



Dick Sims Crop Insurance

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Start With WHY

I recently attended a leadership conference where the presenter, Simon Sinek, stated that people don't care **WHAT** you do, they care **WHY** you do it.

This talk has had a profound impact on how I approach the many areas of my life. I began to ask those questions about the people we serve: Why do you farm? Why does our agency exist?

While I don't claim to have the answers to these questions, I do have some thoughts and theories. The most compelling idea that I have come up with is: We have a rapidly growing world population, and a finite amount of farmable land.

The world is dependent on farming and advances in Agriculture (primarily from the world's undisputed Agriculture leader — the United States) to feed an ever growing population.

In the 1930s, one American farmer produced enough agricultural products to feed a total of four people. A family farm was literally meant to feed *one family*.

Jump ahead 40 years, and that number rises from four to 73

people. Fast forward through 80+ years of agricultural and bioscience innovation, and that sole farmer will be required to produce enough food to feed 155 people! [sources: USDA, Sullivan]

According to a 2009 report by the United Nations Food and Agriculture Organization (FAO), the world will have to produce 70% more food by 2050 to feed a projected extra 2.3 billion people.

In order to continue to provide for the needs of the world, it is imperative for farmers to increase yields and maintain efficiency at an aggressive pace. I would say — by any measure — that is a very big **WHY**.

There was an old bumper sticker that said: "Don't complain about Farmers with your mouth full." Without smart, innovative and progressive farmers, there would not be enough food to feed the world.

What is the **WHY** for our Agency? Farmers have the world's back by continuing to feed a growing, hungry population with the same resources. At Dick Sims Agency, we have the Farmer's back — and that is our "**WHY**".

CBOT Prices...

Corn - \$3.88 / bu
Beans - \$9.96 / bu
...for 2017

Important Dates

Sales Closing Date for Corn & Soybeans: 3/15/2017

RP YP ARPI Base Price Discovery for Corn: Feb 1 - 28 December

RP YP ARPI Base Price Discovery for Beans: Feb 1 - 28 November

Planting Date Range for Corn: April 5/10 to June 5

Planting Date Range for Soybeans: April 20/24 to June 20

Contacting Us

We are located at:
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Website:
www.dicksimsinc.com

Scan this code with your smartphone for additional info!



Crop Insurance Specialists Since 1953

Visit us online at:
www.dicksimsinc.com



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Thank You for Your Continued Business in 2017!

We want to thank you for your business as we head into the 2017 growing season. We hope to continue to manage your risks and serve your operation to it's highest potential in the new year and beyond.

Enter the web address (*right*) or use your smartphone to scan the QR code and enjoy a thoughtful salute to our farmers produced by Land O' Lakes, a partner and owner of International Agriculture Insurance Solutions.

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"The king may rule o'er land and sea; The lord may live right royally; The soldier ride in pomp and pride; The sailor roam o'er ocean wide;

But this or that, whate'er befall, **The farmer, he must feed them all.**" (Excerpt from "The Farmer" by Amelia E. Barr)



The farmer

-Amelia E. Barr

[https://m.youtube.com/watch?v=iK\\_bSuZWt7c](https://m.youtube.com/watch?v=iK_bSuZWt7c)



Dick Sims Crop Insurance  
PO Box 8  
Logansport, IN 46947

Coming Soon!

Your agent will be in touch in the coming weeks to discuss your Crop Insurance options this year. Visit our website to discover new products and services for 2017.

## Marketing Update

Featuring Rich Morrison of Diversified Crop Insurance Services

When:

Tuesday, February 14 @ 9:00 AM  
Breakfast provided @ 8:30 AM before the meeting begins.

Where:

Calvary Presbyterian Church located at: 701 Spencer Street in Logansport

