

# WHAT'S GROWING

HENSALL CO-OP MEMBERS' MAGAZINE

VOL. 3, ISSUE 1  
SPRING 2021

## TOGETHER

Advocating for  
Canadian Farmers

## COMMUNITY

Announcing new funding  
for our communities

## BUSINESS

Ready, Set, Grow!  
It's Plant21!

## INVESTMENTS

Investing with us  
invests in our futures

## EMPLOYMENT

Carving out a career  
at the Co-op

## OPPORTUNITY

Announcing our 2<sup>nd</sup>  
Annual Photo Contest





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Real Agriculture's  
Edible Bean School series.



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# ESSENTIAL AGRICULTURE

It is investment season again! It is hard to believe another year has passed – and what a year it has been! Members with investments that are maturing will have received their information in the mail. If you have not completed and submitted the **“Maturing Special Member Investments Direction as at March 31, 2021”** to us, please contact us by calling 519.262.3002 or 1.800.265.5190 and selecting option #2 for member investments and we will assist you in whatever way we can.

We are very pleased to have launched our new member information series named **SEED**. The name stands for **S**uccess, **E**nrichment and **E**conomic **D**evelopment. Our goal with these seminars is to provide you with information to help you improve your business operations. We had our first event on March 11<sup>th</sup> and are looking forward to hosting another event in April. Given the limitations in having face-to-face meetings because of COVID, this year's seminars are virtual events. If you have an idea for a subject area or speaker you would like to hear, please drop me a line at [satwell@hdc.on.ca](mailto:satwell@hdc.on.ca). We look forward to hearing from you!

For those who have not invested with us in the past, please contact us to discuss the options we have. We are able to offer many variations of terms with a range of interest rates and are sure to have an option that will work best for your situation.

I wish you all the best for a successful planting season.

Sylvie Atwell  
Editor,

Member & Customer Services Manager  
[satwell@hdc.on.ca](mailto: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 [satwell@hdc.on.ca](mailto: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](#)".

COVID RESTRICTIONS STILL IN EFFECT.  
CLICK HERE FOR MORE INFORMATION



## Message from the CEO



It is hard to believe we activated our Business Continuity Team to respond to the COVID-19 pandemic a year ago. It has been quite a year of challenges, learning and fortitude. Throughout the pandemic our top priority was the health and safety of our employees, customers, and community. With that as a backdrop, we adapted to an ever-changing environment and this is what our communities must do to

continue to be vibrant places in which people want to live.

I was asked to take part in the Vital Conversations event recently held in South Huron to talk about how we build our communities back better than they were before the pandemic. In my talk, I stated that since agriculture is resilient to hardship (Canadians always need food), a concerted effort to increase agriculture investments in our region must be an important part of any plan to build back better. Here are 5 areas of focus I think will help us on our way of creating a more substantive agricultural economy:

### **Encourage our youth to consider careers in agriculture and ensure housing is affordable**

When I talk to my industry counterparts, everyone's first challenge is finding talent. We have to increase the size of the talent pool and stop the brain drain of our youth to urban areas. At every opportunity we have to talk about the vast opportunities that exist in agriculture on and off the farm. Teachers and guidance counsellors need to guide our youth in understanding how their science, math, communication and business studies will all have an application for agribusiness. We are fortunate because we only need to create awareness – the fabulous careers are there – our youth just need to know about them. However, having the jobs without affordable housing options isn't enough; our local communities have to focus on creating affordable housing options.

### **Support innovative projects for increased value added activities in food processing**

Not unlike the oil fields of Alberta, much of the agricultural commodities grown in our backyard are transported elsewhere for further processing. There is value at each step of the processing chain. That value translates into economic activity and jobs. This is an opportunity for our area. We have seen some innovation for smaller, farm gate operations and some



unique food manufacturers. I think this is the tip of the iceberg.

