

# NATIONAL WILDLIFE FEDERATION CROP FARMERS - CROP INSURANCE PROGRAM

MARCH 2023

# KEY FINDINGS

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1. Two-thirds of crop farmers (66%) support the inclusion of the USDA's crop insurance premium discount program as a permanent option within the crop insurance program.
2. Nearly four in five crop farmers (78%) support discounts on crop insurance premiums for engaging in conservation practices that have been shown to reduce risk of crop failure.
3. Crop farmers surveyed who took part in the program are nine times as likely to report having a positive experience in the program than a negative experience. Only 7% report a negative experience.
4. Approximately one-quarter (24%) of crop farmers who took part in the program reported that it was their first time planting cover crops on at least some of the land they claimed under the program.
5. Crop farmers who did not take part in the program believe doing so would have a positive impact on:
  - Their soil's health (66%)
  - The environment (50%)
  - Their farm's resilience to heavy rain or drought conditions (49%)
6. Three-in four crop farmers (74%) also support Congress increasing funding for voluntary USDA conservation programs in the next farm bill.



## METHODOLOGY

- This poll was conducted between March 16-March 21, 2023 among a sample of 300 crop farmers.
- Crop farmers are defined as farmers whose main crop is either corn, soybeans/oilseeds, wheat, rice, cotton/fiber, or specialty crops such as vegetables, fruits, horticulture, and wine grapes. Farmers in this sample had a minimum farm size of 20 acres.
- The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 6 percentage points.

## SAMPLE SPECIFICS

Group	Frequency (N size)	Percentage
Corn Farmers	210	70%
Non-Corn Farmers	90	30%
Corn+Soy+Wheat Farmers	272	91%
Size: <1,000 Acres	72	24%
Size: 1,000+ Acres	228	76%

AGENDA

## BACKGROUND

CROP INSURANCE PROGRAM  
EXPERIENCES + PERCEPTIONS

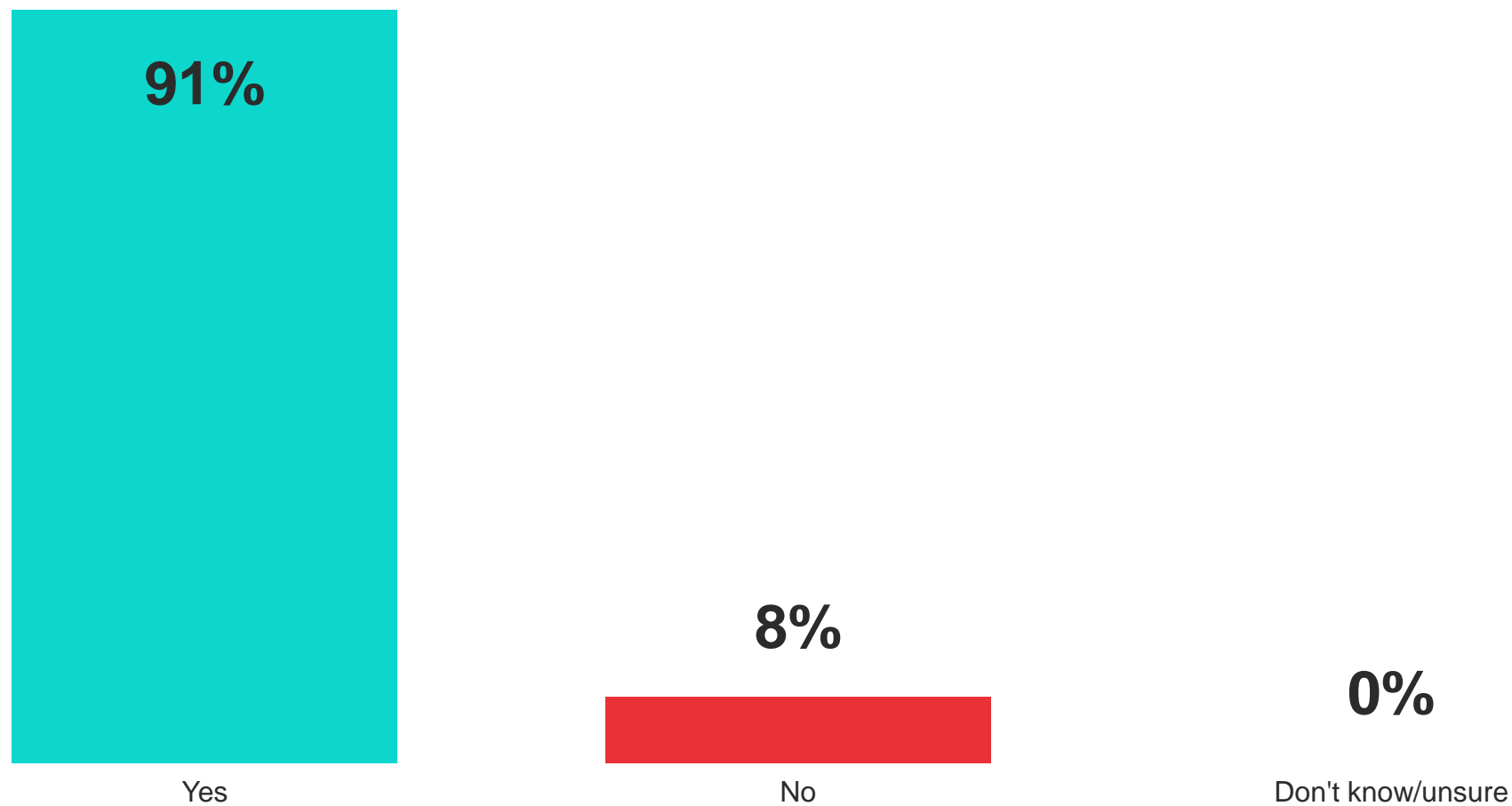
OTHER FINDINGS



BACKGROUND

Nine-in-ten crop farmers (91%) currently have crop insurance.

