



WHAT'S GROWING



HENSALL CO-OP MEMBERS' MAGAZINE

VOL. 2, ISSUE 3
WINTER 2020

OPPORTUNITY

Our First Photography
Contest a snapping success

COMMUNITY

'Tis the season of giving
and giving ... and giving

BUSINESS

Another AGM for the
history books

INVESTMENTS

Manitoba & Ontario
Members invest in Co-op

EMPLOYMENT

Dedicated driver mentors
next farming generation

TOGETHER

Low tech innovation

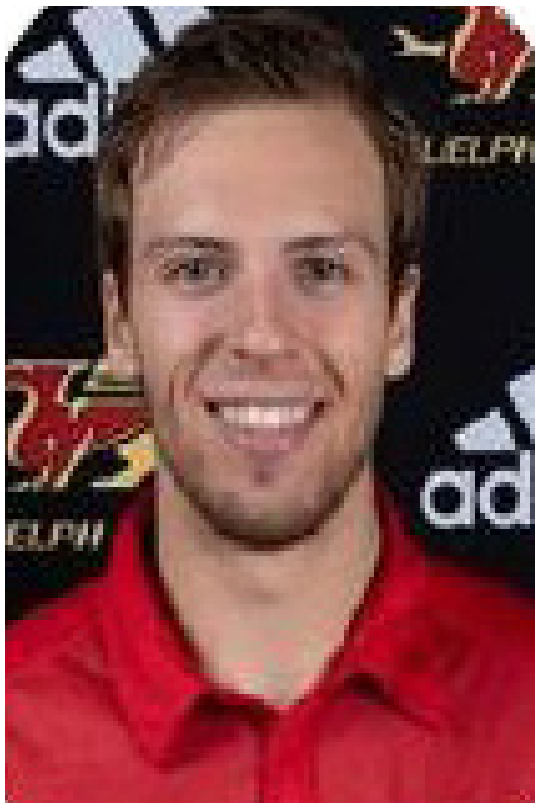


CONTENTS

08

First Photo Contest a Snapping Success

With customer and staff images entered into our first photo contest, the judging was challenging.



15

Supporting Agriculture and Sports

The final recipients of the Hensall Co-op Guelph Gryphons hockey scholarship are announced.

On the cover:
Starting them Young
Hallie, 3 months old
submitted by her Grandpa
Dick Robinson of our Energy Division

16

Supporting Men's Health

Staff grew lip sweaters
during Movember
in a friendly competition.



| | | | |
|----|---------------------|----|----------------------|
| 04 | From the editor | 15 | We grow COMMUNITY |
| 05 | CEO's Message | 19 | We grow TOGETHER |
| 06 | We grow OPPORTUNITY | 20 | We grow INVESTMENTS |
| 09 | Chevron Lube Sale | 21 | Holiday Hours |
| 10 | We grow BUSINESS | 21 | Follow us on TWITTER |
| 12 | We grow EMPLOYMENT | 22 | Christmas Greetings |

Welcome from the Editor

Welcome to this Christmas edition of What's Growing. We are pleased to provide an update of the happenings at Hensall Co-op while also wishing you all a Safe and Merry Christmas.

This has been a year filled with a great deal of turbulence with the onset of COVID early in the year to the second wave now. While our offices remain closed to visitors, we are always available by selecting Option #2 when you telephone us at 1.800.265.5190 (locally 519.262.3002) or emailing us at memberservices@hdc.on.ca. We are always happy to answer your questions about membership or provide you any information that you need.

I do want to remind everyone that we have the capability to send and receive funds electronically. Talk to us about how we can make life easier and reduce your trips to the bank.

In this issue, we will spend some time talking about our successful virtual Annual General Meeting that was held on November 25th. We are very pleased with the success of the event and, more importantly, the strong year that we reported to our membership. We will also provide some updates on what has happened since our last issue.

I hope you enjoy this issue of What's Growing. We look forward to continuing to serve you in 2021 and beyond.

All the best for a safe and Merry Christmas
Sylvie Atwell

Editor,
Member Services and Credit Manager
satwell@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 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

A YEAR OF FIRSTS

You run out of descriptions for 2020; historic, unprecedented, challenging, extraordinary. While we continue to have challenges ahead, with vaccinations beginning as I write this, there is hope we will return to some type of normal in 2021. When I look back, amid all of the challenges, I see 2020 was a year of firsts that will continue to have an impact on Hensall Co-op in the foreseeable future.

