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Valdosta RO: USDA Risk Management Agency Makes Updates to Strawberry Crop Insurance Program

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(VALDOSTA, Ga., May 5, 2026) – The U.S. Department of Agriculture's (USDA) Risk Management Agency (RMA) announced multiple updates to the Production and Revenue History (PRH) Strawberry pilot crop insurance program. These changes will take effect beginning with the 2027 crop year.

These updates expand coverage options for strawberry growers and improve program consistency. Growers will now be able to insure non-contiguous land under optional units, giving them more flexibility in how they structure their coverage. Harvest prices will be calculated on a weekly basis to ensure more consistent valuations across all insurance providers. The program updates also include clearer guidance on applying cost tolerance values in situations where gross and actual revenue data is unavailable, and written agreements will now be allowed.

"Strawberry growers have requested these changes to improve marketability of the program, and we listened," said RMA Administrator Pat Swanson. "By incorporating these changes, the program will provide greater flexibility in spreading risk and will better reflect the operational and marketing realities of strawberry production during periods of extreme market fluctuations or unusually high harvest and post-harvest costs."

About PRH Strawberry

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 in select counties in California and Florida. Strawberry growers in both states insured $101 million in covered liabilities on 14,170 acres through the program during the 2026 crop year.

More Information

Sales closing dates vary by crop and location. Growers are encouraged to visit their crop insurance agent soon to learn specific details for the 2027 crop year. Crop insurance coverage decisions must be made on or before the applicable sales closing date.

RMA lists sales closing dates in the Actuarial Documents, under the “Dates” tab.

RMA secures the future of agriculture by providing world class risk management tools to rural America through Federal crop insurance and risk management education programs. RMA provides policies for more than 130 crops and is constantly working to adjust and create new policies based on producer needs and feedback.

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.

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