

How to keep your family farm in the family

Identifying the right strategies for your business now – and for the future





What's the future of your family farm?

How the Family Farm Strategy works

How do I manage family and farm business together?

What are your BOLD priorities?

3 As a family farmer or rancher, you're an integral part of Americana. Working together with your financial professional, the BOLD Family Farm Strategy can help identify the solutions you need now, and in the years ahead, to preserve your operation for generations.

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What's the future of your family farm?

For you, working the land is your way of life – a part of history – and a business and legacy to pass down. As the owner of a farm or ranch, you face multiple business and financial questions, such as:



Do you want to step back from the farm one day, or retire altogether?



Is most of your personal wealth tied up in the farming operation?



Who will take over when you no longer wish – or are no longer able – to run the operation?

Your biggest decision is preparing for the day you will hand over the reins to someone else, and your biggest concern is keeping the family farm in the family.

A strategy that boldly addresses your priorities

Business Owner Life-stage Design (BOLD) offers a straightforward approach to developing customized strategies – with the support of a knowledgeable and experienced financial professional.

With the BOLD Family Farm Strategy, you will:

- Identify and prioritize business and personal concerns
- Implement solutions to address those concerns

You need a strong carrier you can trust to provide quality solutions to help address your needs now and in the years ahead. Your financial professional can help identify the right insurance solution for you.



Protect your family – and your farm

Life insurance can benefit you in every phase of your farm business and your life.

How the Family Farm Strategy works

Your BOLD Family Farm Strategy starts with your current state of affairs – and is designed to be adjusted if or when you decide to step back from your operation or retire completely.

While BOLD encompasses a wide range of goals and strategies, it allows you to focus on one area at a time to make strategizing and implementing solutions more manageable.

We'll start by asking you some key questions, and then develop a personalized BOLD Family Farm Strategy based on the priorities you identify as most important, such as:

- Your family structure and farming operation
- Personal and farm business stages
- What's most important and where you'd like to see your family farm go

This guide includes additional considerations to start thinking about as you consider the future of your family farm or ranching business.

Who is impacted by my decisions?

Business owners like you have personal and business stakeholders. How will you design and implement the BOLD Family Farm Strategy? And what stakeholders will be affected?



You



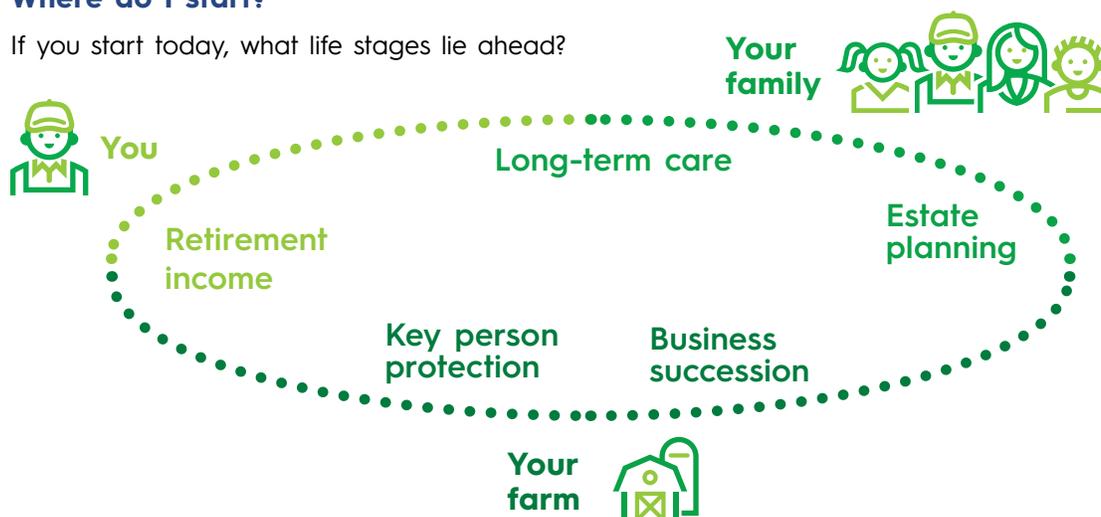
Your family



Your farm

Where do I start?

If you start today, what life stages lie ahead?



