



# What's Growing

Hensall Co-op Member Newsletter



At the annual meeting in November, Brad Chandler, CEO, was very proud to report the financial results of Hensall Co-op for 2022. Because of the dedication and perseverance of our employees and members during many challenges, we were successful in continuing to move Hensall Co-op forward.

There were many highlights throughout the year across all our businesses. Perhaps the most noteworthy is that we worked together to establish a new revenue record of \$1.083 billion. This is an outstanding accomplishment that we would not have reached without the commitment and trust of our members. We would like to thank each of you, and your families, for your dedication and loyalty to Hensall Co-op. We are making strides daily to improve every aspect of our business and because of that, we have achieved this success together. We will continue to work hard to earn your business and keep you competitive.

It is interesting that Hensall Co-op became a \$1 billion co-operative the same year we celebrated our 85th anniversary. In 1967, 30 years after the co-operative was initially formed, our revenues surpassed \$1 million for the first time. Here we are, 55 years later, with revenues of 1,000 times that amount. Hensall Co-op continues to grow as we expand into new markets and new geographies while continuing to also expand our existing business portfolios. As we expand and strategize growth it becomes evident that every member has a direct impact on our growth and success.

The future is bright and there are great opportunities for Hensall Co-op and agriculture in Canada. **We are proud to be farmer owned** and we sincerely thank our members for their ongoing business and support.

Thanks for supporting your Hensall Co-op and allowing our team to earn your business. Happy 2023!

A handwritten signature in black ink, appearing to read "Brad Chandler".

Brad Chandler, CEO

**Our Values mean everything to us:**



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## Who We Are

### Board of Directors (2022-2023)



**Henry Vander Burgt**  
President  
Dashwood, Ontario



**Aise Van Beets**  
Vice President  
Bayfield, Ontario



**Sebastian Kraft**  
Director  
Dungannon, Ontario



**Rob Cornelis**  
Secretary  
Ailsa Craig, Ontario



**Carol Leeming**  
Director  
Seaforth, Ontario



**Terry VanderWal**  
Past President  
Denfield, Ontario



**Ed Van Miltenburg**  
Director  
Seaforth, Ontario



**Dianne Brekelmans**  
Director  
Thamesford, Ontario



**Marlene Munn**  
Director  
Hensall, Ontario



**Peter Dinsmore**  
Director  
Gorrie, Ontario



**Jason Wagg**  
Director  
Formosa, Ontario

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## Message from Member Services

On behalf of Hensall Co-op's Member Services team, we would like to express our appreciation to our members. Each of you have a direct impact on the success of Hensall Co-op. We would not have been able to see such growth within the co-operation if it were not for your ongoing support.

Reaching a new revenue record of \$1.083 billion is a fantastic accomplishment for all of us!

Through support and innovation, Canadian agriculture and Hensall Co-op will continue to grow. We look forward to another great year of supporting our members and investing in our local communities. For more information on memberships, please contact us by email at [memberservices@hdc.on.ca](mailto:memberservices@hdc.on.ca) or by telephone at 1-800-265-5190 and select option 2.



**Sylvie Atwell**  
Member Services and Credit Manager

**Mikayla Armstrong**  
Member & Customer Service Associate

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## CTV Interview

Recently, Shota Dzandzava (Financial Analyst) from Hensall Co-op was interviewed by CTV news about his recent immigration from Ukraine/Georgia, and how he found a new home in Huron County. Also, included in the interview is Mark Nonkes from Huron County's Immigration Partnership program and John Maaskant from Huron Area Newcomer Fund (which is being organized by the Goderich Lion's Club). Click the video link to listen to the full story.



Thank you for being part of the Hensall Co-op team Shota!

[Watch CTV Interview](#)

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## 2022 Snow Storm

The snow storm that hit southwestern Ontario on December 22 & 23 was unprecedented. Hensall Co-op is committed to safety and due to road closures and poor driving conditions, we made the decision to pull our delivery vehicles off the road for the wellbeing of our drivers. However, this caused delays for deliveries.



