

CLIENT STORIES, UPDATES AND ADVICE FROM FMG

Introducing FMG Post

Welcome to the FMG Post, now part of Farmers Weekly.

FMG clients will be familiar with FMG Post. For over a decade FMG has produced FMG Post using separate print and mailing partners, mailing and emailing it directly to Members and clients.

As an organisation owned by its Members, we have a responsibility to regularly share how the business is tracking, provide insurance insights and advice and detail how, as a Mutual, we invest back into rural communities.

A large part of how we share this is through FMG Post, something our research shows is valued and trusted by readers.

Producing FMG Post with multiple suppliers was no longer cost effective and an alternative was needed, one that wasn't just another email, as our research also showed that readers still appreciate hard copy material.

Our solution... team up with a trusted news agency. The many benefits of partnering with Farmers Weekly include: the ability to continue to share important information with Members (and now others) in hard copy while reducing the postage and packaging

costs. It's saving Members' money and we're supporting a key rural media outlet at a time when media is struggling.

FMG Post will be produced in Farmers Weekly three times a year, with the next editions in November and again in March 2026.

While nearly 60% of farmers and growers already insure with FMG, we appreciate not everyone will be familiar with who we are. So, in this edition we'll explain a little more about ourselves and what we do to deliver on our purpose of 'Providing a Better Deal for rural New Zealand Aotearoa'.



Colin Wright, FMG Head of Communications and Sustainability

FARMERS WEEKLY EDITOR'S NOTE: A powerful partnership

Bryan Gibson, Editor Farmers Weekly

At Farmers Weekly, our mission is providing essential news, analysis, and insights to navigate the sector. We know how important trusted partners are who share that commitment.

That's why we're delighted to welcome the FMG Post as a regular pull-out. FMG's dedication to New Zealand farmers and

growers matches our own. They understand your unique challenges and opportunities, and their commitment to valuable information and support shows clearly in FMG Post.

This partnership isn't just about convenience - it's about strengthening vital information flow to communities. The FMG Post

brings practical advice, inspiring stories, and important updates directly to you, complementing the trusted news and analysis Farmers Weekly delivers.

We believe a well-informed sector is resilient and confident. By bringing the FMG Post into Farmers Weekly, we're creating a powerful partnership benefiting all readers.



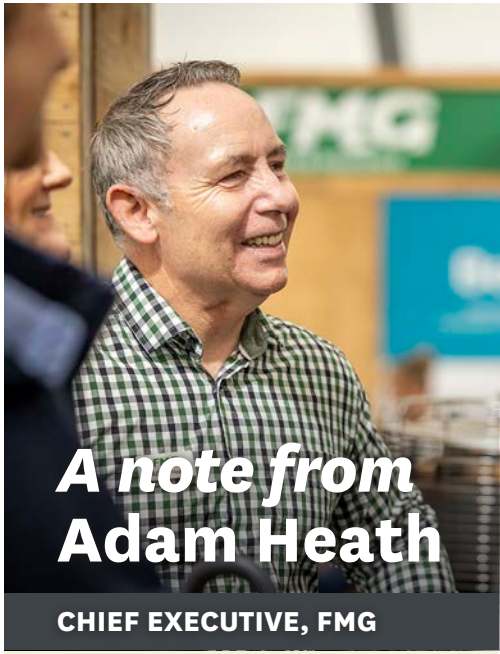
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CHIEF EXECUTIVE, FMG

Kia ora koutou katoa

I'd like to open my first note in Farmers Weekly acknowledging those impacted by the recent weather events, and to offer assurance that our teams are doing all they can to help clients recover.

If you're yet to lodge a claim, I encourage you to do so as quickly as is practical, as the sooner we have these details, the quicker we can help.

Stepping back from this and looking more broadly, I feel there's a sense of optimism across the sector.

I recently attended the FMG Young Farmer of the Year Grand Final in Invercargill Waihopai, and the talent and passion on display was outstanding. Congratulations to Hugh Jackson, for becoming the 57th winner of this prestigious contest, and to everyone who competed at all levels.