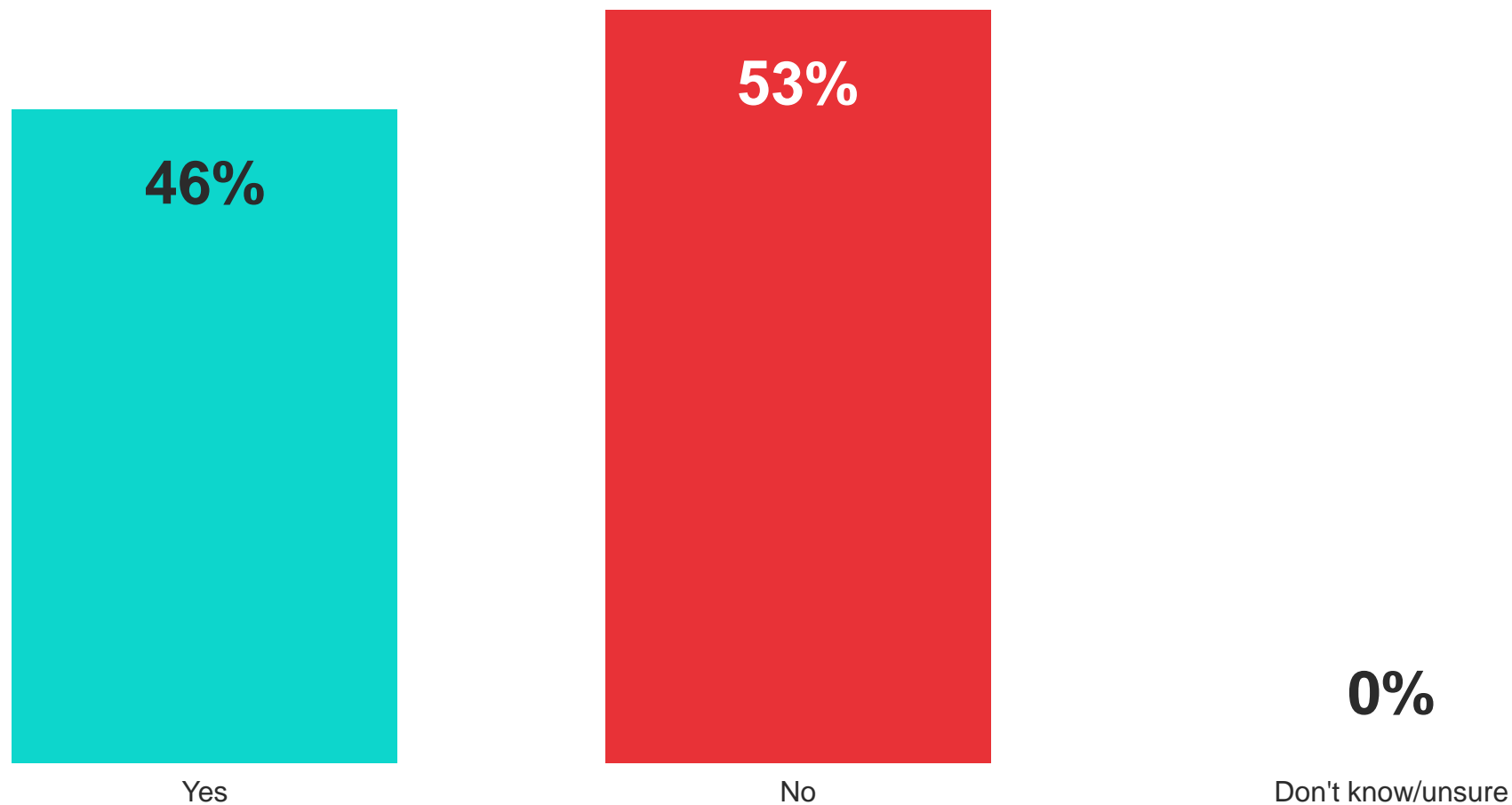
Do you currently have crop insurance?



## BACKGROUND

Around half of crop farmers (46%) have planted cover crops on some part of their land after harvesting their main crop in the past year.

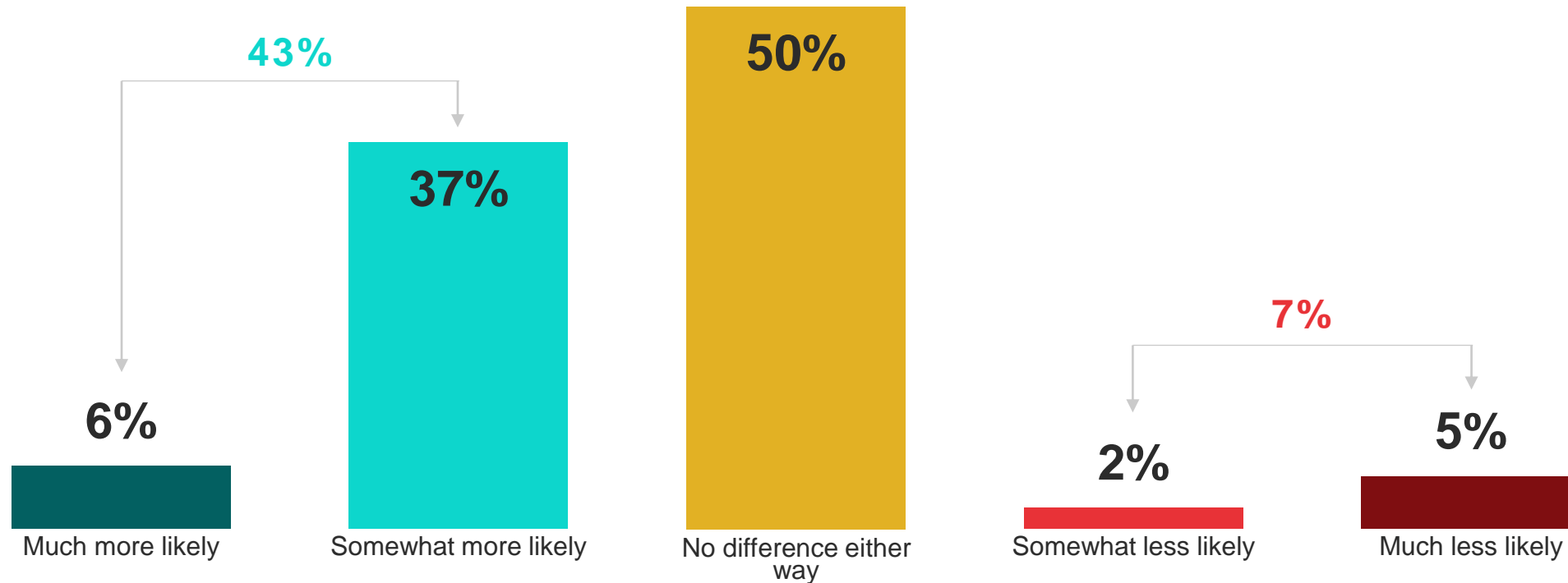
In the past year, have you planted cover crops on any part of your farm after harvesting your main crop?