Most recently, we successfully held our first virtual Annual General Meeting. This was clearly a change from prior years and we most certainly missed the face to face, personal interaction. At the same time, recognizing the geographical expansion Hensall Co-op has seen over the years, the platform provides us an opportunity to engage members across our entire geography. Member engagement is important to a successful Co-op and this year has proven that by using new technology, we can improve how we engage with you, the membership.

On the financial front, 2020 was the first year we broke the \$800 million revenue mark and did so while maintaining solid profit margins. This would be a colossal result in any year but to do it in the midst of a



global pandemic speaks to the strength of our organization driven by the commitment of our employees. With this record, we have the confidence the upward trajectory of profitable revenues will continue.

This was the first year we activated our full business continuity team for a prolonged period of time. I do not believe we would have been as successful in navigating the challenges of COVID-19 without this team. Equally important, going forward there will be no hesitancy in pulling this group together again to address a new challenge or emergency we face. This has served to strengthen our business for the future.

There are many more "firsts" for us and we will be looking at each and every one to determine how we can use our experiences of 2020 to make Hensall Co-op better in the future. Our lives at work and at home would have been far better if we had not had to experience this pandemic but having gone through it, we will focus on what we have learned to improve so we can continue to earn your business.

I would like to wish each and every one of you a safe and Merry Christmas season. Thank you for your support of Hensall Co-op. We all look forward to working with you in 2021.