With such committed and determined young farmers leading the way, the future of the rural sector is very bright.

I also felt a sense of optimism from those I spoke with at National Fielddays last month, with many talking of increasingly positive farm gate returns which equally, is a great sign.

FMG too is in good heart and on track to record a strong profit. This year's result will be down to a combination of solid insurance revenue, favourable investment markets and a benign year for major claims.

FMG's financial results will be available on our website later this month.

We're pleased to also deliver a positive result from our recent quarterly pricing reviews. We've made around \$35 million in premium reductions across several products, meaning clients holding these products may receive premium decreases or smaller premium increases on renewal.

Finally, I'd like to acknowledge this new partnership with Farmers Weekly, I hope you enjoy the articles. Innovation doesn't always need to be big – it just needs to be effective and this small shift in thinking is a great example of that and just one of the ways we aim to deliver our Vision of 'helping to build strong and prosperous rural communities'.

Who is FMG? Our mutual heart

We are the leading rural insurer in New Zealand Aotearoa, proudly 100% locally owned and operated.

FMG was created by farmers for farmers and has supported the rural sector in good times and bad for 120 years. Here we share a little about us.



What we offer

Whilst FMG was started by farmers for farmers, our support of the sector has widened considerably over that time and covers four main segments.

- Farming and Growing
- Commercial
- Lifestyle
- Residential

Our Heritage

This year, FMG celebrates 120 years of being there when the unexpected happens.

In 1905 a visionary and pioneering group of farmers, led by Sir James Wilson, became disenchanted with the offerings from proprietary insurers of the day and decided to take things into their own hands. That pivotal decision led to the creation of the Farmers Union Mutual Fire Insurance Associations, the first seeds of what would become FMG.

Those early pioneers started the Mutual with a promise in the form of £100 Promissory Notes, agreeing to honour the claims of other Members up to that £100. A great example of the essence of mutuality: what is returned is what a member contributes.

Mutually owned

We're owned by the Members who insure with us. We aim to be profit making, not profit maximising with any money we make remaining in New Zealand Aotearoa and going back into the business to: run FMG, be prepared for future events and to support the communities that support us.

Giving back

FMG either sponsors or supports more than 700 events across the country each year. This ranges from lamb and calf days and A&P shows through to our bigger givebacks including our rural wellbeing programme Farmstrong. FMG is a founding and funding partner of Farmstrong which is celebrating its 10th

year of supporting rural communities this year. We're also the Principal Sponsor of the FMG Young Farmer of the Year Contest which we're also marking 10 years of supporting this year

Advice-led

If you look at our logo, you'll see underneath it that the word Advice goes before Insurance. Why is that? As a Mutual we think it's important to help you protect what you have, as well as be there when the unexpected happens. We use our own 120 years of experience, along with our claims' insights and the expertise of specialist partners to provide Members with practical advice that can help prevent damage and disruption from happening in the first place.

Locally owned

We have around 950 employees – all based in our 30 offices around the country. This includes some 200 mobile roles, driving up and down rural roads every week, backed by a service center in the Manawātū where our claims team is largely based. We have more client servicing roles based in our Canterbury office too.

International backing

Whilst we're a New Zealand Aotearoa based business, we're backed by over 40 reinsurers globally. We're also part of the International Cooperative and Mutual Insurance Federation (ICMIF) which brings together Mutuals and Cooperatives to share insights to help us all improve how we support our sectors.



Relationships and Community

We focus on long-term sustainability and resilience, fostering strong relationships and trust with clients and communities.

Our approach provides support not just at claims time, but as a continuous presence within communities. We've become an icon with beanies, sunhats, and drink bottles spotted on farms and orchards across the country and our flags flying high at major provincial and national events.

B Corp Certified

To further support strong and prosperous communities, in 2023 we became the first B Corp certified general insurer in New Zealand Aotearoa. Our B Corp certification ensures we meet high standards of verified social and environmental performance, transparency, and accountability in everything we do.

Point, Park and Anchor. Safeguard your irrigator this season

For some, Spring can often mean the windy season which can be a worrying time for irrigator owners.

