

**'THAT WON'T HAPPEN TO ME'**  
**IFB TO HOST FARM EMERGENCY PLANNING SEMINARS**



Monmouth, Ill. — Illinois Farm Bureau (IFB) and COUNTRY Financial are partnering to host an “Emergency Planning on Your Farm” seminar in February 2024 to help farm families and businesses prepare for crisis situations and farm emergencies.

Join IFB, COUNTRY Financial and guest host Mike Pearson, long-time farm broadcaster and host of RFD-TV’s “This Week in Agribusiness” to hear best practices to navigate crises.

“Every year, farms across the U.S. encounter disasters, including severe weather, life-threatening farm accidents and even social media challenges threatening businesses’ reputations,” said Kim Knapp, IFB membership operations manager. “While such crises are heartbreaking, they don’t spell the end of an operation.

“The seminar is intended to prepare farm families and businesses for potential crisis situations through hearing about real-life situations and learning common best practices to bring back to their operation.”

The seminar will last approximately 2.5 hours with doors opening 30 minutes before the event. Meetings are planned at the following locations and times:

- **Monday, Feb. 12 at 10 a.m. in Bloomington (Hybrid event offered)**

The seminar will provide attendees with information and questions that are essential to being prepared if a farm emergency occurs. Pearson will also share lessons learned from farm operations that had emergency situations and best practices for farm families and businesses to implement. An IFB leader will also provide information on crisis situations.

Lindsey Rinkenberger, COUNTRY director of commercial agribusiness underwriting operations, will also provide a brief overview of how COUNTRY farm-certified reps can help farmers protect their farm and crops with proper insurance coverages and plan for their farm’s financial future.

For more information or to sign up for the in-person or virtual event, contact Warren-Henderson Farm Bureau at 309-734-9401 or [whfarmbureau.org](http://whfarmbureau.org) or Illinois Farm Bureau’s Kim Knapp at 309-557-2601 or [kknapp@ifb.org](mailto:kknapp@ifb.org).

### **About Mike Pearson**

Mike Pearson was born and raised in South Central Iowa, where he grew to love agriculture on his family’s hog and cattle farm. After graduating college, he worked as an agricultural lender. Over the next 10 years, Pearson left the world of finance and entered the world of media. He’s previously hosted “Market to Market” on public television, and Ag News Daily podcast, and currently anchors “This Week in Agribusiness” on RFD-TV. Listeners can hear him every day as the host of Agriculture of America, a daily ag-focused radio show.

