

WHAT'S GROWING

HENSALL CO-OP MEMBERS' MAGAZINE

VOL. 1, ISSUE 1
SPRING 2019

COMMUNITY

Taking small steps in a big project to help residents of Perth County

BUSINESS

Growing by leaps and bounds in Manitoba and Ontario

INVESTMENTS

You can earn up to 7.25% when you invest in your Co-op

TOGETHER

Tweeting and video go hand in hand to grow your Co-op

EMPLOYMENT

From model to mechanic: our staff lead full lives



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The Stratford Perth Rotary Hospice received a \$10,000 donation from Hensall Co-op.



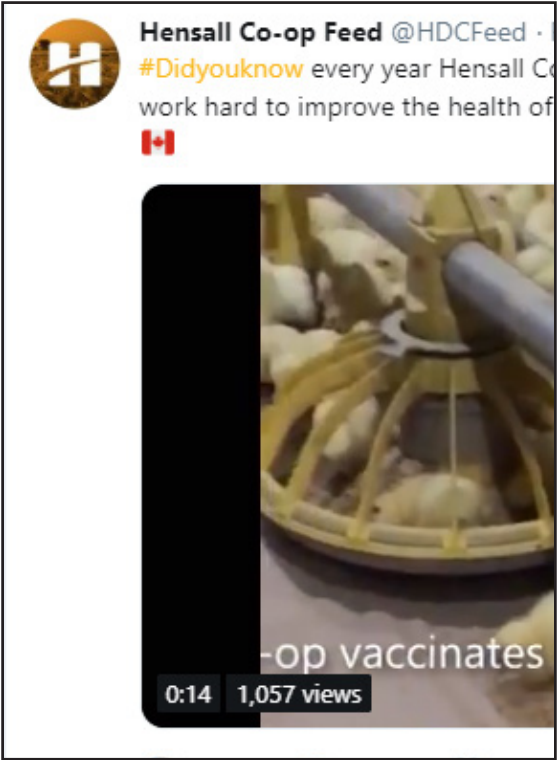
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into Action

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Hello & Welcome

I am very excited to welcome you to our first edition of "What's Growing" and to introduce myself as your new Member and Customer Service Manager. In my new role, I will be your primary contact for member issues including but not limited to loans and patronage. I am excited for what the future will bring since we have so much potential to improve our communication with our membership. "What's Growing" will be a way for us to tell you what is going on at Hensall Co-op in between annual meetings. We anticipate it will be published 2 or 3 times a year depending on how much news we have to bring to you.

I would like to remind anyone with loans maturing at the end of March you will be receiving a communication from me shortly. Please get back to us with your decisions regarding re-investment. For anyone who is considering taking advantage of our attractive rates, give us a call at 1-800-265-5190 and select the 'investments' option from the menu.

We hope you enjoy our first edition of "What's Growing". If you have ideas for articles you think we should be including in future publications, drop me a line!

We grow together,
Janice Cox
Editor,
Member & Customer Services Manager
jcox@hdc.on.ca

'What's Growing' is published by Hensall District Co-operative, Incorporated 2 to 3 times a year and is distributed to Hensall Co-op members via email.

If you would like to receive this magazine electronically, send your email address to Janice Cox, Editor, at jcox@hdc.on.ca and ask to be added to the mailing list.

New technology and automation are just two ways Hensall Co-op continues to grow and remain competitive. The GPS-driven fork-lifts in the food-grade warehouse are one small piece of our state-of-the-art facility in Hensall.

Message from the CEO

Welcome to our first edition of 'What's Growing?'. This will be our way to connect our membership with the latest news from Hensall Co-op. Our goal will be to publish this newsletter digitally 2-3 times per year.

To say the harvest was a challenge is clearly an understatement. The devastating impact of DON and a drawn-out bean harvest continues to reverberate throughout our industry. We continue to work to find markets for high vomitoxin corn while doing our best to ensure the safety of livestock. The challenges of the harvest will be with us for some time yet.

Amid those challenges, we have continued to forge ahead with our strategies to provide more value to our membership base and the agricultural community as a whole. Our Executive Committee, with input from our Board and employee group, have developed our new envisioned future (our desired future state), our



purpose (why we exist) and values (how we conduct business). We are all very proud of the work the team has done and believe these documents all help to define the essence of Hensall Co-op.

