

*FOR IMMEDIATE RELEASE  
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## **BadgerChoice to Create Options for Farmers**

MADISON – Soon, more than 800,000 farmers and small business employees in Wisconsin will have a choice when it comes to their health insurance options – BadgerChoice.

Efforts of Governor Doyle have resulted in a plan that will transform the health insurance market and allow employees to choose a plan that fits their needs at a price they can afford. BadgerChoice, an inclusion in the Wisconsin Small Business Health Care Solution, will level the playing field to provide competitive insurance rates, simplicity and choice for small businesses throughout the state.

“Reforms that expand access and hold down costs will provide much needed relief to small businesses, and in doing so, they will create growth and support job creation that drive’s our state’s economy,” said Laurie Fischer, DBA executive director.

BadgerChoice is an attractive option for farmers and small business employees who have faced high costs and limited health care options. Statewide, small business employees pay on average 18-percent more for health insurance compared to their counterparts working for large businesses. In some cases, they have seen annual increases of up to 60-percent in the cost of their premiums.

“Under BadgerChoice, a risk-sharing and new community rating system will bring stability to small businesses and the families they employ,” said Fischer. The program will create a competitive marketplace by combining the purchasing power of farmers and small businesses, and the community rating system will require insurers to base their rates on a group of people and their collective history of claims rather than an individual’s personal claims. Plans for the successful implementation of BadgerChoice include making information easy to find and review through a Website and a toll-free number.

Fischer applauded these efforts, saying, “DBA will continue to work with Governor Doyle and his Administration to develop a comprehensive health care reform package that will provide relief for farmers and small businesses across the state.”

The Dairy Business Association is an industry organization comprised of dairy producers, corporate and allied industry supporters. DBA promotes the growth and success of all dairy farms in Wisconsin by fostering a positive business and political environment. For more information about DBA, please visit our website at [www.widba.com](http://www.widba.com)

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