**Continue to fight for improved broadband services**

At Hensall Co-op, we have changed the way we do business by driving more activities online. This has led to disappoint for our customers and members because they have poor internet connectivity. The cloud is going to be the economic engine of the future. It is imperative our Governments meet their commitments to improve access to broadband in rural communities. Failing to do so will leave us behind; our agricultural producers, our children and our businesses; our whole economy.

**Support producers who experiment with novel species and varieties**


We have all heard the stories of the businesses that successfully pivoted to make it through the pandemic. They succeeded because they changed and changed quickly. The break down of the barriers of change resistance will be an ongoing legacy of the pandemic. The marketplace will not only be willing to try new things, they will begin to demand it. That, and a change in weather patterns will mean economic opportunity for this region in the form of new species and new varieties of both plants and meat. The agricultural industry and our communities have to support the producers willing to try new things. Their experiments could be our next high value food commodity.

**Invest in technology and information systems, payback be damned**

At Hensall Co-op, we had to find new ways to do things to keep our employees and members safe. Many of these changes involved our technology and information systems. Our investments lagged in prior years. It is always a challenge to justify spending in these areas when the paybacks are murky. We are paying the price now as we are working hard to catch up. We aren't as streamlined as we could be and we look forward to the completion of several projects to get us there.

As more of our community is vaccinated and things begin the slow return to normal, we will continue to focus on being a voice for Canadian farmers because we passionately believe agriculture presents vast opportunity to improve the health of our rural communities. In this edition of What's Growing we have included stories about some of the things we have done in our role as advocates for Agriculture. It is a very important part of what we do.

I wish you all the best for the planting and growing season. As always, I thank you for your patronage and your support.



Brad Chandler, CEO



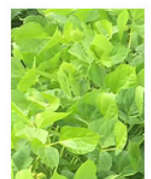
## We grow **OPPORTUNITY**

### Join the **BOARD** of **DIRECTORS**

Hensall Co-op strives to be a learning organization; an organization focused on creating, acquiring and transferring knowledge and then modifying our strategies to reflect these learnings. Sometimes we learn through our own creativity, but we also understand the importance of embracing new ideas from outside the organization.

As the Board of Directors of your Hensall Co-op, we recognize the importance of having a diverse group of advocates for Canadian agriculture on our team, including our board. With the pending retirements of Board Members unable to seek re-election, we are looking for passionate individuals operating within diverse agricultural businesses who can bring us new ideas and insights as we strive to continue our growth trajectory. We know diversity in thought and experience will bring us closer to our vision; that of being 'the most sought-after and trusted partner and employer, delivering value-added products and solutions locally and around the world, while creating innovative investment opportunities for our member-owners'.

Grow your  
**Business**  
**Acumen**



We know first-hand the challenges of operating an agricultural business in today's environment. We know you recognize the importance of ensuring your business is a learning organization too. Joining our board will give you the opportunity to learn how one of Canada's largest co-operatives operates while having input in decision-making.



## HENSALL CO-OP

As a board member you will be exposed to a wide range of business practices that can be applied on your farm. This would include human resource management, health and safety protocols and practices, quality systems, using measurement and key metrics to track financial and operational performance and financial forecasting.

Since a substantial part of Hensall Co-op's top line is export based, you will have the opportunity to learn more about agricultural commodity world markets and

how they can impact individual farms and businesses in Canada. With our diverse portfolio, you will be exposed to the challenges and opportunities faced by other commodity groups. You will also be provided with an in-depth look into the several major sectors of agri-business in Canada.

With exposure to many new and challenging situations, you can expand your leadership and decision-making skills. You can expand your view with the opportunity to see beyond the farm gate; seeing the viewpoint of "the other side".

All in all, this is an opportunity to grow your business acumen, be a critical force within a large Canadian agri-business and take part in the excitement of being part of something growing.

If you are interested in exploring this opportunity, please contact Terry VanderWal ([t.walagri@gmail.com](mailto:t.walagri@gmail.com)), Sebastian Kraft ([skraft@hurontel.on.ca](mailto:skraft@hurontel.on.ca)) or any member of the Board of Directors. We will be making a formal call for nominations in the autumn.