Hensall Co-op is proud to have such dedicated employees who worked tirelessly over Christmas and Boxing Day to fulfil the postponed orders. Hensall Co-op would like to sincerely thank our members and customers for their patience and understanding. We appreciate your business and will continue to dedicate ourselves to providing you with the best possible service.



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## Where Our Products Go: SunChips

Every week since 2022, Hensall Co-op has been working with PepsiCo & Frito-Lay to provide 880 bags of soft red wheat, each weighing 50lbs. This wheat is one of the major ingredients of Sunchips.

After the crop is delivered, it gets brought to Hensall Co-op to be dried and stored on-site. It will then be cleaned and processed using specialized equipment, cleaners, destoners, gravities, electric eyes (a camera that uses pressurized air to eliminate any defects - colour, size, and damages), and metal detectors. This equipment is used to ensure that we supply PepsiCo & Frito-Lay with the highest possible quality of wheat. After the processing, Hensall Co-op ships the wheat to the PepsiCo & Frito-Lay facility in Cambridge, ON, where the local wheat gets added into this international product.

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# Photo Contest

Thank you to everyone who entered our third Hensall Co-op photo contest. The theme of this year's photo contest was "Hensall members and employees doing what they do best!" 'Grow,' the winning photo encompasses the spirit behind everything we do. Congratulations to our winner, Sarah Kiar who received a Yeti package valued at \$500.

## First Place



(Photo By: Sarah Kiar)

## Runner Up - Second



(Photo By: Gerry O'Reilly)

(Photo By: Max Kraft)



## Runner Up - First

(Video By: Annemarie Kraft)



## Runner Up - Third

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## Who We Are

Hensall Co-op is Proud to be Farmer Owned. Click the video below to see our values.



## Giving Back to the Community

### 'Spreading' Christmas Cheer

The Drayton/Kurtzville team was busy 'spreading' Christmas cheer in several local Santa Claus parades. Hensall Co-op participated in several parades including: **Alisa Craig, Alma, Arthur, Aylmer, Clinton, Drayton, Exeter, Forest, Harriston, Ilderton, Lucan, Moorefield,**





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## Thiel Family and Haflinger Horses

Starting in 1982, Hensall Co-op has partnered with the Thiel family for local Christmas parades. Now on the third generation, the Thiel's continue to showcase their Haflinger horses in parades and fairs.



Pictured is the horse and wagon used in the Forest parade.

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## Sponsorship Recipients

Hensall Co-op is proud to represent our members and employees by giving back to our local communities.

- Alexandra Marine Hospital Foundation
  - Bayfield Agricultural Society
  - Bayfield Fall Fair
  - Burnbrae Farms Golf Tourney
  - Canadian Draft Horse
  - Clinton Hospital Raffle
  - Clinton Radars
  - Dungannon Pro Rodeo
  - Dungannon Super Pull
  - Egg Farmers of Ontario
  - Elementary School Fair
  - Exeter Legion Turkey Draw
  - Gray Ridge Eggs Golf Tournament
  - Grey Bruce Farmers Week
  - Hensall Legion Turkey Draw
  - Hensall Legion Wreath
  - Howick Agriculture Society/Fall Fair
  - Hullet Central School
  - Huron Central Agriculture Society
  - Huron County 4-H
  - Huron County Holstein Club
  - Huron County Plowmen's Association
  - Huron Perth Agriculture Science Centre
  - Jessica's House (Exeter, Ontario hospice)
  - Kirkton Agriculture Society
  - Lucknow Agriculture Society
  - Merlin 4-H
  - Middlesex Dairy Twilight Meeting
  - Mitchell & District Agriculture Society
  - Mitchell District High School
  - Mitchell Fall Fair
  - Northumberland Christian School
  - Ontario 4-H Council
  - Ontario 4-H Foundation
  - Parkhill Agriculture Society
  - Perth County Holstein Club
  - Perth County Plowing Match
  - Portage Minor Hockey Association
  - Ripley 4-H Sheep
  - Ripley Agriculture Society
  - Rotary Club of Grand Bend (AALP Dream Gala)
  - Seaforth Agriculture Society/Fall Fair
  - St. Anne's Catholic Secondary School
  - Stratford & District Agriculture Society
  - Tilbury Lions Goodfellows
  - Tiverton Fall Fair Field Crops
  - University of Guelph
  - Zurich Agriculture Society
  - Zurich Bean Festival
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## Amy Hutchinson - Aylmer