BACKGROUND

A \$5 per acre incentive could help to drive adoption of cover crops according to 43% of farmers crop farmers surveyed.

Would you be more or less likely to plant cover crops on any part of your farm after harvesting your main crop if a \$5 per acre incentive is offered on your crop insurance?



AGENDA

## BACKGROUND

CROP INSURANCE PROGRAM  
EXPERIENCES + PERCEPTIONS

## OTHER FINDINGS

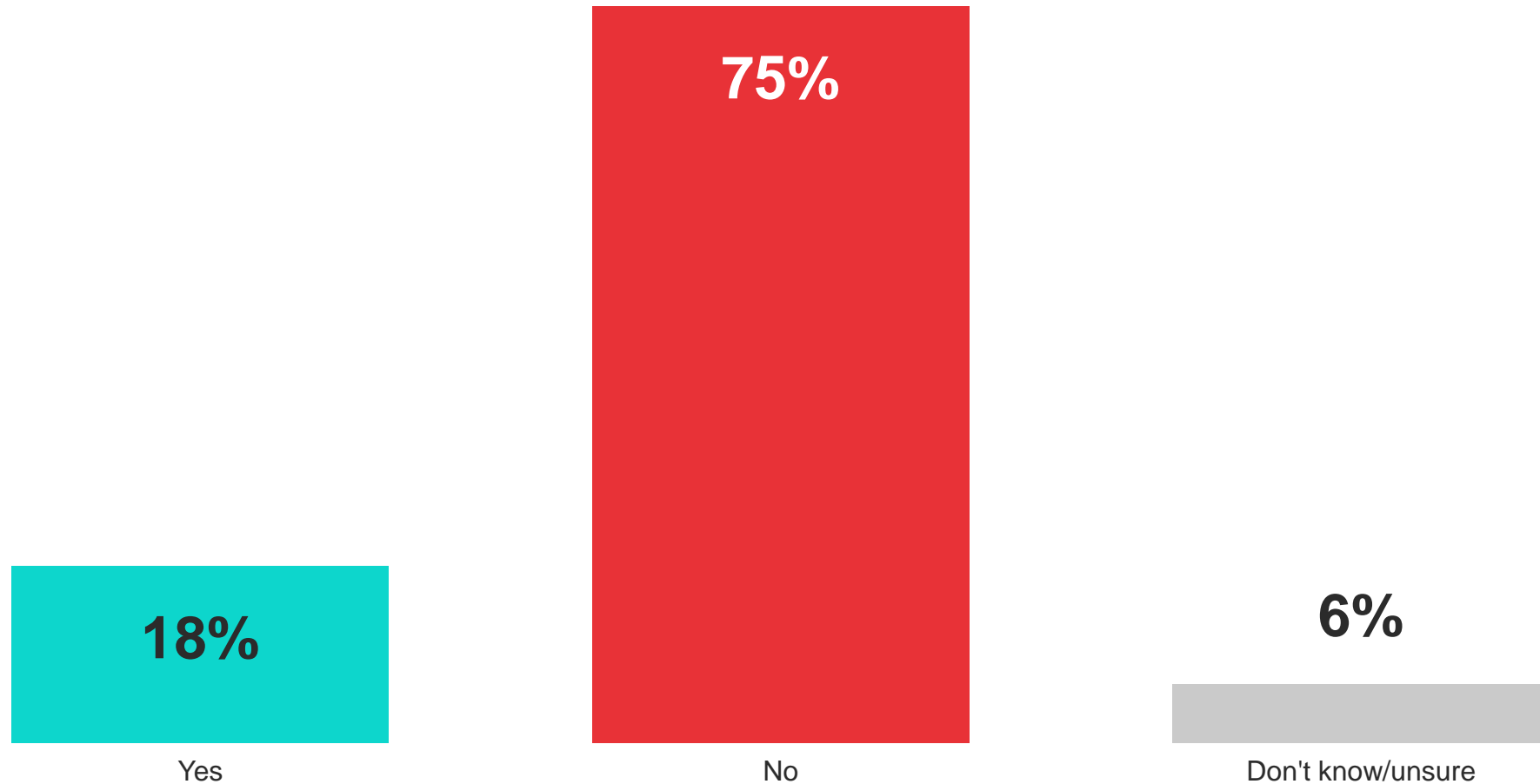




## CROP INSURANCE PROGRAM EXPERIENCES + PERCEPTIONS

Three-quarters of crop farmers (75%) surveyed have not participated in the USDA's crop insurance discount pilot program for planting cover crops.

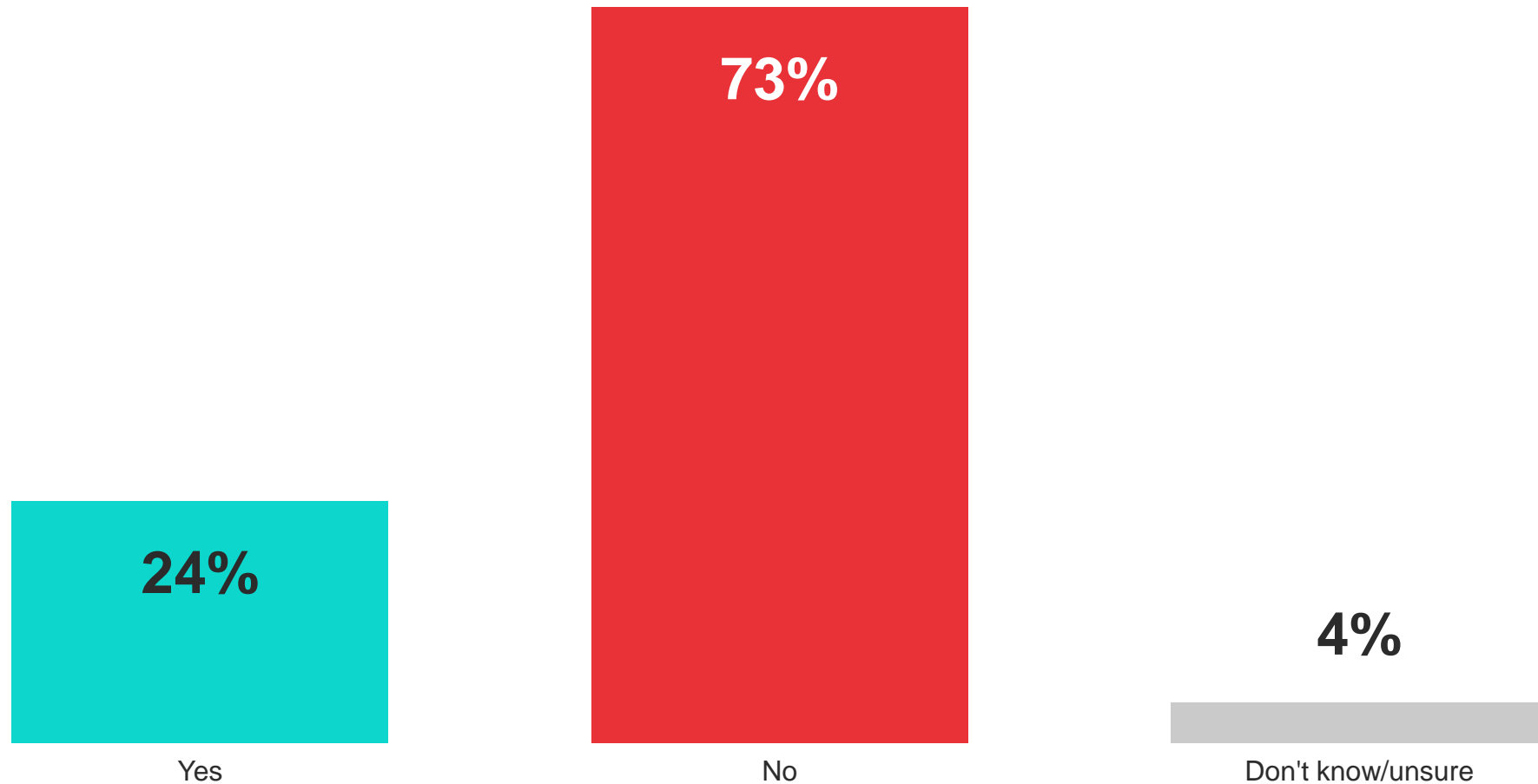
Have you participated in the USDA's pilot program to offer discounted crop insurance premiums for planting cover crops after harvesting your main crop?



