



MUTUAL FIRE  
INSURANCE

FOR IMMEDIATE RELEASE

## **Mutual Fire Insurance Launches FarmPROTECT to Simplify Policyholder Needs**

February 1 marks launch of new farm insurance product

Langley, BC 02/01/2019 —Mutual Fire Insurance (MFI) recognized farms are modernizing, and insurance coverage needs to keep pace with technological advancements and government regulations. The company spent two years perfecting its new farm insurance product, FarmPROTECT and is delighted to launch it to the public. As FarmPROTECT developed, our teams focused on creating insurance with an ease for understanding. Stating simply what is covered and what isn't covered is a small, revolutionary advancement for farm insurance that helps average Canadians better understand their farm insurance policy.

Together with the newly written wordings, MFI revised enhancements to protect farmers of today and tomorrow. Clare Stewart, Vice President, Underwriting and Business Development said "FarmPROTECT brings MFI to the forefront of the farm insurance industry in Canada as a prime competitor in agriculture, specifically poultry, dairy, ranch, and grain. We bring our unique mutuality to the game and, with our updated coverage, we also offer insurance firsts for the company including windbreak trees, drones, limited commercial general liability, marketing board buyup, and poultry disease cleanup costs."

Further, MFI worked to improve existing coverages such as milk spoilage and contamination, mobile machinery replacement, and tool replacement. The coverage for emergency evacuations has also been improved for people and livestock in the event of a government order to evacuate due to an insured peril.

Significantly, launching FarmPROTECT is a growth milestone for MFI, complemented by the company's wide broker partner network. As a mutual, the company seeks to improve service levels for policyholders and broker partners, by choosing to put policyholders first in every one of its decisions.

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### **About**

Founded in 1902, The Mutual Fire Insurance Company of British Columbia (MFI) was the first mutual insurance company headquartered in BC. Today, the company provides solutions for farm, commercial, and home insurance needs from British Columbia to Ontario. MFI continuously delivers a high standard of service to policyholders through a wide broker partner network and personalized claims service to help insureds get back to normal as quickly as possible. With a unique dual policyholder structure, MFI is committed to making people a priority by creating membership initiatives, investing in technology, and supporting community projects.

For more information, visit their website at [mutualfirebc.com](http://mutualfirebc.com) or connect with MFI on [LinkedIn](#) and [Twitter](#).