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### **Agri-Services Agency Receives Grant To Improve Rural Health Insurance Coverage In New York State**

The New York State Health Foundation (NYSHealth) awarded Agri-Services Agency (ASA), a subsidiary of Dairyalea Cooperative Inc., a grant to educate and help farmers and agribusiness owners obtain health insurance coverage, including government options, in rural New York State.

“The rate of uninsured residents in New York State is alarming. The rising cost of healthcare is one of the biggest challenges for all of us, including our rural communities,” said Max Gannon, president of Agri-Services Agency. “By offering access to and education of the numerous services and programs available, we have the opportunity to lower health insurance premiums, which makes healthcare costs more affordable and improves the quality of life in New York State.”

NYSHealth provides grants to New York State healthcare organizations in support of programs aimed at addressing access, coverage and cost concerns in the New York State healthcare system. The grant was awarded to ASA to increase enrollment among dairy farmers and other agribusiness employers and raise the awareness of various health insurance programs available through public and private initiatives. The ultimate goal is to reduce the number of uninsured individuals in rural areas.

“I am thrilled that we were able to support this project to help New York’s farmers and agribusiness owners obtain health insurance coverage,” said NYSHealth President and CEO James R. Knickman. “Providing education about existing programs and services is a crucial first step in bringing down the number of uninsured residents in our State. Strengthening our healthcare infrastructure and improving the health of New Yorkers require important investments, and NYSHealth is committed to supporting projects like this one.”

“With this funding from the New York State Health Foundation, we will be able to develop strategies for overcoming the health insurance challenges present in rural New York,” said Gannon. “Our prior successes in other areas of the country, combined with the available government insurance programs, will give rural residents numerous affordable, high-quality options for healthcare insurance.”

ASA was created over 40 years ago to bring affordable insurance programs to farmers and other agribusiness owners. The programs are underwritten by national insurance carriers offering comprehensive coverage to the agricultural community throughout the Northeast. ASA understands agriculture, having helped thousands of farmers and related business owners with their benefits programs for more than 40 years.

According to Gannon, “There is an obvious need for insurance options at affordable prices and we are excited to be able to offer a solution to more farmers and agribusinesses in New York.” ASA offers a variety of competitively priced, high-quality benefit programs designed to give agri-business owners a competitive edge.



For more information on insurance programs for farmers and agri-business, contact Agri-Services Agency at 1-866-297-7729 or visit [www.agri-servicesagency.com](http://www.agri-servicesagency.com).

| NYSHealth, whose mission is to expand health insurance coverage, increase access to high-quality health care services, and improve public and community health was established by the State of New York with charitable funds from the privatization of Empire Blue Cross/Blue Shield.

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