## CROP INSURANCE PROGRAM EXPERIENCES + PERCEPTIONS

Approximately one-quarter (24%) of crop farmers who took part in the program reported that it was their first time planting cover crops on at least some of the land they claimed under the program.

Was this the first time you had planted cover crops on at least some of the acres you claimed under the program?

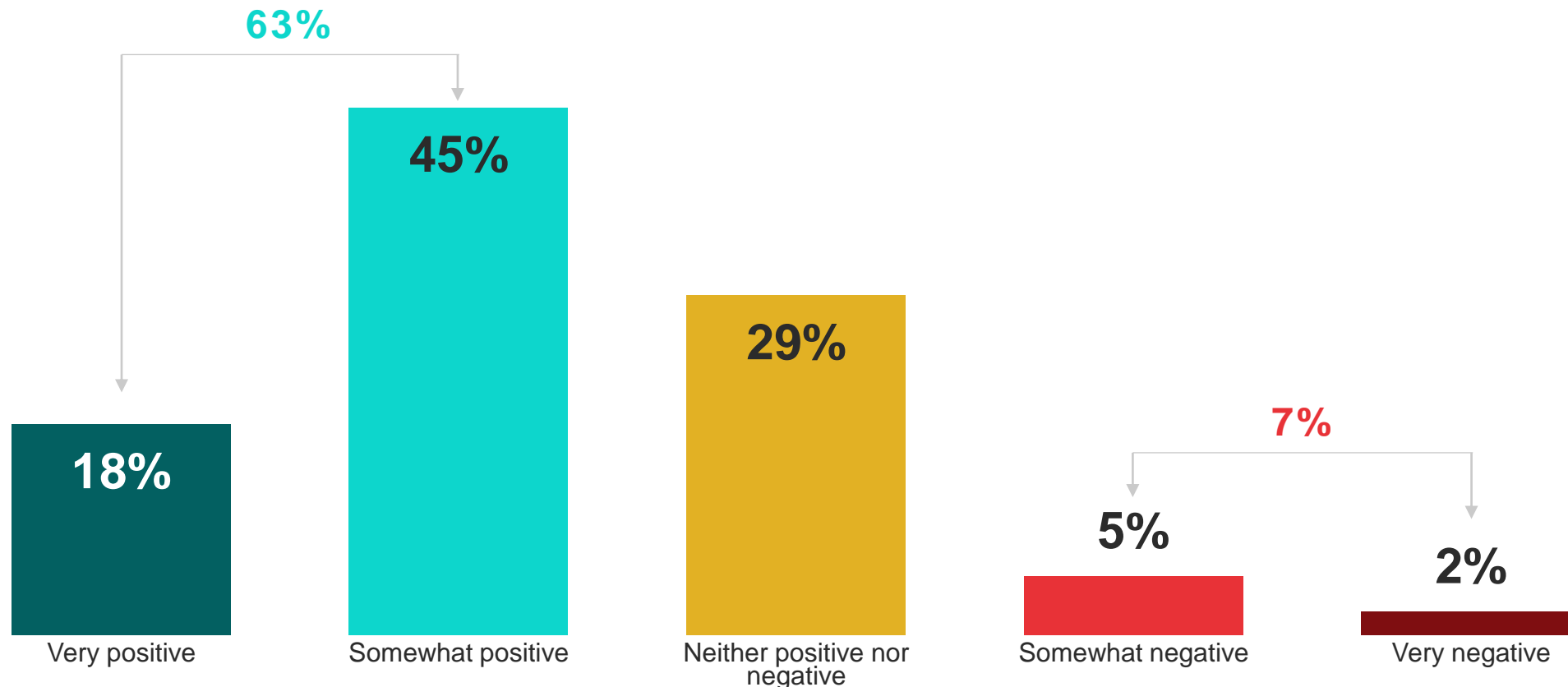


\*Among farmers who have participated in the USDA's pilot program to offer discounted crop insurance premiums for planting cover crops: n = 55

CROP INSURANCE PROGRAM EXPERIENCES + PERCEPTIONS

Crop farmers surveyed who took part in the program are nine times as likely to report having a positive experience in the program than a negative experience. Only 7% report a negative experience.

Generally speaking, did you have a positive or negative experience taking part in the program?

