

WHAT'S GROWING

HENSALL CO-OP MEMBERS' MAGAZINE

VOL. 2, ISSUE 2
SUMMER 2020

OPPORTUNITY

Enter our
Photography Contest

COMMUNITY

From beans to buildings,
donations across our
communities.

BUSINESS

Reaching new heights in
sustainability

INVESTMENTS

Manitoba members can
now invest in their Co-op

EMPLOYMENT

Protecting our staff
with our EH&S team

TOGETHER

More ways for members to
stay in touch with us

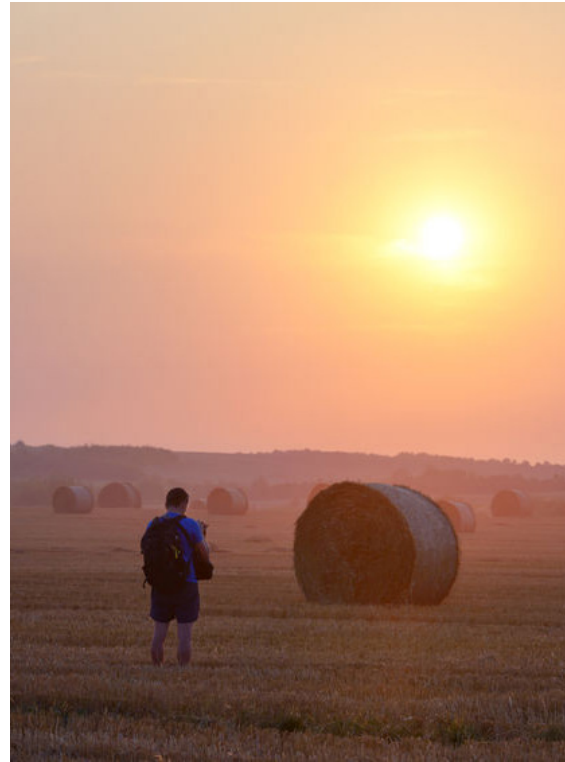


CONTENTS

11

Lights, Camera, Agriculture!

See something that tells
your story about agriculture?
Snap a photo and
enter to win great prizes in
our Hensall Co-op
Photography Contest.



14

We grow COMMUNITY

From Beans to Buildings,
Hensall Co-op is helping out
the communities in which it
is proud to be a part.

19

Our Next Generation

Young chicken farmers Emma and Hannah are the next generation at GM Dalton Farms.



04	From the editor	12	We grow EMPLOYMENT
05	Member Services & Credit Team	14	We grow COMMUNITY
06	CEO's Message	17	We grow INVESTMENTS
08	We grow BUSINESS	18	Home Heating Budget Plan
11	Photography Contest	19	We grow TOGETHER



Essential Agriculture

I am pleased to be writing your welcome to this edition of What's Growing. I want to introduce you to our Member Services and Credit team. We made the change to amalgamate the Member Services and Credit teams in May to streamline our communications and improve responsiveness to our members. This team will provide friendly and efficient service to our members and customers, safely administer investments and patronage accounts and solve queries or pass them through to someone who can. We all look forward to continuing to work with you with a focus on making it easier to do business with Hensall Co-op.

The last few months have been interesting to say the least. Continuing to provide our essential services to the agriculture industry while keeping everyone safe has meant we have changed the way we do things. We are improving our electronic reporting and communication and you can expect to see the impact of more initiatives as the year progresses. If you haven't signed up to receive or make payments electronically, I encourage you to contact us to do so. This reduces administration for everyone; a real win-win.

I would also like to announce Hensall Co-op is now able to offer its investments to our members in Manitoba. We are pleased to be able to expand our attractive investment program across our entire geography. The support for our program throughout the pandemic has been strong as the importance of agriculture is recognized.

Please enjoy this newsletter. It provides you with some of the backstory of how we have coped through the pandemic with teamwork and a customer focus to keep our essential services running.

