

Update from The Co-operators – November 2020

Through the unprecedented events of 2020, The Co-operators has learned and honed new ways of doing business, new ways to communicate and new ways to fulfil our social needs. All of our member organizations; co-operatives, credit unions and representative farm organizations and their members are living and working through challenging and uncertain times. The pandemic has highlighted how interconnected and interdependent we all are.

The Co-operators turns 75 this year. The celebration of this milestone looks different than we expected but we have found ways to celebrate our accomplishments all the while owning the challenges and opportunities for us to do better. In our governance, we have managed to adapt and remain strong and learn despite the limitations and constraints presented by the pandemic. Good governance, especially in times such as these, is absolutely critical.

In the early stages of the crisis we quickly implemented a variety of new governance approaches, including holding our first ever virtual Annual General Meeting. We also wrapped up our 2019 Democratic Structure Review via a virtual Special General Meeting earlier this month.

In these challenging times member engagement is essential. Ensuring we can meet the needs of our members and stay connected in online, virtual contexts, has been a top priority of our directors and management. In 2020, we have come up with alternative ways to strengthen and deepen our member relationships. To this end, we've enhanced our virtual delegate orientation for new and existing delegates, increased regular telephone and online check-ins with members – especially in the early days of the pandemic – and leveraged the virtual nature of our Annual Reviews to include more key people and offer opportunities to both broaden and deepen our relationship.

Mutual benefit is key to our member relationships and we are proud to be a Member Benefits partner for OFA farmers. We continue to strive to meet your needs and offer exclusive savings and enhanced coverage for OFA members so that you and your operations can be resilient and sustainable during the current challenges and in the long term. Just a reminder: in order to receive these benefits, it is important that we have your OFA membership recorded in our system. If you are not sure whether your profile includes your membership, please confirm with your Co-operators advisor.

If you do not already have your farm insurance with The Co-operators, you may want to consider getting a quote to see how these benefits could make a difference. We've entered all our farm advisors into the OFA online Farm Inputs Directory so you can see who is located near you.

2020 has been uncertain. It has been difficult. It will continue to be so. But this year has also reinforced our commitment to continue to make decisions through the lens of our co-operative values while strengthening our business and relationships to meet the evolving needs of our members, our clients, and the communities we serve from coast-to-coast-to coast for the next 75 years and beyond.