

Why a campaign on the Future of Farming?

AFM Marketing Conference

June 2023





About the business

SOUTH WEST GENERAL INSURANCE MUTUAL

- Founded in 1903 by farmers, for farmers
- Farms, business and personal lines insurance
- Chartered insurance status since 2012
- Face to face service
- GWP £28 million
- 107 staff
- Key non-financial metrics: High NPS, very low complaints and high retention



About the business

STRATEGY REVIEW

- Be more purposeful in our strategic intent
- Secure our sources of competitive advantage
- Differentiate our offer:
 - Tighter focus on our niche
 - Added value to the Membership



About the business

MARKETING CHALLENGES

A well respected brand, not telling it's story well

- Lacked focus & purpose
- Undifferentiated
- Generic mutual ownership message
- Emotional resonance. Why should the audience care?



BRAND STRATEGY: RE-DEFINING OUR ESSENCE

Our purpose

Working to protect the farming community in the South West

What makes us different

A local, hands-on personal service, with access to technically expert, professionally chartered decision makers. This leads to high levels of satisfaction amongst our Members.



Brand identity

BRAND STRATEGY: RE-DEFINING OUR ESSENCE

- Brand evolution
- Clear articulation
- Strong positioning

Cornish Mutual 
Farming Insurance Experts

CREATIVE EXECUTION

Clarity of purpose





Marketing strategy

MUTUALITY IS MORE THAN A BUSINESS MODEL

‘No shareholders, member ownership’ is a general mutual claim

It has no emotional resonance

THE HEART OF OUR BRAND IS THE FARMING COMMUNITY

Adding value and supporting our community re-enforces both our brand promise, and our mutuality

We can ‘walk-the-walk’

OUR MARKETING CAN BE A SERVICE TO OUR COMMUNITY

By connecting Members to a network of news, advice, events and community experts, supporting each other

FUTURE FARMING PROGRAMME

Increasing Member Resilience

Industry insights, expert opinion and farmer stories

Next Generation Group

Young Farmer Bursaries



Cornish Mutual
Farming Insurance Experts 

Helping you prepare for tomorrow

#CMFutureFarming programme provides expert opinion, industry insight and supports the next generation of farmers.

Future Farming Programme
Provides expert opinion, advice and case studies on topics reflecting the current areas of change in agriculture.

Next Generation Group
An exclusive networking and personal development opportunity for Cornish Mutual Members aged 25 to 45.

Young Farmer Bursary
A £500 bursary open to agriculture-based students in the South West.

KEY MESSAGES



Farmers are seeing the biggest change in agriculture for more than 50 years.

The industry needs to adapt to flourish.



As a mutual insurer, we've stood by South West farmers since 1903, helping them manage and mitigate risk.

We are committed to supporting our Members through the challenges ahead.



Our Future Farming Programme informs and inspires our Members and the wider farming community, helping them navigate the changes ahead.

Through this, we'll play our part in helping secure a bright future for SW farming.

SHOWCASE INNOVATIVE FARMERS AND THEMES THROUGH ENGAGING CONTENT

- A communications campaign focused on the core themes of the future farming programme
- Includes thought-leadership pieces, farm features from Members and the wider industry demonstrating innovative thinking under each of the core themes
- Share content through the media, our direct communications and online
- Content across a variety of formats; press articles, webinar, articles, podcast



Future Farming Programme

We speak to farmers and other experts about some of the most important issues in farming.



Environment

New payment schemes bring many questions so environmental specialists share their insights and Cornish Mutual Members explain what they're already doing.



Technology

Technology is boosting productivity, cutting costs and changing the way we work. We review some of the newest developments and projects across different sectors.



Succession

Talking about the farm's future can be difficult - how do you start the conversation? Industry experts give their top tips and Cornish Mutual Members explain how they approach the challenge.



Mindset

We explore what it means to be resilient during times of change by talking to a leading international expert and learn how Cornish Mutual Members have built resilience into their businesses.