Graduate of the 2022 Class of University of Guelph  
Ridgetown Diplomas in Environmental  
Management and General Agriculture



## Emily de Jong - Drayton

Graduate of the 2022 Class of University of Guelph  
Ridgetown Diploma in Agriculture



## Josiah Burgsma - Hensall

Dordt University Agriculture Biotechnology  
Entering Final Year of an Accelerated Program



## Lauren Hoonaard - Ailsa Craig

University of Guelph Bachelor of Commerce  
in Agriculture Business Co-op Program  
Entering 2nd Year



## Michaela McKay - Mitchell

Graduate of the 2022 Class of University of Guelph  
Bachelor of Science - Entering University of  
Guelph Masters of Dairy Technology Management



## Quinn Driscoll - Seaforth

University of Guelph Bachelor of Science in  
Agriculture - Entering 3rd Year

Hensall Co-op supports education and practical learning by incorporating interns into our Field Marketing division.

We are proud to have had six interns throughout the summer months, across multiple locations.

These internships were given to individuals currently in, or about to enter programs within the agricultural field.

We look forward to having another group this year!

## Bright Futures

Congratulations to the winners of the 2022 Bright Futures Scholarships!

The purpose of the Hensall Co-op Bright Futures Scholarship is to provide scholarships to students who are entering their first year of post-secondary education and have shown a career interest in agriculture or a field or trade that will advance rural communities and economies.

### **Jennifer Barclay**

"I hope to start a pediatric medical clinic in my community in order to bring higher quality care in my community."



### **Shawna Terpstra**

Terpstra hopes "to become a finance manager working in agricultural finance and advisory."

### **Erika Van Dongen**

Career goals include becoming an agronomist to "help farmers efficiently grow the best quality of crops using relevant knowledge and research."



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## **Strong Communities Initiative**

The Strong Communities Initiative supports projects that help to support and build the strength of rural communities. Projects were open to registered charities and were judged by Hensall Co-op on specific criteria that measured the impact on the local community and the sustainability of the project.

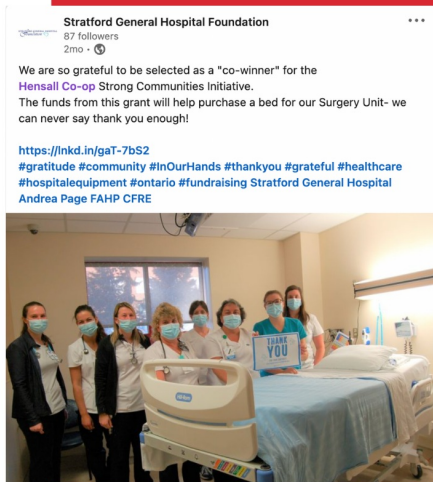


Do you know a not-for-profit community based initiative you think is worthy of a \$10,000 donation from Hensall Co-op? Applications for the 2023 Strong Communities Initiative will open March 1<sup>st</sup> and submission deadline is May 31<sup>st</sup>.

**2022 Winners:**



**Stratford General Hospital Foundation will receive \$10,000 towards their Hospital Beds for the Surgery Unit.**



**Tiger Mountain Pool Inc. will receive \$10,000 towards their Treherne Aquatic Centre Shade Structures project.**



## Food Bank Donations

Over the holiday season, The Screaming Chef donated 217 cases (1,736 individual trays) of their ready made meals to local food banks. These include food banks in Exeter, Drayton, Guelph, Huron, London, London Mosque, Palmerston, and Zurich.