## CEO Appears Before International Trade Committee Regarding Bill C18

Hensall Co-op Chief Executive Officer Brad Chandler appeared before the International Trade Committee on Monday February 22nd to provide our perspective on Bill C18, "An Act to implement the Agreement on Trade Continuity between Canada and the United Kingdom of Great Britain and Northern Ireland".

The UK and Northern Ireland are critical markets for Hensall Co-op and Brad outlined the importance of free trade with them. The plant protein market is forecast to grow by a factor of 18 times by 2030 and it is critical that we are not faced with tariffs or quotas as this would substantially reduce growth opportunities for Canadian farmers.

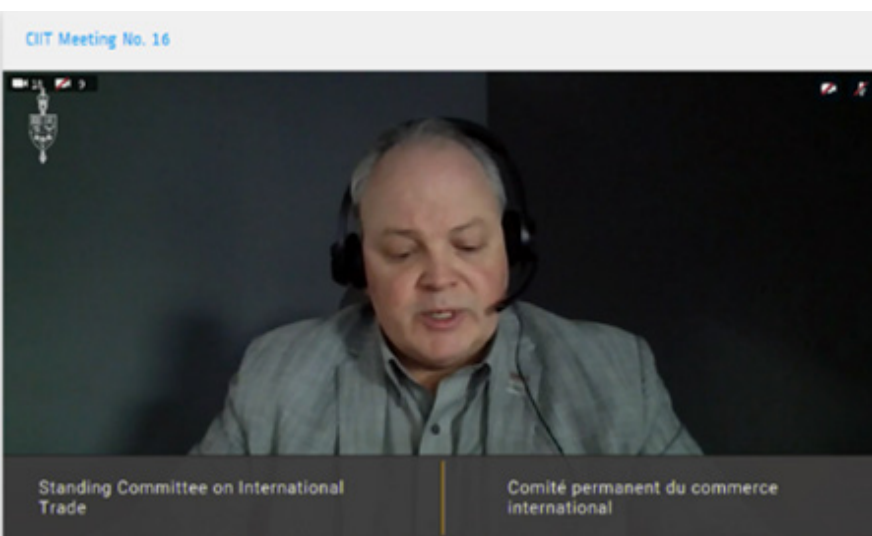
These are the imperatives to success Brad outlined to the Committee:

- We must have free trade
  - quotas will limit growth opportunities
  - duties and taxes can destroy a market since there is price sensitivity to food products
- We must get the product to our customers on time making a reliable transportation infrastructure vitally important; this includes ports, rail and roads
  - Our primary ports are Montreal and Vancouver for outbound exports to the UK and Asia
  - Our bean processing facilities are in Manitoba and Southwestern Ontario making both rail and truck important modes of transportation
  - Labour disruptions and blockades that inhibit activity at ports and on our rail lines can be catastrophic to how we are viewed by our customers around the globe
  - Every time we miss a shipment (regardless of why), we put our business at risk
- Local access to employees continues to be a challenge in our rural communities
- We would like to see fair access to improved broadband services in rural areas since this will improve the efficiency of our growers
- Support for innovative projects in further food processing
- The more value we add, the higher the barriers for others to enter

We are grateful to Huron-Bruce Member of Parliament Ben Lobb who is on the committee. Mr.

Lobb asked several questions to reinforce the key issues. This was extremely important given some members of the committee are not very familiar with agriculture.

We are pleased to have been given the opportunity to stand for Canadian farmers at the House of Commons and we will continue to do so whenever and wherever we can.





## Back to School - Bean School that is!

We are pleased to announce Hensall Co-op is sponsoring and providing content for the Edible Bean School on [RealAgriculture.com](https://RealAgriculture.com). The first episode aired on Monday February 22, 2021.