Enjoy your summer and keep safe
Sylvie Atwell

Editor,
Member Services and Credit Manager
satwell@hdc.on.ca

"Outstanding in their field"



The Member Services and Credit Team from left:

Pam Brand, *Credit Supervisor*; Janice Cox, *Member & Customer Service Senior Representative*; Ashley Underhill, *Administrative Assistant, Accounts Receivable*; Deb Consitt, *Administrative Assistant*; Cathy Corby, *Administrative Assistant, Accounts Receivable*; Sylvie Atwell, *Member Services and Credit Manager*

Editor:
Sylvie Atwell

Contributors:
Jim Barclay
Pam Brand
Reta Byvelds
Brad Chandler
Dave Delbridge
Courtney Lang
Paul Schuster

Design/Layout:
Melanie Prosser

Cover:
Andrew Roosendaal's
youngsters watching
Mark Melady spread
nitrogen, April 2020



'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.

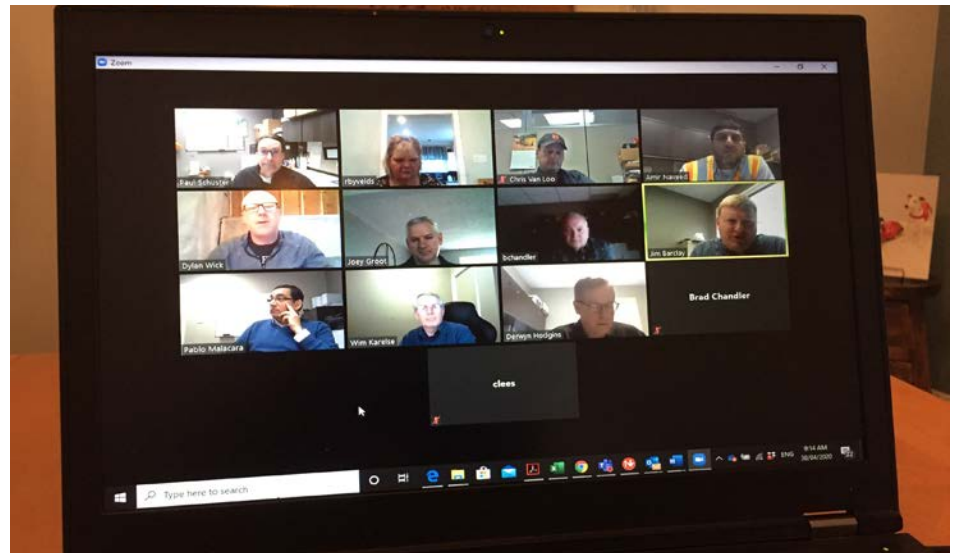
If you would like to receive
this magazine electronically,
send your email address to
Sylvie Atwell, Editor, at satwell@hdc.on.ca and ask to be added to
the mailing list, or simply subscribe
to "What's Growing" on our website
link "subscribe to our newsletters".

Message from the CEO

MANAGING THROUGH A PANDEMIC

The COVID-19 pandemic has changed and will continue to change our lives, our communities, our economic environment, and how we all operate our businesses. Everyone has felt the impact of this virus, in one way or another. It's almost surreal to look back at the last three or so months; so much has happened and changed in a short period of time. If anyone had suggested a year ago that we would be doing some of the things we now take for granted, I would never have believed them.

Yet here we are! In some ways, we've become stronger and more experienced with the "changes" as a result. This is not to say we, our members and our communities won't have challenges. There will be economic hardships that will take some time to recover from and some businesses and economies, may never fully recover. I don't often quote Greek philosophers but Herodotus said "Adversity has the effect of drawing out strengths and qualities of a man that would have lain dormant in its absence." This illustrates how I see the effects of the COVID-19 pandemic at Hensall Co-op. As a team, we have had some challenges but, with no major service failures nor threat to the health and safety of our employees or their families, we have been successful. I am very proud of the entire Hensall team and how the organization has



A Zoom meeting

navigated successfully through the pandemic with the support of our employees, members and customers. We could not have been successful without your support!