Brad Chandler, CEO
bchandler@hdc.on.ca

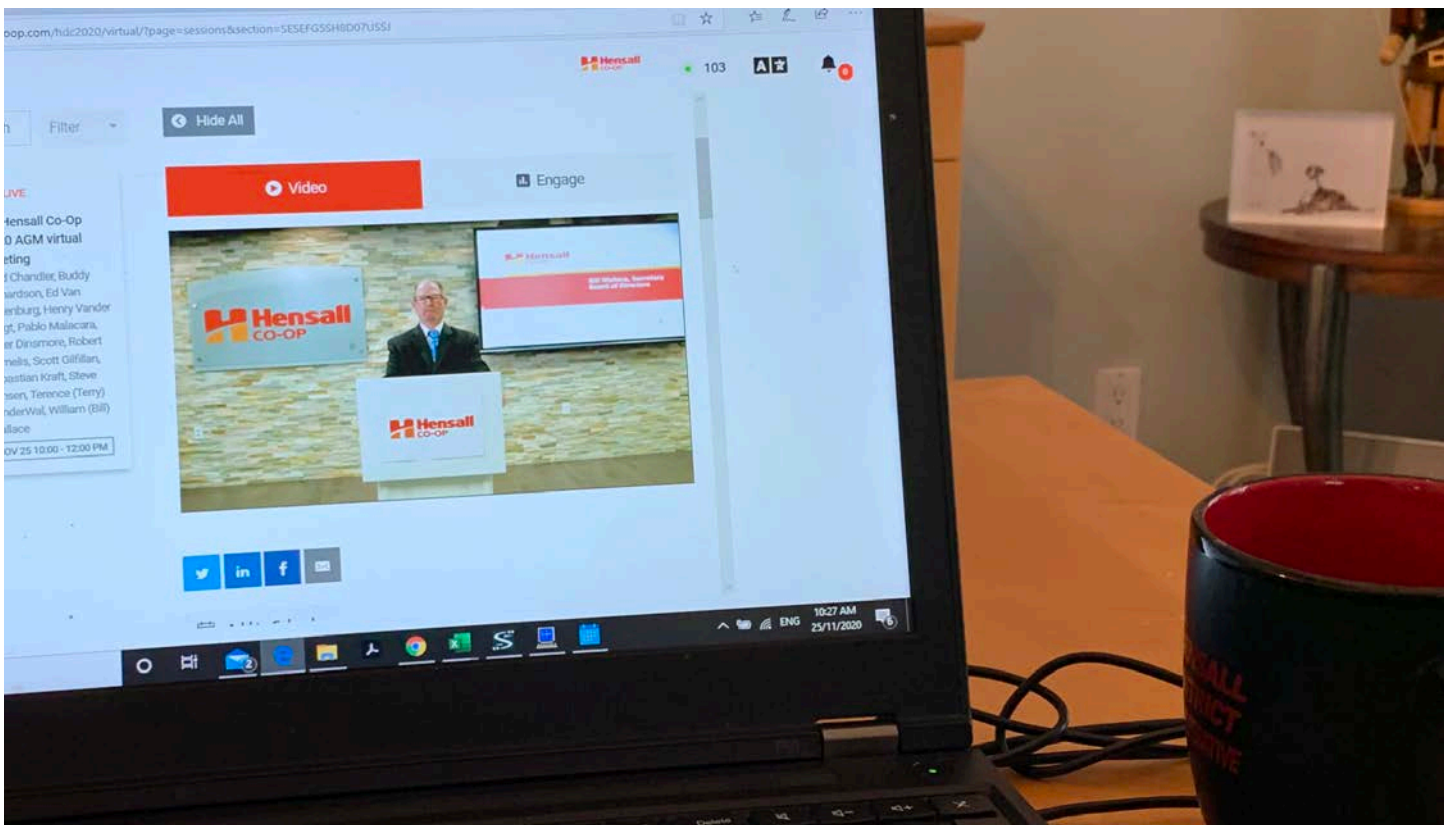
We grow **OPPORTUNITY**

PIVOTING TO VIRTUAL ... OUR FIRST VIRTUAL AGM IS A SUCCESS

On Wednesday, November 25th, we held our Annual General Meeting. As required by your by-laws timing was similar to previous years but the location was markedly different; it was held in Cyberspace! Since the COVID-19 pandemic restricted any face-to-face gatherings, the entire meeting was held online with both pre-recorded video sessions and live sessions. It was something new for both members and staff.

More than 100 people logged on to hear annual reports from the President, CEO and CFO, the auditors and reports from the nominating committee of the Board. Motions, including the motion to approve the audit report and re-appoint PWC as auditors were approved with online voting. Questions were submitted via the online platform and answered via live video link.

The Board recognized Mr. Bill Wallace who retired from the Board after 25 years with Hensall Co-op as a director and more recently as Board Secretary. Steve Jansen thanked Bill for his service and wished him well pointing out that Bill's understanding of the Co-op Act and his experience on other boards made him the 'go to' person for all directors, both new and experienced. Bill made some comments and pointed out he had made a commitment to retire when he turned 70 which he did on November 4th. "I feel privileged and proud to have been part of Hensall Co-op in a very exciting time" he said. "I'm not going to say good luck because I understand luck had very little to do with the success of Hensall Co-op. It has been through the hard work and diligence of the employees and the commitment of the members of Hensall co-op."



HENSALL CO-OP

Rob Cornelis of Ailsa Craig was appointed to replace Bill as the Secretary of the Board. There was one nomination for one open position on the Board and Ed Van Miltenburg from Seaforth was acclaimed as a member of the Board.

The composition of the 2020-21 Board is as follows:

| | | |
|-------------------|-------------|----------------|
| Terry VanderWal | Denfield | President |
| Henry Vanderburgt | Dashwood | Vice President |
| Peter Dinsmore | Gorrie | Past President |
| Paul Gowing | Bluevale | Director |
| Sebastian Kraft | Dungannon | Director |
| Ed Mosterd | Shakespeare | Director |
| Keith Strang | Hensall | Director |
| Aise Van Beets | Bayfield | Director |
| Steve Jansen | Seaforth | Director |
| Ed Van Miltenburg | Seaforth | Director |
| Rob Cornelis | Ailsa Craig | Secretary |

Didn't get a chance to log in but are interested to see the meeting? The entire program is available by clicking on the image below or [here](#).



The blue border means this is a video 

We grow **OPPORTUNITY**

FIRST PHOTO CONTEST A SNAPPING SUCCESS!

We were very pleased with the contributions from our members and employees for our first photo contest. The judges were impressed with the submissions, both in quality of the images and how the contestants followed the guidelines for each category. We thank all participants and hope you will take part in our next photo contest. Remember, we will require photos from all seasons so keep those cameras snapping!