This video series gives growers the opportunity to learn on their own time and at their own pace. Both producers who have never grown edibles and seasoned growers will find something to help them attain success growing human-grade edible beans.

We are pleased to share our market and agronomic expertise with Canadian producers, giving them the opportunity to take advantage of this growing segment of the food industry.

The first episode is available at <https://vimeopro.com/hensallcoop/agronomy/video/517307482>





## We grow **OPPORTUNITY**

### Our second annual photo contest is open!

We were so pleased with the success of last year's contest that we have launched another contest this year and we have added a new category!

### Hensall Co-op's 2021 Photo Contest

**Grand Prize** - Yeti Package and Image as the cover of the 2021 Hensall Co-op Annual Report. Any or all submitted images may be used for Hensall Co-op marketing activities.

#### CATEGORIES

**FIELD FUN** - Crop services activities from planting to harvest.

**FULL OF ENERGY** - Keeping our farms running, our energy division is out on the road.

**FEEDING ONTARIO** - the people, animals and activities from our Animal Nutrition division as animal protein is grown to feed the population.

**PLANT PROTEIN** - show off how you play a part in our bean shipments exported to 40 countries.

**KEEP ON TRUCKING** - Hensall Global trucks and people doing their thing.

**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.

**NEW! FARM FAMILIES FEED COMMUNITIES**  
Focus on how our farm activities and our farm families support our rural communities.

#### PRIZES

**Grand Prize for Best Image:** a \$500 Yeti package & image showcased as the cover of the Hensall Co-op 2021 Annual Report

**Runner-up Best Image:** \$350 Yeti Package

First prize in each category: \$100

Second prize in each category: \$50

Third prize in each category: \$25

#### 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 2021 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.





## FORMAT

Entries are to be digital images and submitted electronically as jpeg files to [marketing@hdc.on.ca](mailto:marketing@hdc.on.ca) with PHOTO CONTEST as the subject line. Emails must be no more than 6 MB in size. Larger files may be submitted via [www.WeTransfer.com](http://www.WeTransfer.com). Cropping and tonal or colour corrections are permitted. Photography should be of professional quality and style. Warm tones are favoured as they help unify the look and feel of our brand materials.

Photographers of selected images will be contacted to submit a high-resolution file suitable for print reproduction (minimum 300 dpi at 6 x 9 inches, 8 x 10 and greater is preferred). If that is unavailable, the prize(s) will be forfeit and a new winner will be selected.

## ENTRIES

Images that have won any other contests or have been published in a magazine or newspaper are not eligible.

Individuals can only win once per category, but may win in multiple categories.

Limit of two entries per category per entrant. Get the Photo Contest pack [here](#).

## FARM SAFETY & SOCIAL DISTANCING REMINDER

Please remember the importance of both farm safety and social distancing in the activities portrayed in submissions. When taking photos, please keep in mind the safety of all those

involved. Entries that do not portray this will not be accepted.

## IDENTIFICATION

When submitting photos, the following contact information must be included:

- Full name
- Phone number
- Email address
- Location where the photo was taken
- Category in which image is to be entered
- A signed image waiver for each person in the image (available here).

*Failure to provide any of the above information will make the submission ineligible.*

## DEADLINE

All entries must be received by email by end of day on August 31, 2021.

## JUDGING

The winners will be selected by a panel of staff and external judges.

Judges' decisions are final.

