

# STRATEGIC PLAN

## 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.



## OUR 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.

## GOALS



### **Accelerate the implementation of innovative solutions to enhance client experience.**

- Improve our responsiveness to industry changes
- Support diverse farming practices
- Align resources, products, and services to clients' needs



### **Create an environment to empower employees to thrive in the future.**

- Foster a future-ready workforce
- Build capacity for growth and innovation
- Elevate and empower staff



### **Modernize our business with technology to unlock new opportunities.**

- Modernize underwriting systems
- Build adaptable and responsive systems
- Enhance data utilization