Thank you to our judges Nancy Taylor from Cranberryblewe Graphic Design and Illustration, Kent Schubert from GBB Inc. Management Consultants and Reta Byvelds from Hensall Co-op.

Our winners were able to select their prizes from the Yeti website.
We will be having another contest in 2021 so keep those images in a safe place!



< The winning image by Jaleesa Alderice
is on the cover of our 2020 Annual Report.



Second place went to Tory Struyf
with her photo of "Rhett, Evie and Wes" >

DON'T BE LEFT OUT! 2021 CONTRACTS FOR SOME VARIETIES STILL AVAILABLE

Looking for a way to improve your profit per acre? Talk to us about our dry bean or IP soybean programs. We still have availability for some varieties of dry bean and IP soybeans.

Contact your nearest Hensall Co-op location or touch base with our origination manager, Wade Bickell (wbickell@hdc.on.ca) for more information.

Details of our IP soybean program are available [here](#):



<https://vimeo.com/491224759/4abfda23d2>

STOCK YOUR VEHICLE REPAIR SHOP WITH LUBRICANTS TRUSTED BY MECHANICS



Watch this video with Paul Overholt of South Huron Auto explaining why he relies on Hensall Co-op and Chevron for the lubricant needs of his business.

Just click on the photo to see the video.

<https://vimeo.com/hensallcoop/southhuronauto>



From now until February 26th, you can earn substantial savings with our 'Kick 2020 to the Curb' Chevron Lubricant promotion. Click on the image to the right to see the video.

Call us at 519-262-3002 Option #1 for more information.

*** Lubricants available in Southwestern Ontario only.*



<https://vimeo.com/hensallcoop/kick20sale>

We grow BUSINESS

ANNUAL REPORT 2020 - ESSENTIAL AGRICULTURE FEEDS THE WORLD

We are very pleased to report another successful year at Hensall Co-op. In a year when all Canadians were focused on the importance of agriculture in ensuring our own food security and the world relied on our essential services, we broke another revenue record.

The Board was pleased to announce a 1% patronage dividend at the AGM. In addition to the investments, we make in our local communities, by returning our earnings to members through patronage, we keep our earnings in local communities.

Here are the highlights of our year:

Record revenues at \$805M



Up to 80 containers of food-grade products are shipped daily from our processing facilities to over 40 countries globally

Over \$18M of investments in assets located in our rural communities



Set production records in May and April at the height of the first wave of COVID-19

SQF accreditations in Hensall, Bloom and Mitchell



FeedAssure® All Feed Mills FeedAssure certified
Managing Feed Safety

Administered more than 24 million vaccinations in broiler flocks



Bulk fertilizer shipped to farm customers tonnage grew by

37%

Recorded our highest number of units treated at our seed plant with a year over year revenue increase of

28%

Crop Protection revenue increase led by growth in our newest locations

25%

Increase in interest and patronage to our members from \$13.1million to \$15.9 million

21%

Increase in cash from operations

16%

Increase over 2019 in USA bulk trucking volumes

14%

Increase in activity in our truck & trailer maintenance facility

13%

Earnings before taxes, interest and asset disposals increased by over

10%

Increase in ruminant feed tonnage

10%

Dry beans up from prior year with our highest production year ever

8.96%

Bean processing up from prior year, setting another record

5.84%

Record volumes in ocean container freight increase over 2019

4%

CONTINUING TO INVEST TO IMPROVE THE PRODUCER'S EXPERIENCE

We are making headway on our storage investments in Hensall and Seaforth. The investments will provide adaptable flat storage that will be used to improve the services we provide for crop inputs and fertilizer as well as provide storage for opportunity buys.

Construction led to a line up of trucks in Seaforth (Photo taken from our security cameras) ... but this is the kind of line up we like to see:



This is the status of construction in Seaforth just before printing:



HENSALL GLOBAL EXETER FLEET MAINTENANCE FACILITY OPEN



Located at 70753 London Road in Exeter, our maintenance facility is now open for heavy vehicle repairs.

