



TruAcre Technology Expands Precision Farming Service Offerings

Muscatine, Iowa – TruAcre Technology, using its precision farming technology experience and expertise, has expanded its service offerings to multi-peril crop insurance carriers, AIP's, through a recent partnership with Crop Risk Services (CRS) in Decatur, Illinois. TruAcre specializes in 'colorblind' Precision Crop Reporting (PCR) technology, meaning that TruAcre can import data from virtually any brand of farm technology equipment. PCR improves the seamless transfer of tractor data from planting and harvesting to provide more accurate and efficient crop insurance reporting.

For growers, the PCR program allows them to optimize the use of currently owned technology and equipment, providing them increased accuracy in Acreage Reporting. Therefore, they will only pay premium on the exact acres they have planted. PCR also provides them expedited Production Reporting as this eliminates the need to measure bins and keep scale tickets. In the event of an audit, growers will be able to utilize the data generated from PCR to satisfy the audit requirements, replacing the current audit process of providing three-years of scale tickets and/or feeding records.

CRS will provide agents electing to participate in the PCR program a unique product offering that will position their agency and their clients on the leading edge of farm technology use and efficiency, while offering access to ag technology expertise, faster reconciliation of acreage and production reporting and faster claim turnaround times.

Jason Norton, President and CEO of TruAcre, is energetic about the partnership with CRS. "We believe we will bring value to CRS, crop insurance agents and most importantly, the American farmer through our unique ability to 'bridge the gap' between our technology and the equipment used in the field. TruAcre understands the technology and its unique colorblind approach maximizes the investments already made by the grower to create efficiencies throughout their farming operation and beyond."

About TruAcre Technology

In 2014, TruAcre Technology, LLC was created due to a growing need in the marketplace for an on-farm technology expert, able to provide support for all makes, models and colors of farm technology equipment. Today, TruAcre specializes in on-farm technology support expertise, along with equipment sales and installation for growers throughout Iowa and the Midwest. Annual support agreements,



custom designed to help growers with the specific needs of their operation give growers peace of mind, from pre-plant to post-harvest, that their technology is running properly.

In 2015, TruAcre began providing clients with Farm Data Reports, which allow the use of actual farm technology data to make sound agronomic business decisions for their operations.

TruAcre proudly provides sales and installation for Precision Planting Equipment, Ag Leader Technology and Yetter Farm Equipment, as well as sales, service and support for John Deere, Case IH, Trimble and Top Con.

About Crop Risk Services

Crop Risk Services is a leading primary crop insurance managing general agent, serving North American farmers with affordable crop income protection. The company is headquartered in Decatur, Illinois with an additional underwriting office in Council Bluffs, Iowa. Together our employees have over 100 years of combined multi-peril crop insurance (MPCI) experience. The company is a wholly owned subsidiary of Validus Holdings, Ltd. Contact Crop Risk Services

About Validus Holdings, Ltd.

Validus Holdings, Ltd. (NYSE: VR) is a leading global provider of reinsurance, insurance, and asset management services. Validus companies maintain a worldwide presence with more than 1,000 employees in 17 offices. Learn more at validusholdings.com .