Palmerston food bank donation



Exeter food bank donation



Huron County food bank donation

## Manitoba Grower Meeting

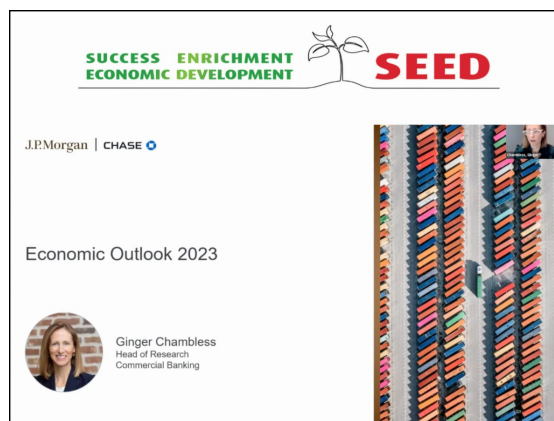
The Manitoba team hosted Grower Meetings in both Miami and Portage la Prairie in December 2022. Pictured is Wade Bickell, who is explaining the Macro Economics of dry beans and the benefits of being a Hensall Co-op member.



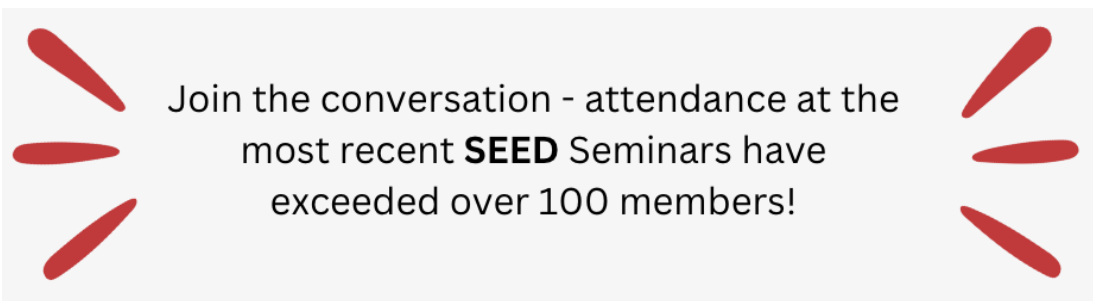
## Business Development

### SEED Seminars

Our member information seminars called **SEED (Success, Enrichment and Economic Development)** are available to view on our website. This series provides the information you need to succeed in your farming operations by strengthening your bottom line and growing your asset base.



Our last session hosted on January 19<sup>th</sup>, 2023 was all about navigating inflation and the economy. Guest Speakers Grant Galloway (Credential Asset Management), Ginger Chambless (JP Morgan), and Chris Spaleta (Eat Local Huron) provided members with up to date and relevant information allowing for several key take-aways.

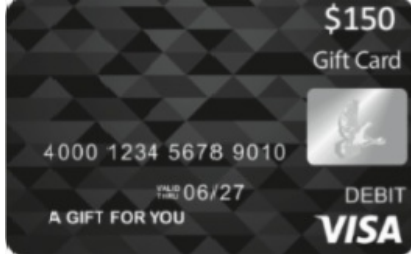


Past seminar topics include: Money Matters, Why are agriculture prices so volatile, and Farm Succession Planning.

Invitations for the next SEED Seminar, being held March 16<sup>th</sup>, will be emailed to you in the coming weeks.

**Watch Past SEED  
Seminars**

**We want to say  
THANK YOU for attending!**



Everyone who attends a SEED webinar has the chance to win! 2 lucky attendees will each win a \$150 Visa Debit Card.

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## Value Added Contracts

Black bean, Navy bean, and IP Soybean contracts are currently available. Contact us today to finalize your 2023 crop plan: [1-800-265-5190](tel:1-800-265-5190) ext 209.



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## Grower Pesticide Safety Course

Hensall Co-op's Drayton location will be hosting a Grower's Pesticide Safety Course and exam on Saturday, March 4<sup>th</sup>.

Please use the link below to access the online portal and register for our Moorefield date.

Space is limited!

Course Type: Farmer (GPSC)

Sign up code: **GROWER**

## GROWER PESTICIDE SAFETY COURSE

Hosted by Hensall District Co-op

*Roast Beef Lunch Included*


### Saturday March 4, 2023

**Moorefield Optimist Hall**  
14 Ball Ave, Moorefield

[Sign up and get your manual here!](#)

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Pesticide Safety Certification and Training for Ontario Farmers and Vendors



**RIDGETOWN CAMPUS**

Ontario Pesticide Education Program  
1-800-652-8573  
Fax: 519-674-1589  
[www.opep.ca](http://www.opep.ca)

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[Register Here](#)

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## Edible Bean School





Partnering with Real Agriculture, the Edible Bean School is a series of educational videos about growing edible beans in Ontario, Manitoba, and the rest of Canada. Focusing on everything from growing edible beans and selling to global markets, this series will encourage new ideas and provide management strategies.

