Farm Bureau®
Member Benefits

MIDLAND®

Midland Radio Member Benefit FAQ's

1. What is Midland Radio and how will their products help my farm?
    a. A partnership with Midland Radio would offer Farm Bureau members an exclusive discount on all of their communication products on their website. Midland's core value for farmers is reliable communication where cell service is spotty, and it has leaned hard into the ag market with farm-specific bundles and marketing.
2. What could I use Midland Radio for on my farm?
    a. Midland's GMRS radios communicate directly with each other, without relying on cell service or Wi-Fi, which matters on rural operations with dead zones. Harvest is the biggest use case. One Midland ag partner describes harvest as "organized chaos", where a radio you can grab from the combine beats dialing a phone
3. How can I use Midland Radio, as an Associate Member, if I live in the Metro City?
    a. **For a city-dwelling associate member**, the value shifts from running a farm to emergency preparedness, family communication, and recreation.
    b. **Emergency preparedness** is probably the strongest urban angle. Midland's NOAA weather alert radios sit on a nightstand or kitchen counter and sound an alarm for tornado warnings, severe storms, and other alerts, even overnight when phones are silenced.
    c. **Outdoor recreation and travel.** This is where many city people actually use two-way radios. They're popular for camping, hiking, hunting, skiing, and boating, all places where cell coverage drops out.

4. If I need help with using the Midland Radio, how can I get support?
    a. We stand behind our product with ongoing support.
        i. Warranty Support - this limited warranty covers defects in materials and workmanship of Midland Products for the Warranty Period (2 years)
        ii. Service and Support Help - Midland
        iii. Customer Service Support - Our Customer Support Hours: M–F 8 a.m.–4:30 p.m. CST Email us at support@midlandusa.com

5. What is the member discount?
   Product Discounts:
    a. All Products – 18% off

6. How do I get started?
    a. Login into your State Farm Bureau Site and click on the Midland Radio Website unique URL. Create a login in the site and start shopping.

7. What is the program fee paid back to the state Farm Bureau for every transaction?
    a. Please refer back to your Signed State Agreement for more details and information on the program fees paid to AFBF on a quarterly basis.

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8. What states are eligible for this program?
    a. We are only able to ship to the 48 contiguous states and Alaska within the United States, so Hawaii and Puerto Rico are not eligible for this program.

9. Are there any products that are excluded from the program?
    a. No, not at this time.

10. What is the cost for shipping?
    a. Midland offers Free Ground Shipping on all purchases of $25 or more. The free shipping offer is limited to standard ground shipping only.