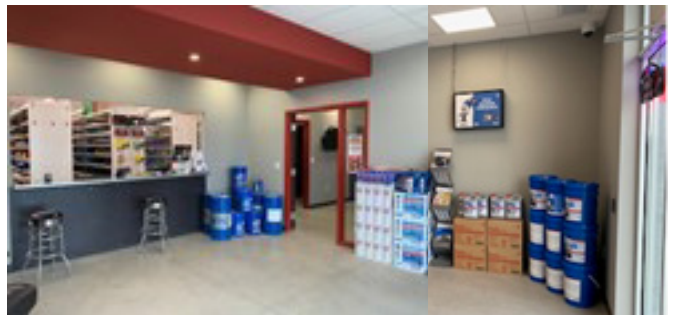
Our services include:

- Full service, MVIS licenced repair facility
- Repairs to all makes and models of trucks and trailers
- Mobile Repair Service
- Parts sales including Chevron lubes

We are fully staffed in the shop and open for business with full capabilities including state of the art diagnostics, air conditioning service and mobile service.

We will be continuing to make upgrades to the yard to further improve our customer experience.

Contact us for more information at 519.235.3252 or inquire@hensallglobal.com.



We grow **EMPLOYMENT**

Our Feed Truck Driver Darrell Bergsma has been with Hensall Co-op for 20 years. He is a mentor to future farmers through his dedication to the 4H program.

When did you join Hensall Co-op?

I joined in September, 2000 in the bean warehouse in Hensall. I also worked at the GM in Hensall before I moved to Londesboro where I started as a Mill Worker. About 13 or 14 years ago I was asked if I wanted to drive a truck so I got my license and have been driving ever since.

Why did you want to start driving truck?

I liked the freedom. I like the open road. You have a job to do but you have some freedom to do it your own way.

What's your favourite run?

In the Summer I like to go South into Chatham Kent. It's a nice drive and a long day. There used to be a run to Bowmanville which I enjoyed. I also like going up to Paisley but not in the winter! Sometimes though, the short runs are nice too. I like the variety.

What's the best part of your job?

I like being in the truck, I like driving.

What's the most challenging part?

Winter driving. Also, other drivers can be challenging. Sometimes I think there is a sign in the front of my truck that says "pull out in front of me". That can make for a tough day.

What do you do in your spare time?

I spend a lot of time with 4H. I work with the swine club as a leader primarily, but I have also done the snowmobile club in the past and the social-recreation club. I am on the Board for Huron County 4H and I am the Vice President of the Ontario 4H Council. I have been facilitating the Provincial Leadership Camp since 2007. (Editors note: The Provincial 4-H Leadership Camp (PLC) is the flagship program for 4-H Ontario. 4H members aged 15-19 enhance their leadership, communication, goal setting and teamwork skills through hands-on activities over the 6-day camp.)

What's it like running a camp for 15 - 19 year olds?

It is tiring but is great watching the kids transform from the beginning of the week to the end.

I understand you won an award for your 4H volunteer work

Yes, in 2013 I won a Queen's Diamond Jubilee Award for my volunteer work with 4-H. Lisa Thompson gave me the award and shortly after that she started the New Year's Levy.

**Helping feed the world today.
Shaping leaders for tomorrow.**



Darrell's Preferences

Beer or Whiskey:

Whiskey

Dog or Cat:

Cat

Summer or Winter:

Summer

Western Star or Mack:

Western Star, Mack's
are jumpy

Country or anything but:

Country

Pickup or SUV:

Pickup

Burger or Pizza:

Burger

Highway or Backroads:

Backroads

Auger or pneumatic:

Blower (because it takes
longer) 😊

We grow **EMPLOYMENT**

NEW OFFICES IN EXETER

As an organization, we have faced many challenges this year, most notably the COVID-19 pandemic that continues to impact our daily lives. With the safety of our employees and our communities in mind we made some significant investments to our workplaces.

While there are still many unknowns related to the Coronavirus, it was clear we needed to explore other options for our growing team. In line with government recommendations, we renovated existing areas of the Exeter Distribution Warehouse (EDW) offices to provide socially distant workspaces and make use of physical barriers to limit in-person interactions. The completion of this

initiative has begun the process of getting all our employees back to working together safely.

While having our head office split into 2 locations is a new concept for our organization, we have been supporting Hensall Co-op locations and our members remotely across the province and Manitoba for many years. Our capabilities have now been strengthened and we are continuing to learn and adapt to improve our support and service to our locations and employees.