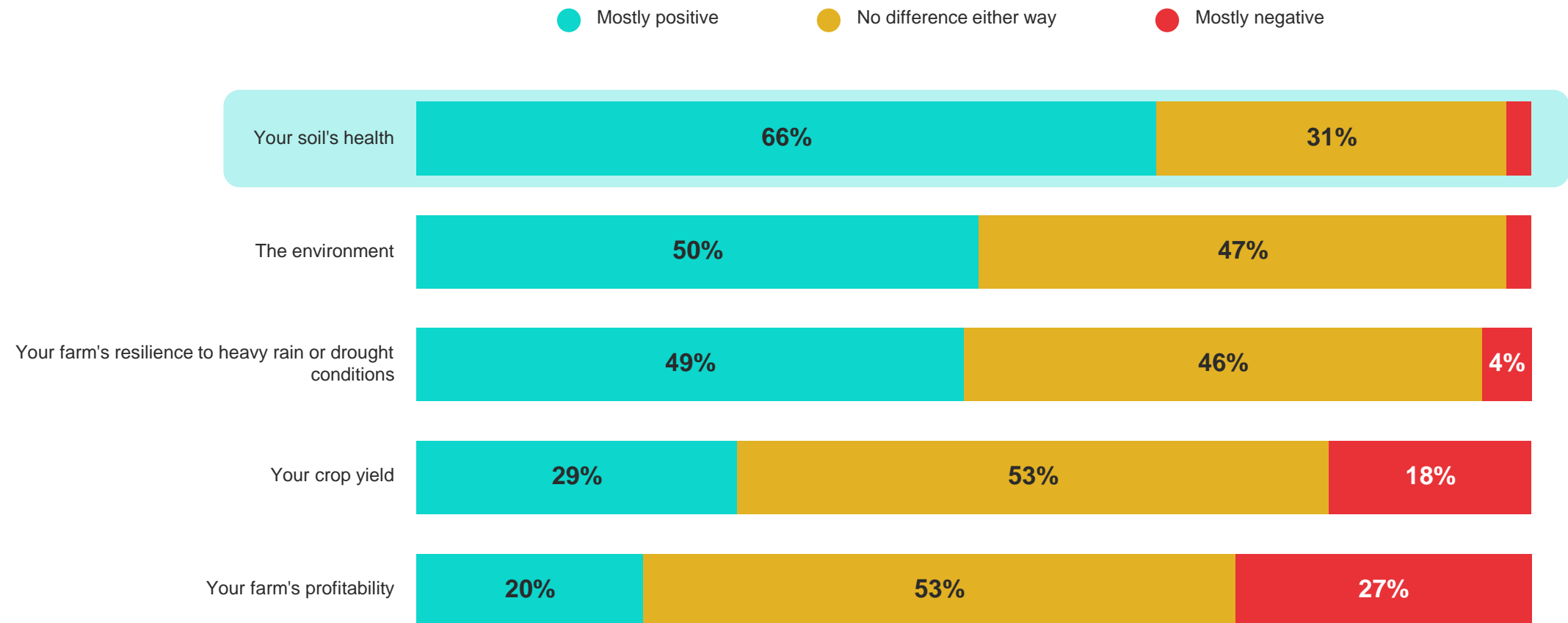


\*Among farmers who have participated in the USDA's pilot program to offer discounted crop insurance premiums for planting cover crops: n = 55

CROP INSURANCE PROGRAM EXPERIENCES + PERCEPTIONS

Two-thirds of crop farmers who did not take part in the USDA’s pilot program (66%) believe future participation in the program would have a positive impact on their soil’s health.

If you were to take part in the USDA's pilot program to offer discounted crop insurance premiums for planting cover crops in the future, what kind of impact would taking part in the program have on each of the following?

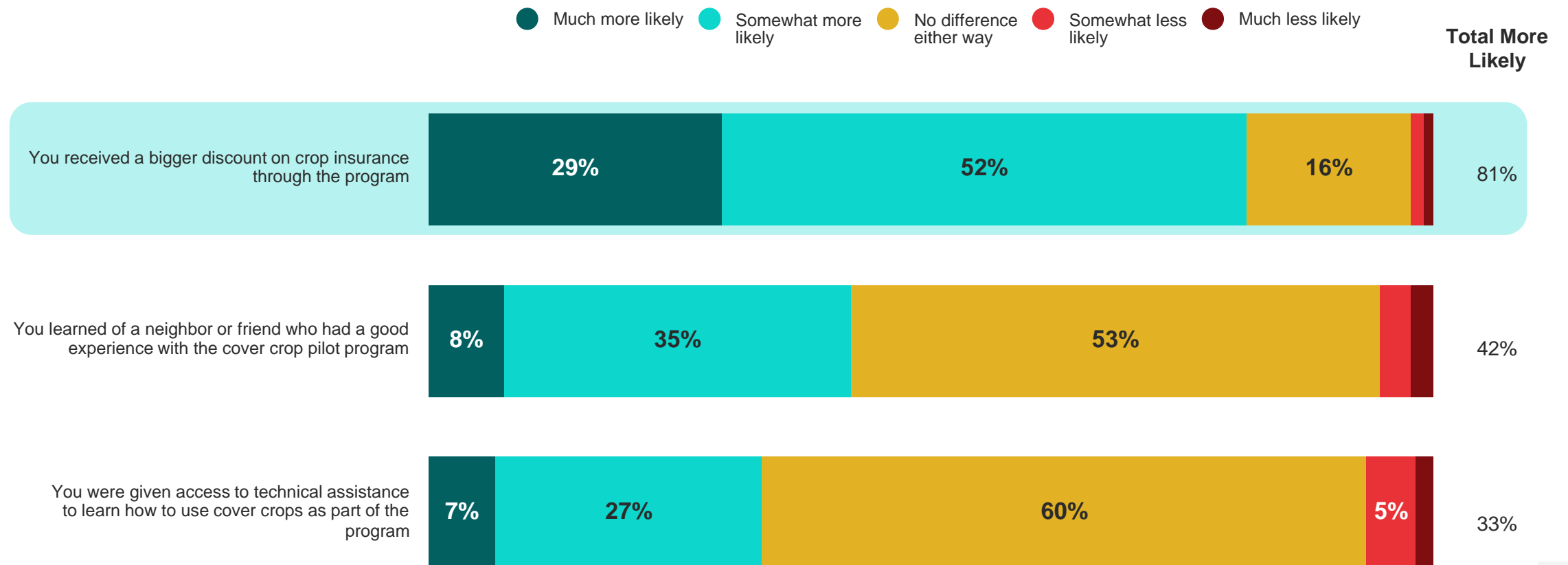


\*Among farmers who have not participated in the USDA’s pilot program to offer discounted crop insurance premiums for planting cover crops: n = 226

CROP INSURANCE PROGRAM EXPERIENCES + PERCEPTIONS

Crop farmers who have not participated in the program are more likely to say bigger discount on crop insurance would make them more likely to participate in USDA’s program compared to a positive testimonial from an acquaintance or better access to technical assistance on cover crops.

