

## **Background**

You and your team are Insurance Officers covering the state of South Dakota for Farm Credit Services of America. Farm Credit Services of America is a leading provider of credit and insurance services to farmers, ranchers, agribusiness and rural residents in Iowa, Nebraska, South Dakota, and Wyoming.

As a team, you need to create a sales and marketing strategy for the following farming operations to meet their insurance needs. This includes deciding which product best fits each customer type and how you are going to market this product. For the team activity you will have twenty minutes to prepare as a team, ten minutes to present, and the judges will have five minutes for questions. From there you will go directly to individual sales rooms.

**\*Below Scenarios are for PRACTICE ONLY. These will not be used at district or state competitions**

### Scenario #1

This customer is a diversified row crop farmer. This farmer has been farming for 35 years and is a 6th generation producer that has both owned and rented ground. Their ground is spread out between some sand hills and river bottom ground. Most of this farmers equipment is paid for and outside of some recently purchased ground there are few long term liabilities in this operation.

### Scenario #2

Is a cattle producer. This producer has a cow calf operation in western South Dakota. They calve out in March-April and retain their calves through a backgrounding period. The calves are then sold in February of the next year.