## FOR MORE INFORMATION

Melanie Prosser  
Marketing & Communications Manager,  
Hensall Co-op  
[marketing@hdc.on.ca](mailto:marketing@hdc.on.ca)

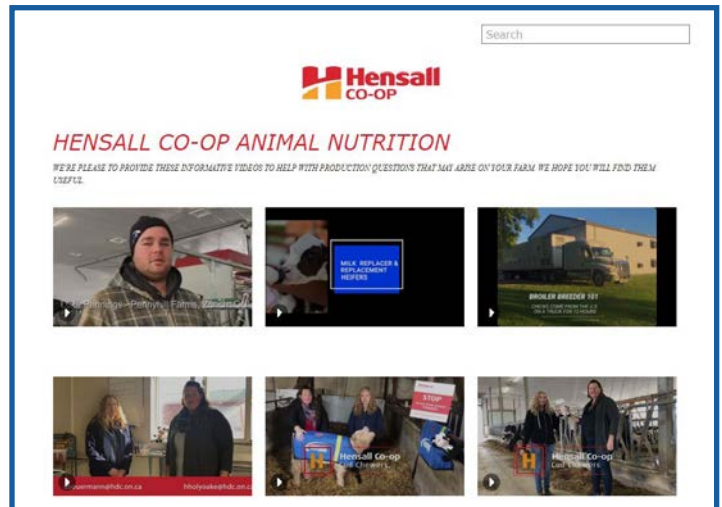
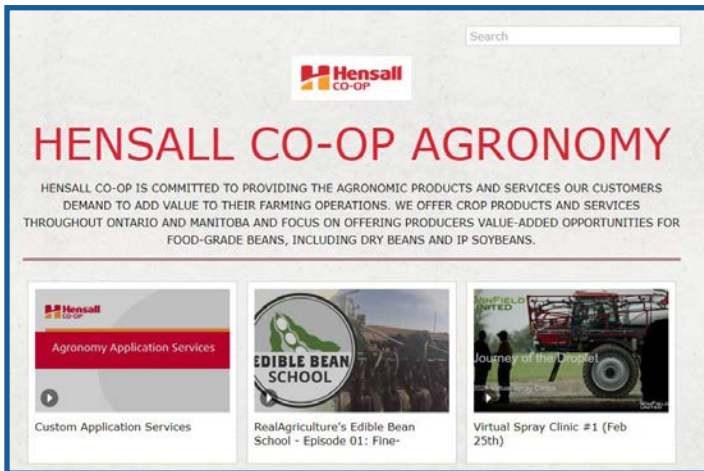


# We grow **BUSINESS**

## New video channels to help you grow your business

The Crop Services team have been hard at work creating videos that explain services and production tips to help farmers. The site can be visited by following the link at [hensallco-op.ca/crop-services](https://hensallco-op.ca/crop-services) or directly through [vimeopro.com/hensallcoop/agronomy](https://vimeopro.com/hensallcoop/agronomy)

Not to be outdone, Poultry and Dairy teams at Hensall Co-op have been creating a series of informative videos to assist farmers with common and not so common production question that may arise. They have been assembled on a video site that is accessible through a link at [hensallco-op.ca/Animal-Nutrition](https://hensallco-op.ca/Animal-Nutrition) or directly at [vimeopro.com/hensallcoop/animal-nutrition](https://vimeopro.com/hensallcoop/animal-nutrition)



For those of a certain age - Les Nessman would have something to say about these walls! 14

## New office in Drayton

The team in Drayton is looking forward to moving into their new offices in April!





## More storage in Seaforth & Hensall

As the new planting season gets underway, we have 2 new facilities to serve our members in Hensall and Seaforth

Hensall



Hensall

Seaforth



## Canadian Agriculture Day 2021

We celebrated Canadian Ag Day by highlighting how Hensall Co-op contributes to Canadian Agriculture. View our video here [vimeo.com/hensallcoop/cdnagday21](https://vimeo.com/hensallcoop/cdnagday21) or click on the image.

How does  
**HENSALL CO-OP**  
contribute to Essential Canadian Agriculture?



## We are ready for #Plant2021!

Our plans for the 2021 planting season are in place. We are confident we have the inventories and resources in place to support our customers across all product categories throughout the planting season.

We continue to navigate through COVID-19 and we kindly ask that you work with your field marketer to arrange pick-up or delivery of your seed requirements early in the season.

We continue to be committed to putting the health and safety of our employees, customers and the community at the forefront while we provide the level of service everyone is accustomed to.