I thought I would share with you my thoughts on what I believe, has driven Hensall's success during COVID-19:

1) Risk assessment and planning works

At the onset of the pandemic, we activated our Business Continuity Team, who initially met daily to manage the overall employee and business risk. The team now meets once a week for informative morning meetings

discussing COVID-19 effects on our workforce and learning of government regulation updates. The Hensall Co-op's Health and Safety team continues to establish our pandemic policies based on science and government regulations. Our risk management committee continues to monitor the commodity, currency and business markets while overseeing Hensall's overall financial position. The performance of these assessment teams has been vital to our success; and to maintaining the confidence of our employees, our members and our financial lenders. These teams were not newly created as a result of the pandemic, they already existed.

2) Communication, Communication, Communication

In the initial stages of the pandemic, we were simultaneously dealing with uncertainty, fear and skepticism from our stakeholders. We learned early that communication would be key given the variation of interpretations, opinions and the ever-changing pandemic landscape. We introduced some new communication mediums particularly video, including personal messages from me (CEO) and weekly updates from our Health and Safety team. We focused on facts supported by science and regional health units and were transparent to ensure that our employees and customers were fully updated, knowledgeable and as comfortable as they could be given the COVID-19 situation.

3) Let leaders be leaders

True leadership is believing in your team and its leaders, especially when you need them. The one area that has been most satisfying to me as a leader is observing the leaders, at all levels and different capacities within our organization, exercise their leadership successfully for the protection and betterment of our team.

4) Embrace technology and don't be afraid to fail

One of our team members likes to say "Sometimes in the quest for perfection, we do nothing". Historically, we would look at our technology shortcomings and try to find the perfect solution that didn't exist - so we'd try to create it. To solve the problems caused by COVID-19 just as spring planting was beginning, we had to turn this thinking on its head and say "What's out there and how can we use it to solve our problems." In this regard, you will see the steps we have accomplished regarding paperless initiatives, Zoom meetings, app-based dispatch systems and the utilization of consolidated agronomy delivery hubs. You can expect to see more of these initiatives as we roll them out over the next year.

5) Don't focus on why – focus on can we do it?

When the COVID-19 crisis began, there were so many unknowns. It was easy for the teams to get caught up in "Why do we need to do this". We learned very quickly this was wasted energy and we focused on "How can we do this and still achieve our desired results". By focusing on what we needed to do rather than the why, we successfully battled the natural

resistance to change we all have to some extent.

6) Normal isn't going to happen for a long time

Lastly, and most recently, we are looking at what we are doing today and delving into what works and what doesn't. For the things we need to work on, we aren't going to wait for things to return to normal because we aren't sure when that is going to happen. We will continue to focus on improving our processes using technology to improve our efficiency and effectiveness.

I do want to thank each and every one of you for your continued support through this crisis. We know we are all in for some challenging times ahead. I want you to know the entire Hensall Co-op team is available to help you and add value to your operation.



Brad Chandler
CEO

We grow **BUSINESS**

Hensall Co-op Sustainability

We are committed to investing in sustainable solutions that provide a financial return while reducing our environmental footprint. Here are examples of the types of initiatives we have implemented to help preserve and enhance the world in which we live:

- Solar Panels installed in Hensall in 2015 have allowed us to offset a full year of carbon emissions of our truck fleet ... this represents more than 7.5 million kilometres
- We have invested in LED lighting across our locations to reduce our electricity bills
- We have installed light switches that will automatically turn out the lights and encourage our employees to turn out the lights a benefit of our automated forklifts in Hensall is that they can see in the dark
- We have invested in electric, re-chargeable forklifts and have installed soft starts to our equipment ... recognizing that small impacts can grow with proliferation across all our locations

We will continue to make these investments that protect both our communities and our bottom line.