After teaming up with IrrigationNZ we developed an Irrigator Advice Guide offering some thoughts on helping your Irrigator stay upright when strong winds hit. This advice is built around Point, Park and Anchor.

If strong winds are predicted, the advice recommends you point the irrigator into the prevailing wind, park it in a designated spot and ensure it's correctly anchored. Wind accounts for over a third

of our irrigator claims, with about 60% of these incidents occurring between September and November.

Having a proactive plan for windstorms can significantly ease pressure. Our work with industry bodies like IrrigationNZ reinforce the importance of this approach. Your plan should cover wind prediction, responsibilities, and necessary actions. These preventative measures could help remove or reduce the high costs of repairs and potential disruption to your business operations.

Watch out for hazards

Beyond wind, irrigators are often damaged by hitting things such as

overgrown trees and machinery parked in the way. Start the season by checking for hazards along the irrigator's path. Walk the track before running the irrigator—a small amount of work now could help prevent damage later.

For a comprehensive guide to protecting your irrigator, visit our online advice hub at fmg.co.nz/advice/irrigators

What we know

- Corner arms have been damaged in up to 7% of wind-related claims.
- In 2023 alone, we spent nearly \$7 million on irrigator repair costs.
- Over the past five years, we've supported more than 1,300 claims, totalling \$28 million.
- The average cost of an irrigator claim totals around \$21,000.



Rural theft prevention tips

SECURE YOUR PATCH

On June 18, 2024, dairy farmer Aaron Kane from Shannon, Manawātū, experienced firsthand the impact of rural crime when thieves stripped copper piping from his milk vat. The disruption to his business and repair costs far outweighed the value of the stolen copper, leaving Aaron with a profound sense of frustration and distrust.

Aaron's experience isn't isolated. Rural crime has been rising in New Zealand Aotearoa over the past five years, with nearly two-thirds of FMG's theft claims coming from rural addresses. Theft claims typically peak around farm change-over period: June to July, and again from December to February.

In partnership with New Zealand Police, we've developed guidance to help you prevent rural theft and avoid experiences like Aaron's. While these tips may seem simple, they are often overlooked and contribute to common claims we see daily.

Here are our top tips to help you reduce rural theft risk:

- **Make it hard to get in** - Secure all entry points with locks. Make a habit of locking up your possessions and removing keys, valuables, and equipment from vehicles when not in use.
- **Make it less attractive to take your belongings** - Engrave or distinctively mark your equipment and tools. Well-lit areas, motion sensor lights, alarm

systems, and security cameras also act as strong deterrents.

- **Report it** - If you are targeted by thieves, always report it to the Police. This helps track patterns and increases the chance of apprehending culprits and may help retrieve your belongings.
- **Understand your insurance** - Stay vigilant about underinsurance. Regularly review your sum insured and policies to ensure they reflect your needs and the true replacement cost of items. Recording serial numbers and photos can also help track lost items and assist your claim.

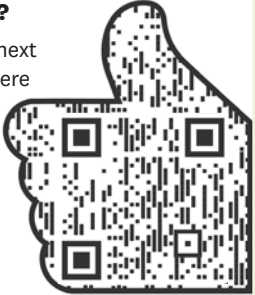
Advocating for wool: A welcome win for sheep farmers

A recent Government commitment to use wool carpets in 4,500 new state homes is a significant and welcome win for New Zealand Aotearoa sheep farmers.

We encouraged this move earlier in the year and are delighted to see it come to fruition. For farmers facing low prices, this decision provides a much-needed boost, supporting local jobs and the rural communities that rely on a thriving wool industry.

What Do YOU Want to Read in the FMG Post?

Help us shape our next publication! Scan here to share your feedback and tell us what insurance-related topics are on your mind.





Leaving it all at the gate

For Wairarapa farmer James Bruce, the key to managing a busy farm, breaking in horses, and coaching rugby is simple: stay organised and find joy in the small moments.