## HENSALL CO-OP

**Don't forget** we offer innovative services such as YDrop®, Greenseeker®, VR capabilities for CPP and fertilizer application. The application window is short; we can help because we have the assets to meet your needs for custom work.

Our [High Clearance/Side-dress N](#) Program utilizes a "base-plus" strategy to supply your nutrient needs. A base amount of nitrogen is applied upfront and then the High Clearance machine precisely drop pipes a sequential application at the late side dress-N timing. Watch our [video](#) on what value the High Clearance Program brings your farm: [vimeopro.com/hensallcoop/agronomy/video/515740851](https://vimeopro.com/hensallcoop/agronomy/video/515740851)



Our [Y-Drop](#) program is an innovative application to supply nitrogen later in the season when your corn crop needs it the most. Hensall Co-op offers both a static rate option with the Y-Drop system as well as the capabilities to Variable Rate Nitrogen (VRN) needs on-the-go using the GreenSeeker® technology.



The VRN approach is ideal for those accounts with manure applied as the system measures the crop's needs later in the season when applying your nitrogen.

Our [Corn Fungicide Program](#) can help manage yield and quality by applying fungicide at the proper time with proper clearance and proper nozzle calibration. Click here for more information: [Corn Fungicide Sheet](#)



To learn more about the custom application services visit our website <https://hensallco-op.ca/Custom-Application-Services.htm>. We wish you all the best for #Plant2021.

## 2021 Contract Programs

Time is running out! Dry bean and IP soybean acres are filling up. Don't miss this opportunity to increase your bottom line. Talk to your Hensall Co-op field marketer and book your 2021 acres today.



## Introducing SEED - our new information series for members

**SUCCESS ENRICHMENT  
ECONOMIC DEVELOPMENT**



**SEED**

We held our first session of our new [SEED series](#). SEED is an acronym for Success Enrichment and Economic Development. This encapsulates our goals for this series. We want to provide you with the information that you need to succeed in your farming operations, strengthen your bottom line and grow your asset base.

In our first session on March 11, 2021, we had two speakers who gave us a snapshot and an

outlook on financial and farm property markets. They provided valuable insight into navigating through business and personal asset and capital management. We chose [these topics](#) because astute management of the balance sheet can give businesses the opportunity to improve financial performance without making significant changes to day-to-day operations.

Our next session will be held on April 15<sup>th</sup>.

## We grow INVESTMENTS

It is hard to believe March is drawing to a close. As you do your financial and tax planning ahead of April tax filings, be sure to consider making an investment in your co-op. We offer attractive rates; but more importantly you invest in the future of Canadian agriculture.

Continued investment in co-operative agriculture ensures a strong Canadian agricultural sector. This in turn helps to strengthen our local communities' economies, making them more resilient and sustainable.

To find out more, please call 1.800.265.5190 and select option 2 or visit <https://hensallco-op.ca/Members.htm>

Investing in our future ...

**Hensall**  
CO-OP

is investing in  
Co-operative Agriculture

Attractive rates up to 5¾%  
Find out more at  
[hensallco-op.ca/Members](https://hensallco-op.ca/Members)  
1.800.265.5190



# We grow **COMMUNITY**

## Introducing the “Strong Communities Initiative”

Do you know a not-for-profit community based initiative you think is worthy of a \$10,000 donation from Hensall Co-op? We have introduced our **Strong Communities Initiative** and are calling for nominations for our 2021 outlay.

The key criteria are as follows:

- Applications are accepted from Canadian Community-based not-for-profit organizations in the Hensall Co-op trading area that support the broader community
- Funding of a project that will have a long term impact on the community (i.e, not for normal operations)
- Project has a clear and measurable benefit to the community
- The project fills a strong need in the community; not for the benefit of a single individual
- The organization has demonstrated that they can sustain the initiative to the end of the project
- Priority will be given to organizations that have not received a large scale sponsorship/ donation in the past 5 years
- Our employees have identified that Community Health and Healthy living are important to them, therefore, we will give priority to projects in the area of Health and Healthy living
- The organization must also be registered with Canada Revenue Agency as a charity, have a bank account in its own name and have been operating for over 12 months



More details related to eligibility criteria are outlined in the application which is available here:

**Strong Communities  
Application**

The deadline for application is May 31, 2021.