We have also made some significant investments that deliver on our strategic goals. Our initiatives to focus on organic growth continue with key investments to expand our capability to provide more products and services to our existing customers and members. As part of this initiative we have expanded our crop protection warehousing capacity in Rignold, Mitchell and Kurtzville.

Our new fertilizer blending facility in Drayton will be ready for the 2019 planting season. You will see more new auger units in our fleet of feed trucks this year as well. Our new Customer Relationship Management System is up and running to help our team identify areas where we can strengthen our offerings while improving the businesses of our

members.

There has been considerable media coverage recently about the increase in plant-based protein consumption. Since we ship to over 40 countries it is a trend we have seen for a while. We identified the opportunity to expand our bean processing in the west. This is to relieve the stress at Hensall which has been operating above capacity, to improve our value stream for the export of beans and to access new origination opportunities.

Recently we acquired a 40,000 MT facility in Bloom, Manitoba with additional storage and intake in Miami, Manitoba. We are very pleased to welcome Hensall Co-op Bloom and Hensall Co-op Miami into the Hensall Co-op family.

We continue to explore other opportunities for growth across our businesses. It is with great enthusiasm for the future that I sign off.

We grow together.
Brad Chandler, CEO



Our Envisioned Future

To be the most sought-after and trusted partner delivering value added products and solutions locally and globally.



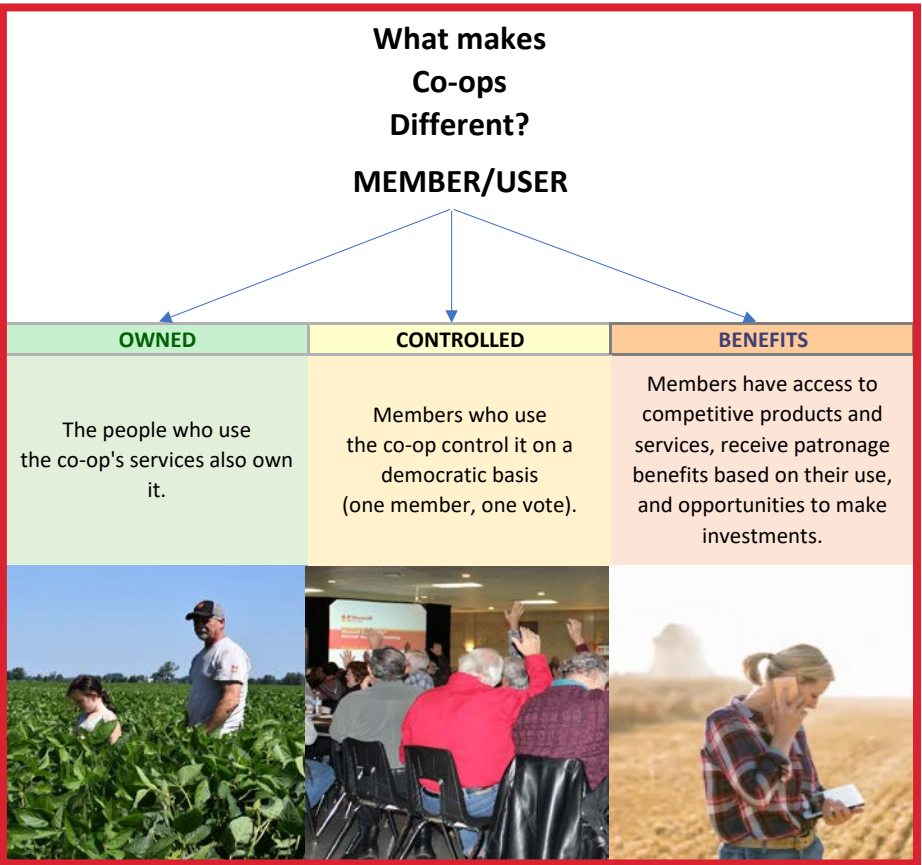
Our Core Purpose

We help, serve and care to experience the joy of adding value to people's lives everywhere.



Our Core Values

Honest. Committed. Innovative. Empowered. Together.



We grow COMMUNITY

Hensall Co-op has donated \$10,000 to the Stratford Perth Rotary Hospice.

