

Producer News

If you are not already protected this year,
now is a good time to learn more for next year.

Contact your crop insurance agent,
the local USDA Farm Service Agency,
or call 1-800-308-2449 with Farm Safety Net questions.



by Kelly Steimle
Risk Management Program Assistant
Garden State Crop Insurance
Education Initiative
Rutgers Cooperative Extension of
Salem County

I want to talk about origins and meanings of certain expressions that are used in the English language.

The expression “**Cool as a Cucumber**”

“Cucumbers have been known to maintain a cool temperature since they were first cultivated in ancient times and it may not be an accident that they were first extensively propagated in the hot climates of India and the Near East. This characteristic has led to the popular synonym ‘as cool as a cucumber’ when referring to someone who remains perfectly composed in all circumstances.”*

How about “**Drop Like a Hot Potato**”

“Since a considerable quantity of a potato’s mass is comprised of water, it retains heat very effectively and is capable of burning fingers that touch it too eagerly after it is removed from the oven. By analogy, a ‘hot potato has come to mean a situation or predicament that is ‘too hot to handle’. Similarly to drop something ‘like a hot potato’ means to get rid of it very quickly,

before it harms you or your interests.”*

We have all heard

“Don’t Put All Your Eggs in One Basket”

“Although this well-known caution first appeared in print in an Italian book of proverbs published in 1662, it has probably been in use long before that. The warning is clear: ‘don’t chance everything on a single venture, but spread the risk’.*

Another phrase that farmers have started to hear is
Farm Safety Net

Under USDA’s Farm Safety Net, cucumbers are protected from natural disasters with NAP (Non-insured Crop Assistance Program), potatoes from crop loss with crop insurance and your egg money with the new Whole Farm Revenue Crop Insurance.

If you are not already protected this year, now is a good time to learn more for next year. You may contact your crop insurance agent, the local USDA Farm Service Agency, or call 1-800-308-2449 with Farm Safety Net questions.

*Source: Bring Home the Bacon & Cutting the Mustard, 2002, Castle Books, Edison, NJ.