When our offices are fully open to the public, members will continue to find member services at our office in Hensall.

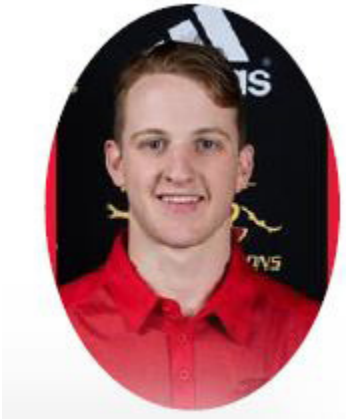


WISHING YOU TIDINGS OF GREAT
comfort & joy

We grow **COMMUNITY**

SUPPORTING EDUCATION AND SPORTS AT THE SAME TIME

This is the final year of a four-year commitment to provide scholarships for 2 University of Guelph Hockey players. We thought we would tell you a little bit about the 2 recipients:



Brendan Cregan

Position: Goalie
Year: Second
Program: Agriculture
Hometown: Hammonds Plains, NS

Comments:

Receiving this award has meant the absolute world to me. It has allowed me to excel in the classroom as well as on the ice. It has given me the freedom to not have to worry about my finances and heavily contributed to my successes in the classroom and on the ice. I had a great first year in the classroom and our team won the Queen's Cup last season, what a way to start!



Cole Cameron

Position: Defence
Year: Second
Program: Food & Agriculture Business
Hometown: Johnstown, ON

Comments:

As a fellow farmer, and member of the OAC, I understand how tight the agriculture community is. I have done some reading about the Co-Op and I believe that the same values that your Co-Op was founded on, are the same that it takes to make a donation such as the Hensall District Co-Op Men's Hockey Scholarship. the classroom and on the ice.

**We will be replacing this contribution with a new bursary program.
Watch this space in the New Year for more information.**

We grow **COMMUNITY**

RIGHT PLACE, RIGHT TIME



Employees at our Clinton facility had a birds' eye view of the Hercules from Trenton fly over to acknowledge Remembrance Day.

MOVEMBER ... FACIAL HAIR FOR A CAUSE

There was a lot more facial hair under our masks in November as the employees of Hensall Co-op took part in the Movember campaign to support men's health. After 30 days of growing their 'staches', the participants sent in photos and were judged by their peers.

Coming out on top was Gerard Ducharme who accessorized his horseshoe moustache (as defined by Beardbrand) with a stylish fedora.

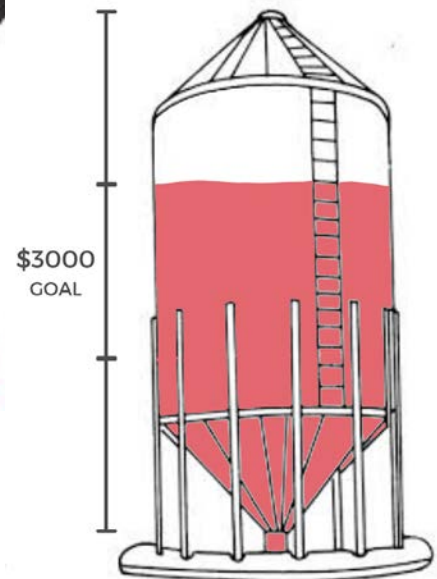
Some participants have demanded a manual recount.

A fun month and the best news is we raised \$1,000 for men's health!



We grow **COMMUNITY**

CHRISTMAS GIVING



Our employees are donating to the Salvation Army Goderich Regional Office (which will distribute funds to the regions where Hensall Co-op serves customers) while earning a chance to win some spectacular baskets from local merchants. In an effort to include all of the employees across Ontario and in Manitoba, we created our first ever virtual fundraising campaign for Hensall Co-op employees. Employees made donations and received tickets for several draws held in the weeks before Christmas. Our goal was to raise \$3,000 for the Salvation Army to help with their Christmas appeal. As of the time of publishing, we had raised \$2945.