You can watch the video we created to celebrate Earth Day here: <https://vimeo.com/hensallcoop/earthday2020>



Near record month for processing in April

Despite the challenges brought on by COVID-19, the processing facility in Hensall just missed setting a new record for dry bean processing in the month of April. Demand is strong for human grade beans and we have proven we were up for the challenge to step up deliveries.

In the month of April, more than 385,000 bags were processed in Hensall. This is 51% higher than the monthly average for the prior year.

This is an impressive accomplishment on its own. When you take into account the team was dealing with the uncertainty brought on by the pandemic, it is apparent this is a huge success.



Near record month of processing at Hensall in April

WHAT'S GROWING MAGAZINE

We continue to add state-of-the-art equipment to ensure you apply the right amount of product in the right place at the right time within the short application windows. Precision reduces waste and improves returns.



Our new high clearance side dress Rogator provides unmatched precision application below the canopy with exceptional distribution across the 70 foot air boom. With TurnLogic and 4-wheel steer it will be accurate on every round. This machine provides a dual purpose for us: 1) use as a regular Terregator for spring fertilizer season and 2) High Clearance drop pipe capabilities in crop.

This Spring we introduced first 90' air boom applicator in Ontario. The Salford box on John Deere chassis is 20' wider than any other air boom on the market providing the opportunity to eliminate every 4th pass in the field.



Last fall/this spring we purchased two new sprayers. We purchased a Hagie in Aylmer with a 120-foot front mounted boom. This machine is designed to cover additional acres in the day and is equipped for fungicide on corn at tassel timing.

The John Deere 100-foot boom was purchased to replace the existing John Deere 100-foot boom at our Greenway location.



For information on our custom application assets, please contact your field marketer or one of our Hensall Co-op locations.

Mitchell Feed Mill

COVID-19 is having an impact on our animal nutrition operations. The Chicken Farmers of Ontario have announced temporary reductions to chicken allocations that are expected to last throughout the

summer. The Dairy Farmers of Ontario have also made substantial production cuts. As a consequence of these market reductions, we have made the decision to suspend manufacturing operations in Mitchell. The

store will remain open. While unfortunate, this will allow us to maintain a level of efficiency across our facilities in Clinton, Zurich and Londesborough as we manage the market impacts due to COVID-19.

We grow **OPPORTUNITY**



2020 Photography Contest

Grand Prize - Yeti Package and Image as the cover of the 2020 Hensall Co-op Annual Report.

Any or all submitted images may be used for Hensall Co-op marketing activities.

CATEGORIES

1. FIELD FUN - Crop services activities from planting to harvest.
2. FULL OF ENERGY - Keeping our farms running, our energy division is out on the road.
3. FEEDING ONTARIO - the people, animals and activities from our Animal Nutrition division as animal protein is grown to feed the population.
4. PLANT PROTEIN - show off how you play a part in our bean shipments exported 40 countries
5. KEEP ON TRUCKING - Hensall Global trucks and people doing their thing.
6. GOING WITH THE GRAIN - The people and activities involved with the grains and other raw ingredients we handle that go into the food and products for the world.

PRIZES

- Grand Prize for Best Image: a \$500 Yeti package & image showcased as the cover of the Hensall Co-op 2020 Annual Report
- Runner-up Best Image: \$350 Yeti Package
- \$100 first prize in each category
- \$50 second prize in each category
- \$25 third prize in each category

ELIGIBILITY

- All entries must be images taken in Canada.
- Entrants must own the rights to the image(s) they submit.
- The contest is open to all members, customers and employees of Hensall Co-op.

PUBLICATION

- Winners' names and images will be used in our social media and may be used in the Hensall Co-op 2020 Annual Report.
- Hensall Co-op reserves the non-exclusive right to publish any entry and/or use any entry in promotional and advertising materials. Published images will be credited to the photographer where possible.
- By participating in this contest, each entrant agrees to provide Hensall Co-op with the non-exclusive rights to use their images. Participants agree to the terms and conditions outlined.

We grow **EMPLOYMENT**

Our Environmental Health & Safety Team are working hard during these exceptional times to protect our most valuable asset - our employees.