Would you be more or less likely to participate in the USDA's program to offer discounted crop insurance premiums for planting cover crops if each of the following happened:

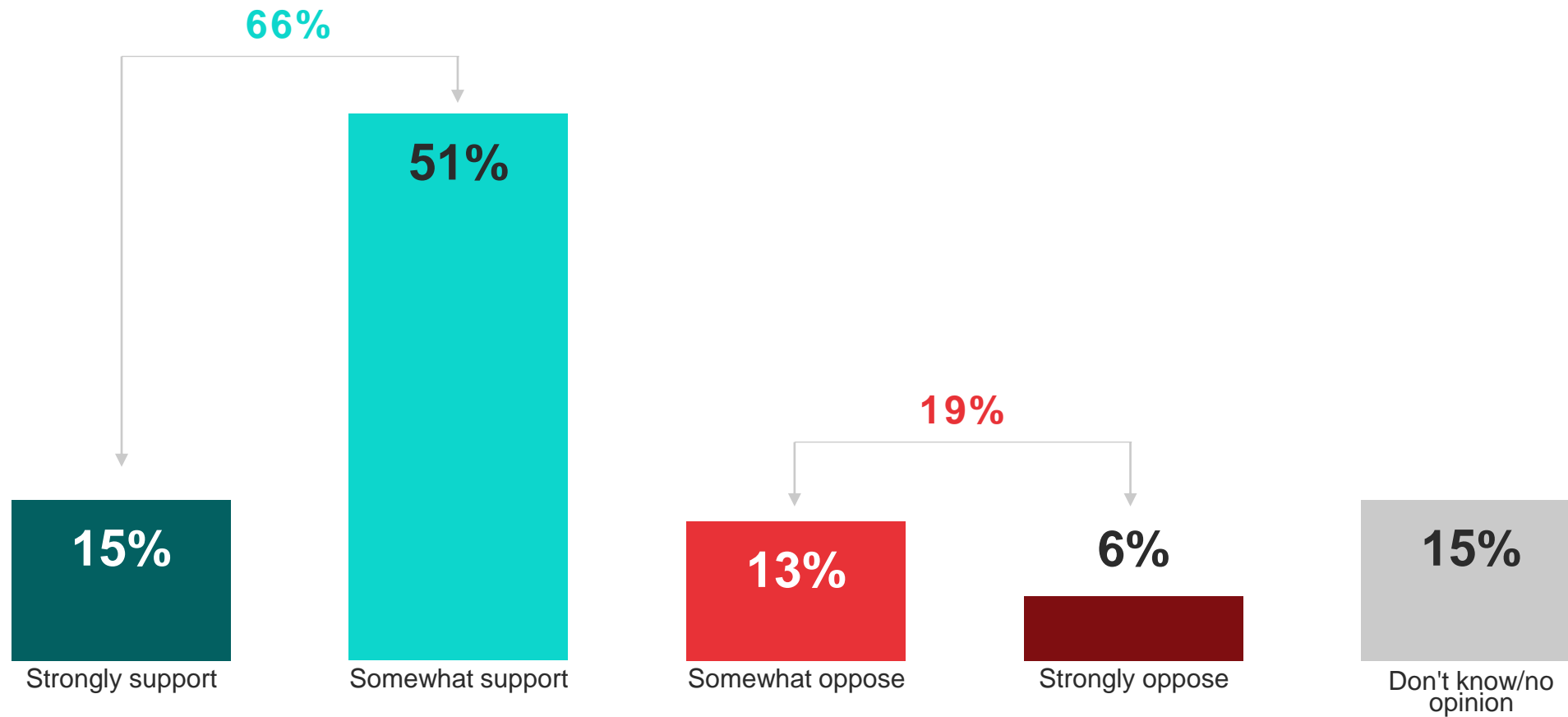


\*Among farmers who have not participated in the USDA’s pilot program to offer discounted crop insurance premiums for planting cover crops: n = 226

CROP INSURANCE PROGRAM EXPERIENCES + PERCEPTIONS

Two-thirds of crop farmers (66%) would support making the USDA’s cover crop program a permanent option in the crop insurance program.

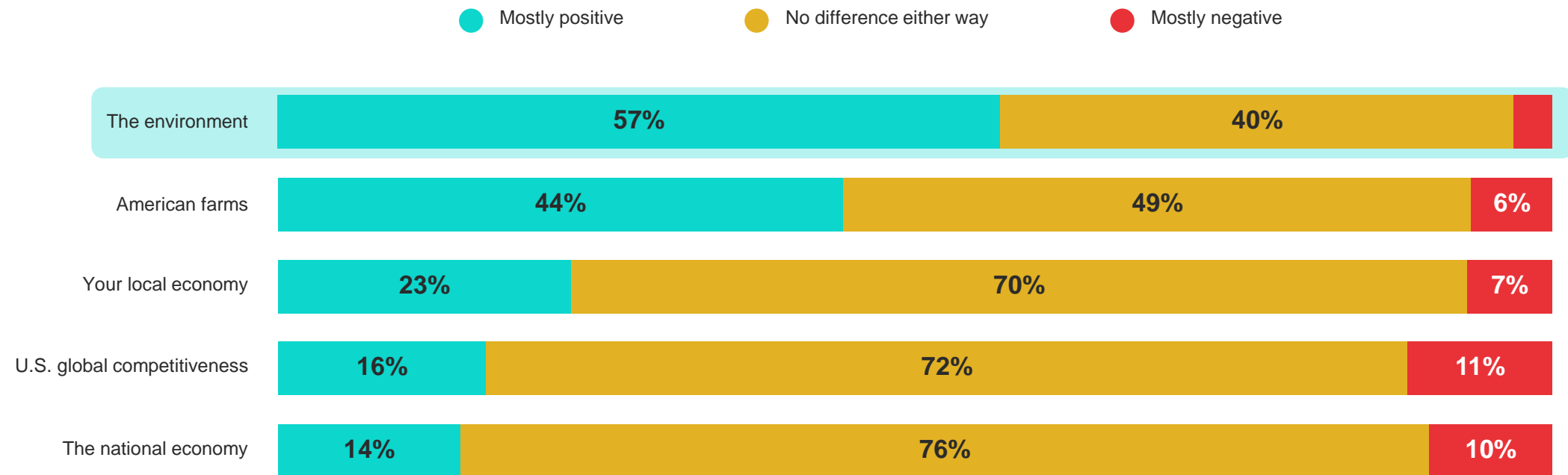
Would you support or oppose making the pilot program to provide a voluntary \$5 per acre premium discount on crop insurance in exchange for planting cover crops a permanent option in the crop insurance program?