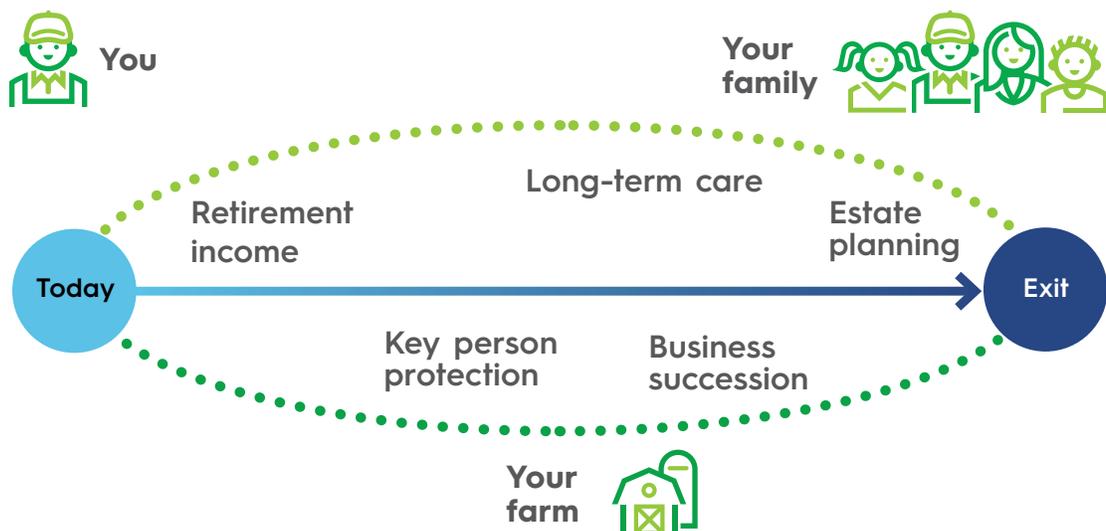
How do I manage family and farm business together?

As you know, family farms are unique businesses – and your family’s personal and business objectives are closely intertwined. If keeping the farm in the family is your main objective, that drives both your business and personal goals.



What is my top priority?

Although your personal and business objectives are intertwined, you still need to choose which personal or business objective to address first.



What are your **BOLD** priorities?

As a family farmer or rancher, you're a business owner. And you also need to consider other issues, including:

Retirement/stepping back

Your retirement strategy should reflect your vision for retirement. Will you retire completely, or simply step back from actively managing your operation? Limiting the amount of taxes you pay in retirement helps you retire comfortably – and pass more wealth on to your heirs.

Long-term care

Health care costs can quickly deplete your life savings. Long-term care insurance can help pay medical care expenses, helping ensure your family has the assets necessary for future farm operations.

Estate planning

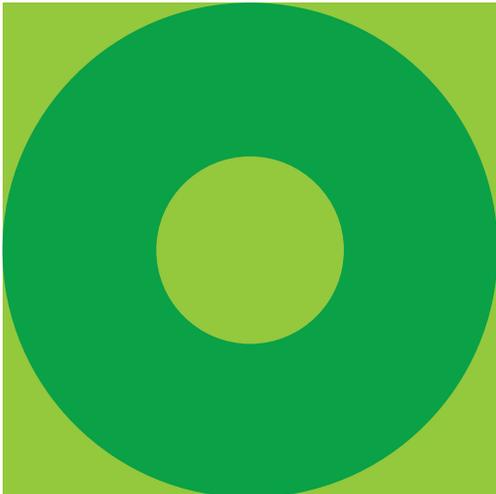
Like most farmers, you'll likely work the land well into your retirement years. It's important to take steps now to develop an estate plan for a smooth and gradual transition to the next generation.

Key person protection

You're likely the key person in your farming operation. Does the operation have the capital and resources to continue if something happens to you?

Business succession

A business succession strategy is a key to the success and survival of your family farm. Strategies like buy-sell arrangements can help you successfully transfer the operation.



**At Securian Financial,
we're here for family.
And we're here because of it.**

Family doesn't have to branch from your tree, but it always shares your roots. Roots woven by common understanding, shared values and mutual respect. Those who believe a rewarding life is really about being present in the here and now, and that your financial picture should support the everyday moments as much as the major milestones. That's why our insurance, investment and retirement solutions give you the confidence to focus on what's truly valuable: banking memories with those who matter most.



Learn more

Are you ready to take BOLD action? Contact your financial professional today to get started. They can help develop a Family Farm Strategy that addresses the goals that matter most to you.

Please keep in mind that the primary reason to purchase life insurance is for the death benefit.

Life insurance products contain fees, such as mortality and expense charges (which may increase over time), and may contain restrictions, such as surrender periods.

Policy loans and withdrawals may create an adverse tax result in the event of a lapse or policy surrender, and will reduce both the surrender value and death benefit. Withdrawals may be subject to taxation within the first 15 years of the contract. You should consult your tax advisor when considering taking a policy loan or withdrawal.

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F79732-9 Rev 1-2023 DOFU 1-2023
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