Tell us a little about yourself?

Courtney:

I started on with the Co-op in November after relocating to the area and have really been enjoying my time here so far! I am passionate about working with people and really enjoy visiting our different locations, meeting so many great people and learning about all the amazing things going on around the Co-op. It has been very rewarding looking back so far on all the advancements made in Health & Safety in such a brief time, most notably our move to online training!

Paul:

I started in 2013 and came to the Co-op from the consulting industry. I was a senior consultant at a firm in Stratford for 15 years managing the training, disability management and ergonomic departments. When I came to the Co-op I was looking for a different challenge and the agricultural industry was a perfect fit.

Do you come from an agriculture industry? What are the challenges and benefits this presents?

Courtney:

I do come from a bit of an agricultural background, though at a much smaller scale than our members. I have been working on various market garden style farms for the past 5 years and hold a graduate degree in Sustainable Agriculture from Fleming College as well as an undergraduate degree from the University of Waterloo specializing in International Development & Food Systems. Before starting on with the Co-op in November, I worked for an agriculture technology company which provided me the know-how to incorporate more technologic solutions into our Health & Safety training program. It is the Health & Safety side of things which is a new world for me. However, coming into it with my background has proven quite advantageous. Not only am I able to really understand the work and mission of the Co-op, agriculturally speaking, but I am able to bring a strong background in technology and communication which has been able to positively steer the future of our employee safety training.

Paul:

I did not come from an agricultural background. To be honest, I don't see it as a challenge or a benefit...rather an opportunity to put into practice systems I had been recommending to other types of industries for many years to an industry I have little knowledge about.

What is the strategic objective of the Health and Safety team at Hensall Co-op?

Team H&S:

Our strategic objective is to intertwine the world of safety into everything we do and create a working environment where safety is behaviour not a discipline. Our playbook is designed to build an environment where we work as teammates with each other to accomplish great things.

Our goal is to ensure that all employees are the most prepared they can be to complete the job in a safe manner. We are also very keen to involve technology to help us better reach employees with a goal of increased training specialization opportunities in the future.



< Courtney
Paul >

We take safety seriously.

What is your definition of success?

Team H&S:

We imagine you think our answer to this should be zero injuries but that would be an unrealistic goal. Our definition of success is when employees practice forethought into what that are about to do. The “just get er done” mentality is barbaric and usually ends up with something bad happening....maybe not today but eventually something will go wrong. Success is when we work together to create a plan that is efficient and cost effective. Contrary to popular belief, Safety is something that should speed us up not slow us down!

Looking back, when did you first realize COVID-19 would have a drastic impact on how we do business?

Team H&S:

January 24, 2020 we sent out a safety talk on how to prevent the spread of sickness at the office. At that time we quoted the spread of Coronovirus and sent out some recommendations for washing hands, etc. By the end of February, we had already updated our procedures and asked our suppliers to send us every N95 they had.

What have been your priorities throughout the Pandemic?

Team H&S:

Our employees. We worked very hard to ensure integrity of the Hensall Co-op so that as an essential employer we would be able to protect our employees and provide professional services for our customers and members. At the start of this we created a pandemic team that originally met daily to discuss issues around us and create methodology that was based on science and not just what everybody else was doing. We then made it a priority to communicate to our employees what our plans and expectations were and have remained consistent to that throughout.

What is a typical day for your team and how has it changed?

Team H&S:

That is the greatest part about safety, there is no typical day. We are a resource for employees and management to provide direction for daily situations as well as help in planning future scenarios limiting the potential of future risk. Therefore, a typical day for us bounces from the now to helping with future direction.

Are there any silver linings in COVID-19?

Team H&S:

Absolutely, this has changed not only our industry but many others to understand that just because business has grown throughout their history doesn't mean we cannot change and still be successful. This has forced us to look at alternative methods of providing services and pushed people to evaluate old versus new ways of working. Just because we have always done it that way doesn't make it right! It has also shown us as a team we can accomplish great things.