CROP INSURANCE PROGRAM EXPERIENCES + PERCEPTIONS

Crop farmers are more likely to believe the environment (57%) would be positively impacted by a permanent crop insurance discount for planting cover crops.

If the U.S. Department of Agriculture were to make permanent the program to provide a voluntary \$5 per acre premium discount on crop insurance in exchange for planting cover crops permanently, what kind of impact, if any, would it have on each of the following?

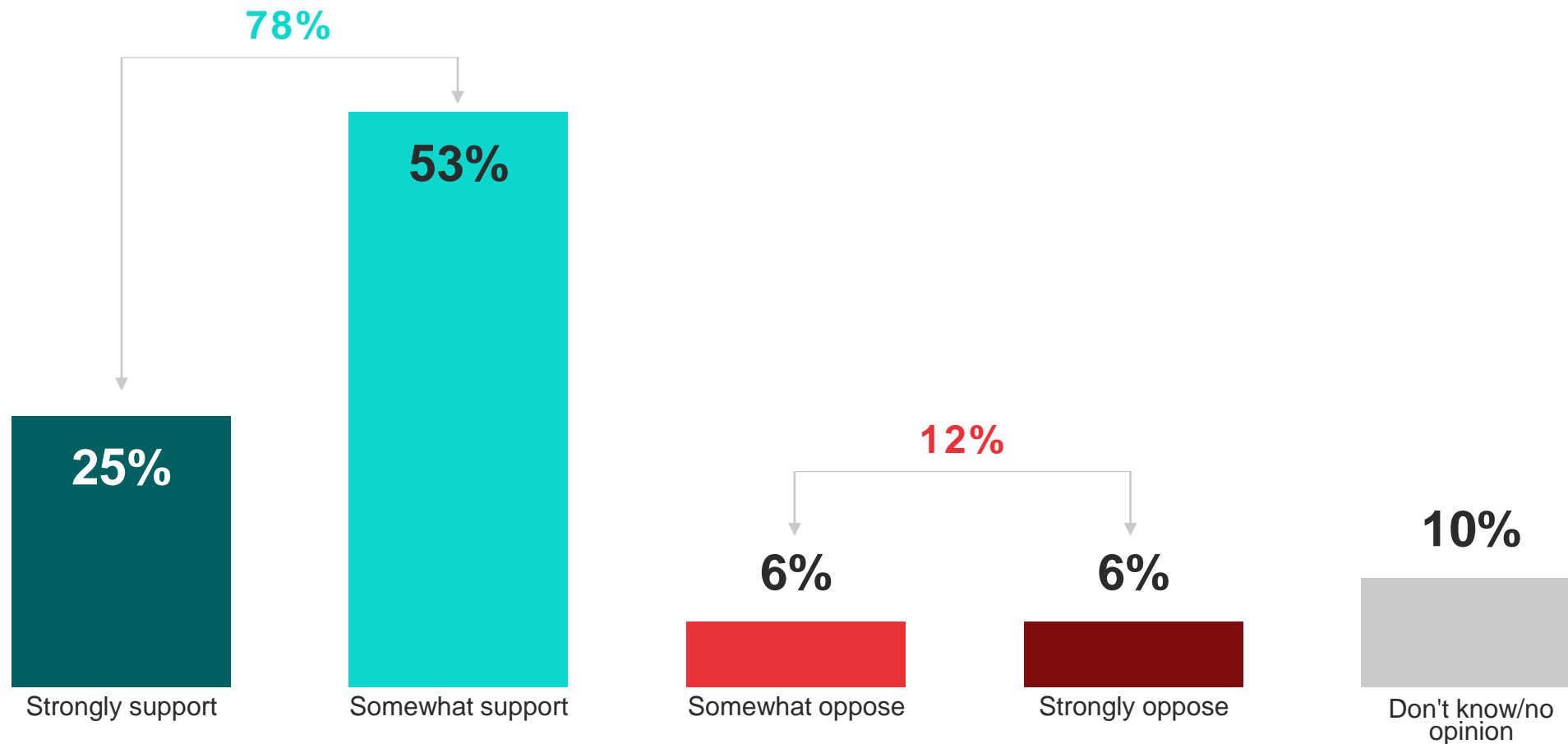


Note: Tested options “American farmers” and “Your state’s economy” removed from visualization.

CROP INSURANCE PROGRAM EXPERIENCES + PERCEPTIONS

Nearly four in five crop farmers (78%) support the USDA offering discounts on crop insurance premiums for adopting risk reducing conservation practices.

Do you support or oppose the U.S. Department of Agriculture offering discounts on crop insurance premiums for engaging in conservation practices that have been shown to reduce the risk of crop failure?