### Watch Videos Here



9  
Edible Bean School: Finding a fit for adzuki beans



8  
Edible Bean School: Fungicide strategies for managing white mould



7  
Edible Bean School: Breeding for higher yields includes focus on disease resistance and harvestability



6  
Edible Bean School: Prepping the combine for harvest

## We Grow Your Investments

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.

Hensall Co-op Special Member Term/Demand Investment Rates*	
Term (Years)	Interest Rate
Demand	4.50%
1	5.00%
2	5.15%
3	5.25%
4	5.35%
5	5.50%
7	5.75%
10	6.25%

\*Rates effective November 28, 2022 and are subject to change without notice.

Learn More -  
Ontario

Learn More - Manitoba

Careers at Hensall Co-op



Hensall Co-op offers great employment opportunities across all our offices and different locations. Do you know someone that would be a good fit? Someone who wants to be part of an exciting and growing co-operative business? Agriculture education or farming background is not a requirement. We offer job training, skilled trade apprenticeship programs and career advancements. Share the link below and encourage them to explore Hensall Co-op and apply.

**All Job  
Openings**

## What's New at Hensall Co-op



### What's New

- The Screaming Chef is now available at Ontario Walmart's, Metro, Hansen's Your Independent Grocer in Exeter, Several Independent stores in London/Toronto, Little Short Stop stores in Kitchener/Waterloo, and several colleges and universities
- Recently won the Best Packaging in the New Product Showcase at Grocery Innovations Canada

### Coming Soon:

- Larger, 600g Shareable Meals
- New recipes: Pasta Bolognese, Mac N Cheese with White Cheddar, Spaghetti and Meatballs, Indian Butter Chicken, Broccoli Cheddar Soup, Oatmeal, and Bacon Potato with Cheese Sauce Breakfast





# Fertilizer Storage - Tilbury Location

Pictured below is the new liquid fertilizer storage tanks and new fertilizer storage building at the Hensall Co-op location in Tilbury, Ontario. This project was completed in 2022 and will help us to better serve our members and customers in several ways:

- Increase capacity at the facility for dry fertilizer
- Providing the ability to capture early season purchase discounts
- Provides opportunity to increase the product mix at the location
- Logistical savings
- Allowing for future growth at the location
- Improving fertilizer quality with less handling of product
- Reducing risk of fertilizer supply issues and delays when on site
- Allowing for faster turn around time with improved efficiencies and vast reduction in logistical delays during peak seasons



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## Benefits of Being a Hensall Co-op Member

As a member, you already know about the benefits of belonging to your Co-op, but did you know there are additional benefits? We regularly receive special offers from brand name suppliers exclusively for our members. We are pleased to share these offers from select local and national companies.

Save 15% on your  
next Purchase

Corporate Savings  
Program

Corporate Membership  
Program Discount



Details  
Here

Details  
Here

Details  
Here

**Manitoba Members:** a "Benefits of Being a Member" email containing offers specifically for your area will be sent in the coming weeks. Stay tuned for great benefits!

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## Safety Initiative: Putting Safety First

Hensall Co-op held a First Aid course on January 20<sup>th</sup>, which was open to all employees and spaces filled up quickly. These initiatives help to ensure our employees have the resources and knowledge

they need to put safety first.



## Photo Submission

Do you have a picture you would like featured in a future What's Growing? We are always looking for pictures from our members other moments that should be shared.

Email: [marketing@hdc.on.ca](mailto:marketing@hdc.on.ca) or submit below.

### Submit Photos

## Beautiful Day in the Yard

Photo taken on January 13<sup>th</sup> in Rignold, Manitoba and submitted by Chad Killam (Field Marketer).



Hensall Co-op | 1 Davidson Dr, Box 219, Hensall, N0M 1X0 Canada

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