

FOR IMMEDIATE RELEASE



## RURAL MUTUAL AND BADGER MUTUAL FINALIZE AFFILIATION AGREEMENT

Madison, Wis. — Jan. 16, 2025 — Rural Mutual Insurance Company and Badger Mutual Insurance Company, with a combined 227 years of providing farm, commercial, and personal policies, have finalized their affiliation agreement based on regulatory approval from the Wisconsin Office of the Commissioner of Insurance (OCI) as of January 1, 2025.

The two insurance companies announced their intent to affiliate in October 2024. Rural Mutual and Badger Mutual each bring unique attributes and value to the affiliation, including their industry knowledge, exceptional customer service, and deep community involvement. A shared vision and culture will ensure collaboration while both Rural Mutual and Badger Mutual retain their distinct brand identities. Leaders of both organizations say that there is a shared commitment to working together to achieve long-term growth and stability for employees, agents, and policyholders.

“Our two organizations have been meeting daily to finalize the details to bring together our two reputable brands for mutual growth,” said Dan Merk, Rural Mutual Executive Vice President and CEO. “We are excited about what the future holds as we begin this new affiliation.”

Rural Mutual adds its financial strength and AM Best A+ rating, seasoned staff, local agents, and operational excellence to the relationship. Badger Mutual contributes an experienced management team and independent agents with an expanded sales footprint in six states outside of Wisconsin. The current ratings of each organization will remain under review until AM Best completes its evaluation of the new relationship post transaction.

“After much anticipation, we are thrilled to officially join forces with Rural Mutual,” said Dan Nigro, CEO of Badger Mutual. “The synergy between both organizations has been outstanding, and I have great confidence in our mutual success as we embrace this amazing opportunity.”

### **About Rural Mutual Insurance Company**

[Rural Mutual Insurance Company](#) has been protecting Wisconsin for 90 years and is the state’s No. 1 writer of farm insurance and No. 4 writer of commercial insurance. As an AM Best A+ Superior company, Rural Mutual provides a full line of insurance products exclusively to farms, families, and businesses in Wisconsin. The company is headquartered in Madison, Wisconsin with over 150 local agents across the state.

### **About Badger Mutual Insurance Company**

[Badger Mutual Insurance Company](#) has been providing a range of property and casualty insurance products since 1887. The company is headquartered in Milwaukee, Wisconsin, and is represented by over 320 local agencies across seven states: Wisconsin, Illinois, Minnesota, Iowa, Michigan, Arizona, and Nevada.

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