Consumers and Markets

To understand changing consumer demands, we speak to a leading UK supermarket and Cornish Mutual Members about responding to shifting markets.



Innovation

Taking research from idea to innovation is vital. Industry experts and organisations explain how farmers can embrace innovation.



Women in Agriculture

As the role of women in agriculture becomes better recognised, we talk to female farmers in our region about their careers.

Read the full stories at
[www.cornishmutual.co.uk/
CMFutureFarming](http://www.cornishmutual.co.uk/CMFutureFarming)



SUPPORTING THE NEXT GENERATION

- The future of farming is in the hands of the next generation but the average age of British farmers is around 60
- Many younger farmers are choosing to leave the industry but those staying in it and new entrants coming to farming as a second career need support and encouragement
- The Next Generation group is for Members' families and their young farm works, or Members new to the farming industry
- It aims to improve their industry skills and knowledge
- Aimed at 25 to 45 year-olds, the Next Generation group offers an opportunity to hone business skills, broaden minds, expand knowledge and build connections

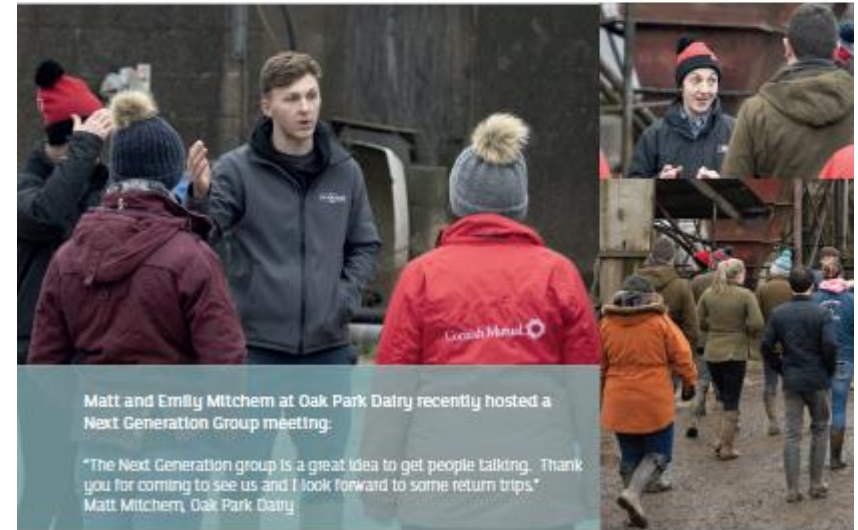
Next Generation Group

Open to Cornish Mutual Members, their families or employees aged 25 to 45, the Next Generation Group offers support, personal development and networking to build connections across the South West farming industry.

Group members are invited to an exclusive programme of events hosted by Cornish Mutual, featuring expert speakers, field trips and study days. The blend of virtual and face-to-face events covers a variety of topics including:

- Consumer markets
- Soil health
- Business planning
- Innovation

Participation is free— contact your Cornish Mutual Field Insurance Advisor, email futurefarming@cornishmutual.co.uk, or visit www.cornishmutual.co.uk/CMNextGen to join.



Matt and Emily Mitchem at Oak Park Dairy recently hosted a Next Generation Group meeting.

"The Next Generation group is a great idea to get people talking. Thank you for coming to see us and I look forward to some return trips."
Matt Mitchem, Oak Park Dairy

SUPPORTING THE TRAINING AND DEVELOPMENT OF THE YOUNG AS THEY ENTER THE INDUSTRY

- We are committed to support the future of agriculture in the South West
- Succession is a core theme within the programme, aiming to involve and retain more people in the region's agricultural industry
- The Cornish Mutual Young Farmer Bursary awards aim to support the training and development of young people entering the industry and celebrate their enthusiasm for the future of agriculture

Young Farmer Bursaries

Cornish Mutual is offering Young Farmer Bursaries to support the training and development of students entering the agricultural industry.

A bursary of £500 for course-associated costs is available to any student studying an agriculture-based level 1, 2, or 3 course at:

- Kingston Maurward College
- Bicton College
- Duchy College
- Bridgwater & Taunton College, Cannington Campus

The bursaries are awarded to one student per year at each college. Entries open in May and close in September.