James runs 7,000 stock units, a job he used to do alone. Now, with the help of a young farmer and local school kids, he's found a better balance. He actively combats the potential for isolation by celebrating the "fist pump moments" in his day – whether it's singing on the bike or pausing to appreciate a stunning view. "It just reminded me, that's why I love farming," he says.

A pillar of his community, James dedicates around 30 hours a week off-farm to coaching rugby and running gym classes on top of his 60-hour week of farming. The secret to fitting it all in is making firm commitments. "Making commitments like turning up at 6pm for rugby training gives

Celebrating a decade of making a difference with Farmstrong. For 10 years, we've been providing the tools to manage pressure, helping farmers live well to farm well.

me a reason to pull the pin each day and get some balance in my life," he explains. "It gets me off farm and helps preserve my love of farming."

This structured approach is crucial. James is a meticulous planner, using a diary to ensure his week is manageable and he can relax during his time off. This mental clarity allows him to be fully present, whether he's with his rugby team or breaking in a horse. "It doesn't matter what sort of day I've had, I've gotta leave it all at the gate."

His message to other farmers is about resilience and perspective. "You've just gotta keep leaning forward," James advises. "There's a reason they make rear vision mirrors so small. You don't see a whole lot back there, because you don't need to."

Free melanoma spot checks coming to southern rural communities

To help save lives, we are sponsoring a new, South Island-based skin cancer spot check van for Melanoma New Zealand. This expands the FMG Spot Check Roadie, making it easier for those in rural communities to get a free, expert check.

New Zealand Aotearoa has one of the world's highest melanoma rates, but early detection is key. With vans now covering both islands, we encourage you and your family to take advantage of this life-saving service.

Find the full schedule of upcoming visits at melanoma.org.nz



Developing the next generation of rural leaders

We're committed to giving back to the rural communities that support us.

The Associate Director on the FMG Board of Directors is just one of the ways we do this. The role provides a unique opportunity for an emerging agri-professional to join the FMG Board of directors for two years gaining first-hand experience in governance process and board discussions, all contributing to developing critical leadership skills to help drive the future of the Primary Sector.

Jackie Dalziel is the current Associate Director and shares some of her reflections on her first year in the role.

Jackie's governance journey began four years ago as the first female Director at the Lower Waitaki Irrigation Company, where she realised that experience is key to learning governance. This inspired her to apply for FMG's Associate Director role. "The opportunity seemed like a great match, as I'm passionate about the ag sector but also interested in broadening that knowledge."

Over the past year, Jackie has valued the Board's mentorship, "They've really welcomed me and are so willing to explain things to me while at the same time pushing me to perform as an Associate Director,"

"This role isn't just about attending a few meetings, it's about constantly being better - growing my knowledge, my network, my skills..."

Jackie shared her appreciation for how FMG embraces mutuality. "The Mutual values are at the core of every single decision the FMG Board makes. It means people who really 'get it' are on the Board, and that we, as members, get a say in who those people are."

Jackie acknowledges that applying for Director positions can be challenging, noting "They can be daunting and the election process for Co-operatives and Mutuels in the agriculture industry can be brutal." She advocates for other organisations to offer Associate Director roles. "Getting that 'middle of the road' role creates a pathway for new Directors to be more role ready."

Jackie urges aspiring leaders to find a Board that aligns with their values and take the leap, adding, "In New Zealand, we are fortunate to have an amazing primary industry. But we do, and always will, need to protect that through good governance. So, we need people to be brave and have a go, but also to do it well."

Jackie believes the FMG Associate Director role has been invaluable, encouraging others to apply when it next becomes available in 2026. "If you've had a taste for governance and you're interested in developing further, then the FMG Associate Director role is definitely worth applying for."

FMG's Chief People Officer, Nicki MacKay, shared, "FMG's Associate Director role is a powerful way we invest in the future of governance and promote leadership in rural New Zealand. It equips emerging leaders with experience to uphold mutual values, strengthen the long-term sustainability of FMG, and bring fresh perspectives to the boardroom."*

*The FMG Associate Director role does not have voting rights, and whilst expenses are covered to attend meeting, it's an unpaid position.