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[RMA Extends Crop Insurance Coverage for Strawberries in California](#)

News Release |

Davis, California

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DAVIS, Calif., May 14, 2025 – The U.S. Department of Agriculture’s (USDA) Risk Management Agency (RMA) is updating the Production and Revenue History (PRH) Strawberry pilot crop insurance program to extend the end of insurance date in California for the 2026 and succeeding crop years.

Coverage in Santa Barbara and San Luis Obispo counties will be extended from July 31 to Sept. 30, and coverage in Santa Cruz and Monterey counties will be extended from Sept. 30 to Nov. 15.

“This change was made with stakeholders and California strawberry producers in mind,” said Jeff Yasui, Director of the RMA Regional Office in Davis. “Extending the end of insurance date in these counties allows us not only to strengthen the program, but to also help producers cover their risk more effectively.”

PRH Strawberry is currently available to strawberry producers in Fresno, Merced, Monterey, San Luis Obispo, Santa Barbara, Santa Cruz, and Ventura 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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