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RMA Expands Crop Insurance for Strawberries in Florida

News Release |
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VALDOSTA, Ga., May 14, 2025 – The U.S. Department of Agriculture’s (USDA) Risk Management Agency (RMA) is expanding the Production and Revenue History (PRH) Strawberry pilot crop insurance program in Florida to include Citrus, Lake, and Orange counties for the 2026 and succeeding crop years.

“This change was made with stakeholders and Florida strawberry producers in mind,” said Davina Lee, Director of the RMA Regional Office in Valdosta. “We are excited to expand this coverage option to producers in Citrus, Lake, and Orange counties.”

PRH Strawberry is currently available to strawberry producers in Hardee, Hillsborough, Manatee, and Polk counties.

About the Program

The PRH plan of insurance is targeted to specialty crops, which lack viable public price information needed to offer revenue coverage. The PRH Strawberry insurance plan offers producers a choice between yield and revenue protection based on suitability for the crop market and industry. Coverage is based on an individual producer’s personal yield and revenue history.

PRH Strawberry insurance is available for producers in California and Florida. Strawberry producers in both states insured \$111 million in covered liabilities on 13,900 acres through the program in 2025.

More Information

Find additional information in the [PRH factsheet](#) on the [RMA website](#).

Crop insurance is sold and delivered solely through private crop insurance agents. A list of crop insurance agents is available online at the [RMA Agent Locator](#). Producers can learn more about

crop insurance and the modern farm safety net at rma.usda.gov or by contacting their [RMA Regional Office](#). RMA's [Basics for Beginners](#) provides information for those new to crop insurance.

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