Courtney's & Paul's Preferences

Truck or Car:

Truck | Truck

Tea or Coffee:

Coffee | Coffee

Beer or Wine:

Beer | Brandy

Rock or Country:

Country | NOT country

Burger or Salad:

Burger | Burger

Dog or Cat:

Dog | Dog

Country or City:

Country | Country

Online or Print:

Online | Online

We grow **COMMUNITY**

Food bank donation



As part of our quality system, we carry samples of beans received and shipped throughout the year. Each year, tonnes of beans individually packaged in small bags, no longer have to be retained. We are fortunate to have established a relationship with the Huron County Food Bank Distribution Centre to give us an outlet to ensure that these beans do not go to waste.

Dry beans make a great staple for the Food Bank system since they have a long shelf life and provide solid nutrition with high protein. Acting as a clearing house, the Huron County Distribution Centre channels large food donations to the local community food banks. The Distribution Centre divides large donations into usable portions and helps with the extras

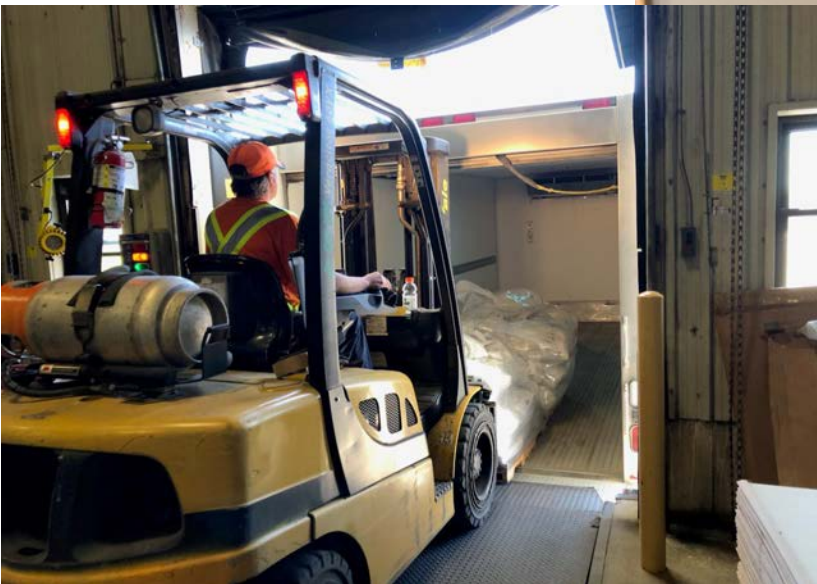
such as fresh produce, dairy and meat as well as dry goods. The local food banks continue to count on individual donations for their basic needs.

The initiative began approximately 5 years ago when Murray Armstrong, a Hensall Co-op employee, realized that sample bags of perfectly good beans were going to waste. He asked if he could contact the Food Bank to see if there was an interest in the product. He was quickly given the go ahead and the Food Bank was extremely appreciative of the donation from the outset. We can thank Murray for feeding thousands of people in the Huron County region. We applaud him for taking the initiative to get this program started.

HENSALL CO-OP



Letting nothing go to waste.



Parkhill building donation

We are pleased to be able to donate our Parkhill property to the Municipality of North Middlesex. The property at 192 Parkhill Main Street, which was previously our Parkhill store, will be the future home for a combined Fire Station and County of Middlesex Emergency Services (EMS) location. Located adjacent to the existing fire station, the site is very well suited to meet the emergency services needs of the municipality. We are focused on strengthening our rural communities and see this as an innovative way to do just that.



Future home of combined Fire Station and EMS location.



Hensall Co-op donates surplus firefighting equipment

Fire Equipment donations

Hensall Co-op donated surplus firefighting equipment to the South Huron Fire Department and the Bluewater Fire Department. Bluewater fire chief, Dave Renner stated "The equipment will be utilized by all four stations to aid in our firefighting capabilities. To purchase and replace such equipment is very expensive and puts a strain on the department budget every year. To have a donation such as this allows us to build our inventory and to allocate funds to other needed areas in order that we can continue to provide fire protection to the residents of Bluewater." The donation means that the fire departments can avoid purchases in the region of \$50,000.