AGENDA

BACKGROUND

CROP INSURANCE PROGRAM  
EXPERIENCES + PERCEPTIONS

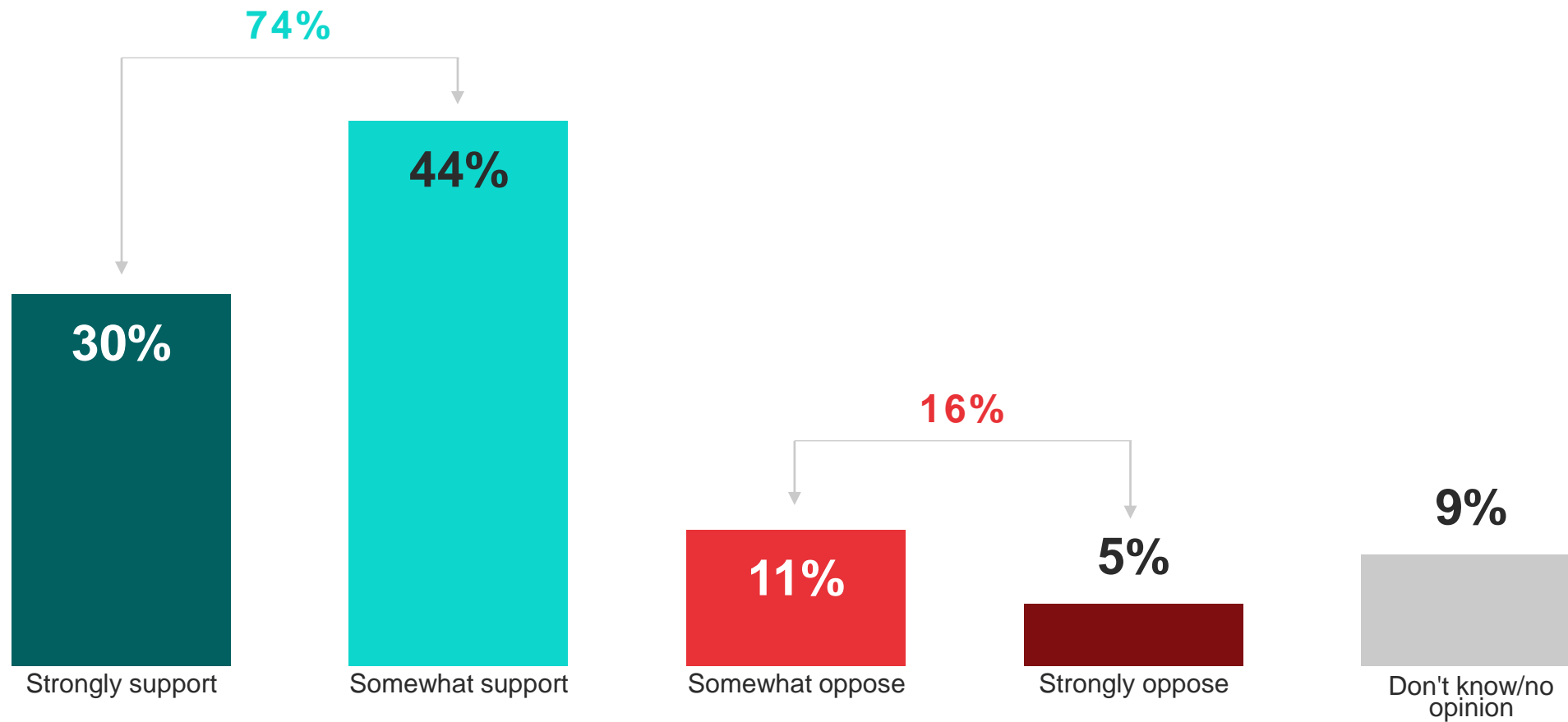
OTHER FINDINGS



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More than seven in ten crop farmers (74%) support Congress increasing funding for voluntary USDA conservation programs in the next farm bill.

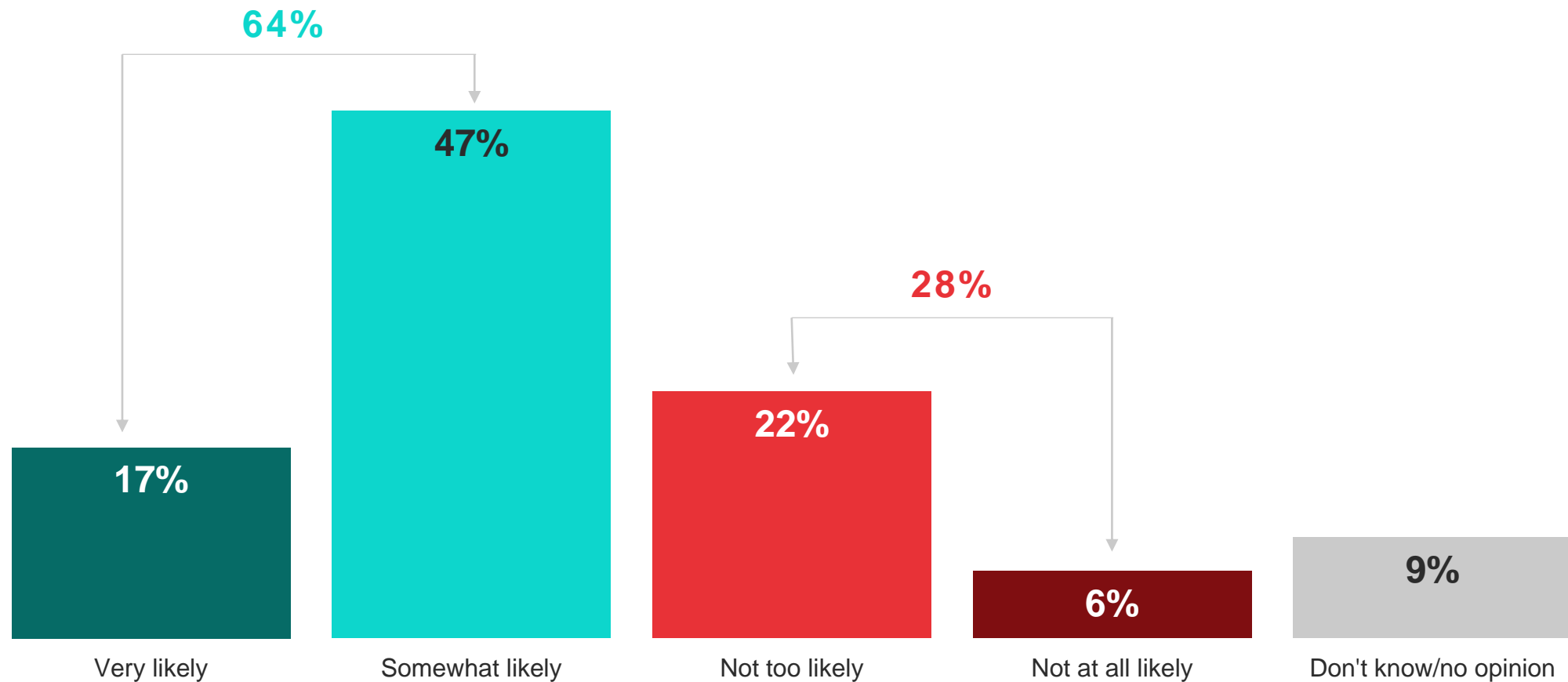
Do you support or oppose the U.S. Congress increasing funding for voluntary USDA conservation programs when Congress passes the 2023 Farm Bill?



OTHER FINDINGS

Two-thirds of crop farmers (64%) say they would be likely to share their information about conservation practices for a small payment or incentive.

How likely would you be, if at all, to take part in a program through the U.S. Department of Agriculture that would offer farmers a small payment or incentive to share information about conservation practices on their farm in order to improve understanding of program impacts on crop yield, soil health, reduced on-farm risk, and overall profitability of farm and ranching operations?





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