"We canvassed our employees last year and asked them what causes they would like to see Hensall Co-op support. Local healthcare was identified as the clear frontrunner", stated Brad Chandler, CEO of Hensall Co-op. "It is so important to our rural communities that we have access to healthcare without having to travel long distances. With four locations in Perth County (two in Mitchell, Lakeside and Kurtzville), this project could touch the lives of many of our members and employees."

The decision to support the Stratford

Perth Rotary Hospice follows a proposal submitted by Janet Hulshof who works at the Hensall Co-op Mitchell Elevator location. "It is heartwarming to know that we can support such an important cause", said Janet of the donation. "Perth County needs a place that is dedicated to providing end-of-life care and family support."

"We would like to thank Hensall Co-op and its employees for their donation", said Andy Werner, Chair of the Board of Directors of the Stratford Perth Rotary Hospice. "With the support of the Perth County community, we are closing in on our goal of raising \$8.5 million and we look forward to opening our new Hospice in 2019."

Your new BOARD of DIRECTORS

At the Annual General Meeting in November, Paul Gowing of Bluevale became your new Board Member replacing Jeff Allen who chose not to run. At their November Board Meeting, the new executive was elected. Peter Dinsmore (Gorrie) is your new President. Terry VanderWal (Denfield) is your new Vice-President. Bill Wallace (Seaforth) continues as Secretary.



iPAD WINNER

Blaine Vines (I) of Listowel won the iPad from our campaign to update Membership information. The campaign ran from October to December with the prize given just in time for Christmas.



Mitchell team

We grow BUSINESS

Rignold Manitoba

We have added 6,000 MT of storage and an 80 x 160 foot warehouse to improve the efficiency of harvest and to give the team in the west the tools to provide more value to producers by offering crop inputs and crop protection products. Growth in the west has been identified as a key initiative to increase our revenue and meet our envisioned future.



Rignold

Bloom and Miami Manitoba

Our new Bloom processing plant has a capacity of 40,000 MT on the CN line 6 kilometers from our Rignold facility. With room for 20 railcars on the siding and a loading bay with direct access to the bean plant, our value stream for western product is improved and takes pressure off of our Hensall facilities which have been running above capacity. We have also added additional receiving and storage at Miami which is closer to the North Dakota border.



Bloom

Drayton Ontario

The new Drayton Fertilizer Plant is being constructed to be ready for spring of 2019. This allows us to increase our penetration in the crop input and crop protection market in the geography to the north and east of our traditional geography. Being able to be full service is a key initiative in our organic growth strategy.



Drayton

Other investments:

Our new Customer Relationship Management system is providing sales teams with more information to improve our organic growth.

We are adding another new feed truck in 2019 which will increase our penetration of auger units to improve service and efficiency of delivery.

Our Exeter Truck Shop is open and our own mechanics are now keeping the fleet well maintained.

We continue to invest in making improvements to our locations including a new boiler in Clinton and changes to the packaging line in the dry bean plant in Hensall.

Divestment:

We have sold 26.4 acres of excess land around the Distribution Warehouse in Exeter to a developer. The land will be developed with something in the region of 80 homes with plans that the first houses will be for sale in 2020. We will be recording a gain on the sale of the land and, ultimately, it will provide capital that can be invested in our core business of growing opportunity for agricultural producers.

We grow INVESTMENTS

Special Member Loan Rates*	
2-year	4.50%
3-year	5.00%
4-year	5.50%
5-year	5.75%
7-year	6.50%
10-year	7.25%

**Rates subject to change without notice.*



7.25%

for a 10-year term

Call today: 1.800.265.5190 and select 'Member Investments'.

We grow TOGETHER

To celebrate Canadian Agriculture Day, we launched a twitter campaign #Didyouknow. The goal of this campaign is to tell the story of how Hensall Co-op has become a major player in the Canadian Agricultural Landscape. By offering short tidbits with facts, we hope to encourage growers to join our membership ranks to fuel our continued growth in our industry.

This is what we had to say in our first 5 tweets:

- Did you know every day up to 60 containers of food grade dry beans and IP soybeans are shipped from our Hensall processing facility to export markets? We fly the Canadian Flag for our food producers. #OntAg
- Did you know every year we vaccinate more than 16 million birds? We work hard to improve the health of our producers' animals. #OntAg #CdnAgDay
- Did you know our hardworking energy team made over 41,000 deliveries last year? We keep Southwestern Ontario running warm & dry. #OntAg
- Did you know all of our profits are reinvested in the business or they are given back to our members through our patronage dividends? We grow together with producers. #OntAg
- Did you know that as an investment Co-op, offering our members the opportunity to invest in our business is a key component of our capital structure? We grow investments too.