CHRISTMAS GIVING PART II

Recognizing the need across our communities this year as COVID wreaks havoc with small businesses and some working families, we reduced our spending on Christmas gifts this year. We are very happy to have made donations to the following organizations by diverting this spending:

- Gateway Center of Excellence for Rural Health
- Huron County Food Bank
- Huron Hospice
- Huron county 4H leaders Association
- Palmerston Lions
- Salvation Army-Sarnia-Community & Family Service
- Stratford Perth Community Foundation
- United Way of Huron-Perth



The Animal Nutrition team joined forces with the Huron County Poultry producers to make a donation to Huron Hospice and the Gateway Centre. Jessica Kuiper from Hensall Co-op joined Alex Westerhout to present the cheques.

REVERSE SANTA CLAUSE PARADE HELD AT HENSALL CO-OP DRAYTON



On December 5, 2020 Hensall Co-op Drayton was pleased to host a reverse Santa Clause Parade organized by Optimist Club of Moorefield. There were 23 floats including the Hensall Co-op pickup. More than 175 families in cars drove through taking an average of 23 minutes to get from front to finish. The Optimist club gave out 275 treat bags to the children. They ran out with 5 cars to go but thankfully we found some candy stashed away that we shared. The event raised \$525 and two tote cages full of food for the local foodbank.








We grow **TOGETHER**

KEEP IN TOUCH WITH WHAT'S GOING ON AT HENSALL CO-OP

News With Views on our website: hensallco-op.ca/blog

FOLLOW US ON TWITTER

We have several channels so you can 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> |

LOW TECH INNOVATION AND THE HELP OF NEIGHBOURS

When a powerful windstorm led to downed power lines at the Meri-Acres Farm, Jeremy Brand and Hensall Co-op found a way to get their birds fed.

Dayna Blake from Hensall Co-op Clinton tells the story. "Our truck couldn't get under the power lines but a smaller truck could. Jeremy met our driver at a neighbouring farm with a gravity box behind his pickup. Then he unloaded into a borrowed auger to put enough feed in the bins to tide the birds over until the lines were fixed." Innovation isn't always high tech and nothing beats the help of neighbours.



We grow **INVESTMENTS**

| Hensall Co-op Special Member Term/Demand Investment Rates* | |
|---|---------------|
| Term (Years) | Interest Rate |
| Demand | 1.50% |
| 2 | 2.00% |
| 3 | 2.50% |
| 4 | 3.75% |
| 5 | 4.50% |
| 7 | 5.25% |
| 10 | 5.75% |

*Rates effective November 16, 2020 and are subject to change without notice.

As an investment Co-op, we offer our members the opportunity to invest in our Co-op through various programs. Attractive rates are just one reason to invest. By investing in Hensall Co-op, you are investing in agriculture in Canada and our rural communities.

Learn more about investing in your Co-op here:

Manitoba

Ontario

<https://hensallco-op.ca/Member-Investments-MB.htm>
<https://hensallco-op.ca/Member-Investments-ON.htm>

HENSALL FERTILIZER WAREHOUSE

Here is an update of where we are on the new warehouse at Hensall that we talked about in our last issue. Another investment in agriculture to help our rural communities





2020 CHRISTMAS HOURS

Most locations are operating with regular hours on December 21 & 22.

On December 23, hours will vary by location.

On December 24 and December 31 hours are reduced.

All locations are CLOSED on December 25 - 27, 2020
and January 1 - 3, 2021

Please check our website for individual location hours.

<https://hensallco-op.ca/Location-Hours.htm>

We now offer DIRECT DEPOSIT for our Members.

All we require are:

1

Your email address

2

A copy of your
void cheque
or direct deposit
from from your bank

3

You add
donotreply@hdc.on.ca
to your email contact list

Send us your information by:



FAX
519.262.2317



MAIL/DROP OFF
Hensall Co-op
Box 219
1 Davidson Drive
Hensall, ON N0M 1X0



EMAIL
satwell@hdc.on.ca

If you have any questions or concerns, please contact Sylvie Atwell at 519.262.3511 ext. 262 or satwell@hdc.on.ca



THE HENSALL CO-OP BOARD OF DIRECTORS AND STAFF
WISH YOU AND YOUR FAMILY
A MERRY CHRISTMAS
AND A
SAFE, PROSPEROUS NEW YEAR

PLEASE CLICK ON THE RED HOUSE.



<https://vimeo.com/hensallcoop/Christmas2020>

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 HG 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 |
| 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 |

