exhibitors. We're proud to support the hard work and dedication of the next generation of agricultural leaders in our communities. Keep an eye out for next year's Exhibitor Spotlight and your chance to be featured!

The 3rd Annual Farming Game Challenge is off and running between local FFA chapters! It's not too late for your chapter to join. If you'd like to participate, please have your school's FFA advisor reach out to the Ag Promotion team. This is a fun, competitive event for local FFA members, with scholarship opportunities available for seniors!