



VISION
A trusted partner in Manitoba's agriculture industry.

MISSION
To support Manitoba farmers by providing unique insurance, targeted lending, and access to agricultural services.

CLIENT
Focus on client satisfaction.

Align our products and services to the current and future needs of farmers.

Deliver convenient and quality service.

PROCESS
Focus on continuous improvement and quality assurance.

Improve how we collect, use, and manage data.

Increase the timeliness and accuracy of processes and financial transactions with clients.

EMPLOYEE
Foster a positive work environment that values employees.

Support a respectful, inclusive, and engaged workforce.

Build our capacity to innovate.

Promote a culture of service excellence.

FINANCIAL
Provide value for money.

Maintain operational efficiencies.

Effectively manage finances and resources.



VALUES

Excellence

We strive for accuracy, efficiency, and continuous improvement.

Integrity

We build trust by cultivating relationships. We are respectful, responsive, and fair.

Accountability

We manage our resources responsibly and fulfill our commitments.