Jeremy Becker, South Huron Emergency Services Manager and Fire Chief expressed the appreciation of the Municipality "All members of the fire department greatly appreciate your donation and we are fortunate to have a community partner such as the Hensall Co-op." We are grateful to have dedicated emergency services in our communities and we are very happy that this surplus equipment can be used to keep our employees, members and communities safe.

We grow **INVESTMENTS**

Investing in your Co-op

We want to thank our members for their continued support. Notwithstanding the uncertainties created by the pandemic, your continued interest in investing in Hensall Co-op illustrate your confidence in our business model. We are fortunate to be involved in the essential service of providing food to the world.



ESSENTIAL Agriculture

Invest where it matters.

Now accepting investments from members*
working with our Manitoba operations.

Earn 6.00% with a 10 year term.

hensallco-op.ca/Member-Investments
1-800-947-8816 ext 262

*For members in Manitoba only: Individuals, partnerships or corporations engaged in the agricultural business that have transacted a minimum of \$15,000 with Hensall Co-op in Manitoba on an annual basis (purchases from and/or deliveries to these locations). Also eligible to immediate family members. There is a requirement for a minimum \$500 initial investment that will be held in a mandatory member loan.

Now available to members in Manitoba!

We are now able to accept investments from members who have met minimum transaction amounts. For more information, contact us at 1-800-265-5190 or 519-262-3002 and select "investments".

HOME HEATING BUDGET PLAN

We understand how expensive the heating season can be. For this reason we are offering a Budget Plan to our home heating customers as a way of meeting home heating costs more effectively.

Our budget plan is based on your three-year average of home heating fuel usage, which will stabilize your payments over a 10-month period. Monthly payments are made by pre-authorized payments.

The plan provides you with 10 equal monthly payments beginning on September 20, 2020 and ending on June 20, 2021. Until June 21, 2021 the account is interest free. Any balance owing after June 20, 2021 is due in full by July 20, 2021 with interest accruing at 2.5% per month.

If you think this will be a more affordable option for you, please contact me before September 1st, 2020 so we can set up your 2020/2021 Home Heating Budget Plan.

Regards,
Pam Brand
Accounts Receivable Supervisor
Ext. 326, E: pbrand@hdc.on.ca



We grow **TOGETHER**

The next generation



Emma and Hannah know the importance of measuring 7 day weights to make sure the flock is on track. These young chicken farmers are the next generation at GM Dalton Farms.

Have a photo you want to share with the membership? Email it to marketing@hdc.on.ca with the subject line "What's Growing". Be sure to look into our photography contest too on page 11 or at <https://hensallco-op.ca/blog/Hensall-Co-op-s-2020-Photo-Contest.htm>



Are you following us on Twitter?

A great way to keep up to date on the happenings at Hensall Co-op is to follow us on Twitter. We have several channels to tailor our message to your interests:

	@HDCAgronomy	<i>Our crops team updates you throughout the growing season and provides updates on opportunities for value-added contracts</i>
	@HDCFeed	<i>Our animal nutrition team provides advice and market information for livestock producers</i>
	@HDCGrain	<i>Twice daily updates on the markets and market commentaries</i>
	@HDCEnergy	<i>The latest from our energy team</i>
	@HDCWest	<i>Our newest channel dedicated to updating our members in Manitoba and points west</i>

We Grow ...

In YOUR Community

Hensall

519.262.3002 or 1.800.265.5190

Ailsa Craig	519.232.4449
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 Global Repair	519.235.3252
Forest	519.786.5424
Greenway	519.238.8701
Harrow	519.738.2271
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
Rignold	204.274.2223
Ripley	519.395.5955
	1.855.895.5955
Seaforth	519.522.1000
	1.888.522.1112
Tilbury	519.682.1484
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