## Introducing the “Bright Futures Scholarship”

Hensall Co-op is pleased to announce we will be offering up to three \$2,500 scholarships to children or grandchildren of employees, individuals who were members as of March 1, 2021 or individuals who controlled a company that was a member on that date.

To be eligible:

1. Applicants must have been accepted and have the intention to become full-time students attending an accredited post-secondary institution in Canada for the first time (College or University).
2. Applicants must be majoring in agriculture or in a field or a trade that will advance rural communities and economies.
3. Applicants must be descendants of an individual who was a member of Hensall Co-op as at March 1, 2021 or had a controlling interest in an entity that was a member as at March 1, 2021.
4. Funds will be paid directly to the student in August provided Hensall Co-op has received proof of acceptance to an accredited post-secondary institution in Canada.

The application deadline is August 1, 2021.

More information is [available here](#).



**HENSALL CO-OP  
BRIGHT FUTURES  
SCHOLARSHIP**



## We grow **TOGETHER**

### Advocating for Canadian Farmers

In late February, we wrote a letter to the Minister of Labour of Canada demanding action to avert the threatened strike at the Port of Montreal. Canada's reputation as a reliable provider of foodstuffs is being threatened by our inability to resolve the ongoing issues at our ports and on our railways. We recognized another strike will be disastrous for Canadian Agriculture and Canadian Farmers and made our voice heard for our members and Canadian agriculture as a whole. Read our letter [here](#).



**AN OPEN PORT OF MONTREAL SEES**

**OVER \$880 MILLION  
IN ANNUAL CONTAINERIZED  
AGRICULTURAL ECONOMIC  
ACTIVITY.**

Get involved at [StopTheStrike.ca](http://StopTheStrike.ca)



### Celebrating International Women's Day

The women at Hensall Co-op were showcased on International Women's Day 2021, a global day of recognition celebrating the social, economic, cultural and political achievements of women and girls, and raising awareness of the work left to be done. *(Some photos taken before COVID-19)*



## **SPRING LUBE SALE**

**stock up today!**

Sale on Feb. 1 - Apr. 30, 2021.  
Prices subject to change without notice.





## We grow **EMPLOYMENT**

Meet Marion Hunt, Food Grade Marketer for our Food Products Division who has made a career at Hensall Co-op spanning three decades.

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

A few years ago (1984), I was a student enrolled in an accounting program at Mohawk College looking for an 8-month work-term. After completing my work-term at Hensall Co-op and finishing my program at college, I was offered a full-time position in accounting ... and the rest is history.

**When did you first become interested in agriculture?**

I grew up on a farm and my father was fortunate (or some might say unfortunate) to have 3 daughters. We all did our share of feeding cattle and sheep, baling hay, picking stones, scuffling "beans" (my first encounter with the production of white beans) ... really anything that came with growing up on a farm. My parents' families were in agriculture as well. My mother's family especially, were advocates in agriculture and are still quite involved to this day.

Anyone who has grown up on a farm generally understands the saying – you can take the girl out of the country, but you can't take the country out of the girl. We are an agricultural-based community - we live in a heartland for agriculture. Agriculture for me is "Where it's at!!"

**Can you describe your career path with Hensall Co-op?**

Well that's quite a journey ... when I started my work-term I covered a maternity leave which involved answering the phone (yes – I started on switchboard 12) and accounts receivable. For my initial years I was accounting focused – accounts receivable/payable, bank reconciliations, managing member loans and general accounting functions. For 8 years during this time, I worked nights and weekends in the scaleroom as we moved fertilizer out in the spring and received crops in during the fall.