Follow us on Twitter for up-to-date news and more fun facts:



@HDCGrain



@HDCEnergy



@HDCFeed



@HDCAgronomy

'Did you know' we also have an online video channel? Want to see inside our state of the art production facility in Hensall? Curious about our new location in Bloom Manitoba? Watch your Hensall Co-op videos at <https://vimeo.com/hensallcoop>.

We Grow **EMPLOYMENT**

Meet Maggie Thompson, one of our diesel mechanics at the HGL Truck Repair Shop in Exeter.

Tell us about yourself, and how you came to join the Hensall Co-op family

I was born and raised in Mitchell, along with my two older brothers (one of whom, Adam, works at Hensall as well). I always enjoyed tinkering, and working with my hands, so I decided to take auto mechanics in high school, then later at Fanshawe College. I found I was a little bored with the curriculum, so I switched to diesel mechanics in my second year of college. I did a co-op placement at London Hydro, then at Wajax Power Systems, before joining the team at the HGL Truck Repair Shop in March 2018. I've finished all my coursework, so once I've completed my hours, I'll have earned my certification.

When did your interest in mechanics first come to light for you?

I was twelve years old when I remember telling my Mom "I'm going to be an auto mechanic when I grow up!"

Were there any other women in your class?

I was the only woman in my graduating class at Fanshawe.

What does a typical work day look like for you?

There isn't really "a typical day" at the shop, which is one of the things I like most about working here ... every day is different. I love diagnosing problems, and finding ways to fix them, and working in a state-of-the-art facility like this one ensures I can apply what I've learned in school using the tools and equipment we have here.

What do you enjoy most about your job? What would you change about your job if you could??

Besides the variety of my work, I enjoy working with the team here at HGL under Steve VanAmersfoort's leadership, and the customers I come into contact with. There isn't a thing I'd change!

How do you keep your skills up-to-date?

Beyond the practical experience I receive every day on the job and the coursework I've completed through my apprenticeship program, I participate in a couple of on-line truck forums where other mechanics share their experiences and lessons learned. I also read a lot of trade magazines and work hard to apply what I learn so I can maintain the knowledge, skills and abilities I've worked so hard to acquire. There's also an annual education requirement which I'll need to complete in order to maintain my certification.

How do you add value to your customers' experience with HC/HGL?

I like to think the quality of my work keeps my customers coming back. I also try to be pleasant, even when the people I come into contact with may not be having their best day.



From Model to Mechanic with Maggie Thompson

What is the craziest customer service experience you've ever had?

I remember once at Wajax I stayed well past closing time to fix a customer's vehicle. He watched me the entire time – which can be a little unnerving – but, when I finally got the problem fixed after trying for four hours, he was so appreciative that he wanted to tip me. I said it wasn't necessary, but he insisted, and promptly gave me all the change he had in his pocket.

Teamwork is crucial at HC. Who do you rely on to help deliver on your promises to our customers?

Besides Steve, our Shop Manager, I rely on Corey who is my mentor. I also rely on Tammy, our parts person and all of the other mechanics here who are gracious enough to offer their guidance whenever I ask for help.

What do you do for fun/ during your leisure hours? Any hobbies?

I started modelling in college, and continue to do so from time to time, usually for local businesses and/or at fundraising events in my community. Ballet and step-dancing are also passions of mine and I love make-up application. Four-wheeling and fishing are also favourite activities.

What, in your opinion, sets this truck repair shop apart from its competitors? Why should a potential customer look to HGL for their truck repair needs?

Our shop is very sophisticated, as truck repair shops go, and the tools and equipment are second-to-none and very high-quality. The environment is nice, and the people are all supportive and collaborative, which means our customers get the absolute best from every team member, each and every day.

How can the trades get better at attracting women and next-generation team members?

Speaking with other women, I've learned a big part of why they don't pursue mechanics as a career is their fear of not being able to fulfill the physical requirements of the job. While the job does have its physically demanding aspects, today's shops have tools and equipment allowing anyone to be successful. If there's ever a situation where I need more muscle, I just call one of my co-workers for assistance.

