

County Farm Bureau Membership Talking Points

Websites have been developed to support county Farm Bureaus and clients through this transition. It includes frequently asked questions and will be updated regularly.

Information for COUNTRY Clients: COUNTRYFinancial.com/CommonGroundClient or contact your COUNTRY Financial Representative

Information for County Leaders (only): COUNTRYFinancial.com/CommonGround

COUNTRY Financial Communication to Farm Bureau Members

COUNTRY Financial is sending a letter to all voting members of county Farm Bureaus and Illinois Farm Bureau (together, “Farm Bureau”) letting them know:

- Policy renewals beginning January 1, 2025, COUNTRY will still require an active Farm Bureau membership for farm-related policies and rates but will no longer require a Farm Bureau membership for all other policies.

These letters will be mailed to all voting members the week of September 16, 2024.

COUNTRY Financial is sending a letter to all associate members letting them know:

- Clients will no longer require a Farm Bureau membership for personal lines (covering personal risks, e.g., auto, home, umbrella) or commercial (protecting businesses) policies but will require an active Farm Bureau membership for farm-related policies and rates beginning January 1, 2025.

These letters will be mailed roughly two months prior to each members’ renewal, beginning November 2024 through October 2025.

CFB Membership Talking Points:

M Members:

- For voting members, you will continue to receive regular membership renewal notices from Farm Bureau.
- Nothing changes for voting members as long as their Farm Bureau membership remains active.
- A Farm Bureau membership is still required for farm-related policies. It is no longer required for non-farm policies, effective January 1, 2025.
- Farm Bureau provides its members with impactful advocacy, trusted information, and meaningful development.

- COUNTRY Financial, Illinois Farm Bureau, and the county Farm Bureaus have a longstanding successful history, and all are committed to ensuring a strong relationship well into the future.

A Members:

- We hope you will continue to be a part of our organization.
- We are the state's largest not-for-profit agriculture organization supporting and advocating for more than 70,000 farmers.
- Your membership supports Farm Bureau locally and farmers throughout the state who grow our food supply.
- Your membership in our county Farm Bureau and Illinois Farm Bureau is a place for all of us to stand together to protect Illinois family farmers as they grow a better future for our food, our communities, our environment, and our next generation.
- Membership also supports the work of our foundation, scholarships, and AITC resources throughout the state.
- As a member, you also receive exclusive access to our tangible membership benefits program that includes more than 300,000 discounts locally and nationally.
- Our associate members will receive a separate, \$20 yearly membership renewal notice from Farm Bureau.

Specific COUNTRY Financial Information or Insurance Questions

Questions regarding insurance - All Members:

- Generally speaking, we are aware that COUNTRY Financial has changed its underwriting rules with regard to Farm Bureau memberships, effective January 1, 2025. However, our county Farm Bureau, Illinois Farm Bureau and COUNTRY Financial still share the same commitment to Illinois agriculture and the communities we serve.
- As a separate organization, we do not have access to any insurance information and cannot answer questions with regard to COUNTRY Financial's underwriting rules.
- We recommend that you discuss any questions related to your insurance with your COUNTRY Financial representative.

If they indicate that they do not understand why they received the letter because they are not insured with COUNTRY

- COUNTRY Financial sent the letter to all Illinois Farm Bureau members, and if you feel that it does not apply to you, you may want to take a look for awareness.