

Member Benefits

The Committee met on April 2, 2009.

Benefits Programming. There was a high level of activity from November 2008 to February 2009 with over 350 calls into STRATA. The majority of questions were on insurance programs. The Private Health Services Plan numbers continue to rise. There are 388 farms on health, dental, and insurance programs and 176 of those are on the PHSP. National Leasing had 12 leases go through in 2008, which is a low number, but since the program is new this could be due to a lack of awareness. Concerning Ag Expert, there were 8 rebates applied for, and in 2008 there were 19. Acklands Grainger had \$38,000 in business through KAP programs, this is up from around \$28,000 in the previous two years. The Canad Inns program continues to grow, we were almost at 400 rooms booked at the Canad Inns room rate in 2008. Canad Inns recently bought The Radisson and Dennis Petaski will look into whether our agreement will extend to that location.

New Programs. As a member-owner of The Co-operators, KAP launched a new Group Registered Retirement Savings Plan for its members. Under the plan, members will be able to access a variety of investment options at competitive fees. This program offers KAP members an investment opportunity to supplement or replace personal retirement plans held with banks or credit unions. The committee is also exploring other new programs and ways to better promote existing programs to the membership.

Special Events. The booth at Manitoba Ag Days experienced a lot of activity with door prizes and a short survey on the ballots to ask what benefits programs visitors were interested in. The Retirement and Estate Planning for Farmers session took place at the annual meeting with around 35 delegates taking part. Presenters included Gord Schellenberg (The Wealth Planning Group) and Doug Markewich (Daystar Financial). The speakers were an excellent resource for farmers. The committee would like to look into offering another benefits related session at the 2010 meeting.

Mandate for 2009. The committee's activities will include working with STRATA to encourage members to take advantage of the programs offered through KAP, developing marketing tools, monitoring the effectiveness of existing programs, and providing feedback on new program options.

Committee Members. Kyle Foster (Chair), Duncan Broadfoot, Rob Brunel, Vern Klassen, Dennis Petaski (STRATA). Staff Resource: Kristen Lucyshyn.

Keystone Agricultural Producers - The Voice of Manitoba Farmers