What's the best way to get grease off one's hands?

I've found Dawn or Sunlight dish soap works well. I also use make-up removal wipes.

Steve, as Maggie's head coach, how has having her on your team impacted the work environment at the repair shop?

Maggie has brought a positive dynamic to our team atmosphere. She is a hard worker who motivates others with her bright outlook and eagerness to learn. She is an asset to the Hensall Global team.

Maggie's "Favourites"

Vehicle:
1987 Dodge Ram, Charger or Scout

Movie :
Black Beauty

Artist and song:
Amy Winehouse, Rehab

Food:
my Mom's hash brown casserole

Alcoholic bevvy:
Canadian Club & Coke

Animal:
my dog, Lily, who is half pug and half rottweiler

Social media sites:
FaceBook and Instagram

We grow OPPORTUNITY

Economic and Commodity Update

We held two economic and commodity updates and forecasts in February at the Cowbell in Blyth. With speakers from JP Morgan and FCC, both key lenders to Hensall Co-op, the evenings were very informative and full of opinions. The JP Morgan speaker was live streamed from London, England, which illustrates how technology provides us with more opportunities to add value to our producers.

With the success of these meetings, we are looking at other opportunities to provide our membership with information to help them and their businesses. Watch your email for other opportunities to learn and engage with fellow producers.



Cowbell, Blyth

Succession Planning Seminars

We held two Farm Succession Planning seminars in partnership with Lerner Lawyers.

Since these events were very successful we are planning future seminars for our members.

It's GROWER MEETING and TRADE SHOW Season



Calem Alexander (left) and Glen Last (right) in the Hensall Co-op Booth at the Manitoba Ag Days in Brandon.

Keep up-to-date on scheduled meetings by checking our coming events page

<http://www.hdc.on.ca/for-growers/meetings-events-2.html>.

We have unveiled our new Hensall Global branding. The logo was designed with a strong visual connection to the Hensall Co-op brand. This is in recognition of the importance of the relationship between Hensall Co-op and Hensall Global.

We have chosen to use "Hensall Red" as a primary colour in the logo given the brand equity associated with the word "Hensall" and as strong reinforcement of the importance of the relationship between Hensall Co-op



Introducing the new Hensall Global Logo



and Hensall Global. The red is matched with a grey we refer to as "Hensall Steel". This is a salute to the importance of steel in our business whether it be in our trucks and trailers, the containers we haul, the bridges we cross, the boats that ship our cargo all over the world or our nerves as we navigate the challenges we face daily.

We have maintained important elements of our previous logo. The "swoosh" continues to represent movement around the globe. The word "Global" is italicized to represent forward movement and speed and is right justified – another visual reference to movement.

Look for our new logo on our trucks!

We Grow ...

In YOUR Community

Hensall

519.262.3002 or 1.800.265.5190

Ailsa Craig 519.232.4449
Ailsa Craig Key-lock 519.293.3272
Aylmer 519.773.5169
Aylmer Crops 519.773.2125
Bloom 204.252.2444
Brussels 519.887.9933
Clinton 519.482.3438
Drayton 519.638.2707
Exeter 519.235.1150
Exeter Distribution - Seed . 519.235.4761
Exeter Dist. - Shipping 519.235.4992
Exeter Gas Bar 519.235.0444
Forest 519.786.5424
Greenway 519.238.8701
Kurtzville 519.335.3535
..... 1.877.858.2220
Lakeside 519.349.2243
Londesborough 519.523.4470
Londesborough Feed 519.523.9606
..... 1.800.265.9000
Miami 204.435.2227

Mitchell 519.393.6010
..... 1.855.393.6010
Mitchell Feed 519.348.8752
..... 1.800.669.3502
Parkhill 519.294.6252
Rignold 204.274.2223
Ripley 519.395.5955
..... 1.855.895.5955
Seaforth 519.522.1000
..... 1.888.522.1112
Swinton Park 519.923.9900
Westfield 519.523.4221
Zurich 519.236.7155
..... 1.800.565.7155

Grain receiving only:

Altona 204.304.0269
Bright 519.580.0885
Carman 204.745.6747
Gads Hill 519.274.1984
Wroxeter 519.335.6813