Following my 10 years in accounting, I was ready for a change and moved to commercial grains, which included beans. As Hensall Co-op's programs grew I moved to food-grade beans and as those programs grew I moved to edible dry beans.

I can say I've had many experiences around here, from driving our first bucket loader to selling beans. However, I can't say that today I can still do all those things I once did. Years tend to change policies and procedures.

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

I enjoy meeting people and traveling. People are interesting and everyone has a story. With the international travel I do, I meet many people, who's journey and experiences have been much different than mine. Regardless of where I go, it's always good coming home. We live in a pretty nice region of the world. Being part of a strong team with committed goals is a privilege and that team starts before the field and ends upon delivery of beans to our customers. We can all be proud that "we" make things happen.

If I could change one thing – I would change the inconsistency of government rules and regulations throughout the globe. This inconsistency makes our jobs in the food industry a constantly changing battle. As individual countries ban or limit the use of some crop application products, it becomes increasingly challenging to manage crop production in ways acceptable for all global regions.



## HENSALL CO-OP

**How do you keep up-to-date with the advances in this industry?**

Visiting customers and participating in international meetings and conventions allow us to keep in tune with what is happening in our industry around the world. It's amazing what you learn as you travel the path through a buyer's facility, whether it is equipment or bag labels on beans being sourced from other global regions (eg. Argentina, Ukraine, etc.). We need to be aware of what is happening in other developing markets and understand how that can impact our business model. Developing relationships allows us to learn and share information.

**How has COVID impacted how you work with your customers?**

Unfortunately, COVID-19 put the brakes on any travel and in-person meetings this past year. Phone calls, emails and on-line meetings became our key tools. It was quite interesting how COVID-19 impacted the lives of people around the world. It was evident stress played a major roll in all our lives – regardless of the country you live in.

**Tell us about your funniest travel story.**

In 2004 I participated in a Canadian trade mission visiting Mexico. The trip was doomed before we even left Toronto. We learned one of our scheduled flights didn't exist, so they chartered a bus to drive us over the mountain range during the night to keep us on schedule.

We boarded a bus at 10 pm, along with 2 bus drivers and their families. The drivers travel with their families, to prove to us we can have confidence in their driving ability, as they wouldn't let something happen to their own family. The driver, along with his family would sit in the bus, while the other driver, and his family, would sleep in the luggage compartment underneath, then the driver/family would change positions every few hours.

As the bus travelled what seemed a rather narrow dirt road through the mountains, I noticed lots of little white crosses along the way. I prayed they wouldn't be adding another one in memory of me. It was a very dark journey as there were no streetlights. Sometimes you would see the edge of the road and quite a steep drop.

We did get over the mountain range by 10 am the next morning. When we stopped to stretch our legs, a herd of wild horses ran by. Not sure if that was a sign?

**What did you want to be when you grew up?**

A teacher ... enough said. 😊

**What advice can you give to people just starting out in the ag industry?**

Be willing to learn. Learn the significance of what you do and how it fits into the overall picture. We need to respect all positions that touch what we do, whether it be physical touch or on paper, from the grower to the preparation of that last piece of documentation. Every step in the process is important. Learning and hard work will open the doors of opportunity.

Accept change and be willing to make those changes. The world changes quickly and it can be difficult to keep up.

**Is there anything else you would like to add?**

Over the past 36 years, Hensall Co-op has offered me a career of experiences and I have enjoyed the path I chose. In some ways I seem limited in that I only really worked for 1 company – although my areas of responsibility were endless and always changing. The people I have worked with over the years have been important to me.



### Marion's Preferences

**Truck or Car:**

Car

**Tea or Coffee:**

Coffee

**Beer or Wine:**

Wine

**Rock or Country:**

Country

**Burger or Salad:**

Burger

**Dog or Cat:**

Dog

**Country or City:**

Country

**Online or Print:**

Print



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