To find out more, visit www.cornishmutual.co.uk/CMBursaries or email futurefarming@cornishmutual.co.uk.

"We're delighted to be offering these bursaries to students. Our local colleges play a vital role in growing the next generation of farmers – we believe this initiative provides resources to enhance students' learning."

Peter Beaumont, Cornish Mutual Managing Director



2021 Young Farmer Bursary winners



Cornish Mutual launches 'Future Farming'

South West mutual insurers, Cornish Mutual, supports farmers across the region. Its new industry-leading Future Farming, helps farmers positively engaged from the changes in agriculture. Farmers to build a



Cornish Mutual
Farming Insurance Experts 

changes in agriculture for more than 50 years and the industry is having to adapt to flourish. Business model risks including international trade arrangements, evolving attitudes and government all set to impact farmers

New Blackmore Vale, December 24, 2021 77

Advertisement feature also online at southwestfarmer.co.uk

CORNISH MUTUAL

The vital importance of mental health in farming



THE agricultural industry recognises the importance of mental wellbeing, and for good reason. Results of the Royal Agricultural Benevolent Society's Big Farming Survey show that mental health is a serious problem for 15,000 farmers

Community Network (FCN). As a result of the research farm-focused charity has launched 'Who's your Julie?' campaign. encourages those in the farming community to identify close contacts

blackmorevale.net

Dorset farmers reminded of the importance of talking to combat loneliness

Results from two surveys remind Dorset farmers the importance of talking to support mental wellbeing and battle loneliness. Working with the University of Exeter, the Farming Community Network (FCN) research looked into loneliness, social isolation and mental health within the rural community. They found the causes of isolation and loneliness on farms include long working hours, a lack of social opportunities, poor internet access and being disconnected from the wider public. They also found loneliness was linked to mental health problems such as depression and anxiety both of which

moderate or severe anxiety. As a result of its survey findings, the FCN has launched the 'Who's your Julie?' campaign, encouraging those in the farming community to identify someone they can turn to for much-needed support. Simply asking how someone is feeling or confiding in close friends and family members can be the first step forward.

Cornish Mutual supports mental wellbeing initiatives across the South West as part of its continuing work to protect the farming community. The Health & Wellbeing section of the farming insurer's website includes links to organisations offering support to farmers across the South West: <https://www.cornishmutual.co.uk/rural-life/health-wellbeing/>



CORNISH MUTUAL
Learning together is vital

IN the latest part of its Future Farming Programme, Cornish Mutual explored the importance of innovation on farm. Innovation helps to increase adaptability, profitability and sustainability, and is of growing importance for farmers across the south west. "The numerous challenges faced by agriculture mean innovation is more important than ever," says Dr Mark

Helping farmers access funding for innovation is what the Soil Association-managed programme, Innovative Farmers, does. The organisation connects farmers with new ideas to leading agricultural researchers, to help them explore the benefits and challenges of implementing innovative changes. Research is carried out on farm as a 'field lab', with results from the studies

NEWS



L-R clockwise: Peter Beaumont and Jorja Snook-Bevis, Stuart Gale and Enya McMullan (Picture: PDMS Photography), Clare Green and Alex Barback (Picture: Kieran Brimson) and Sonny Wightman and Jeremy Datey

Four young farmers impress with quality

FOUR agriculture students in the south west have been awarded a Cornish Mutual Young Farmer Bursary. Having impressed the judges with their passion for agriculture

studying for his Level 3 Diploma in Agriculture at the college's Cannington Campus. Alex is keen to pursue a career in farm management and his bursary will be used to fund equipment and a tractor.

Work experience on a local dairy farm inspired Enya to pursue a career in agriculture, and her bursary will fund visits to other farms to broaden her experience of the industry.

Young Farmer Bursaries



“Thank you for the opportunity you have provided for me to fund my learning which will help me to achieve my target grades and beyond.”

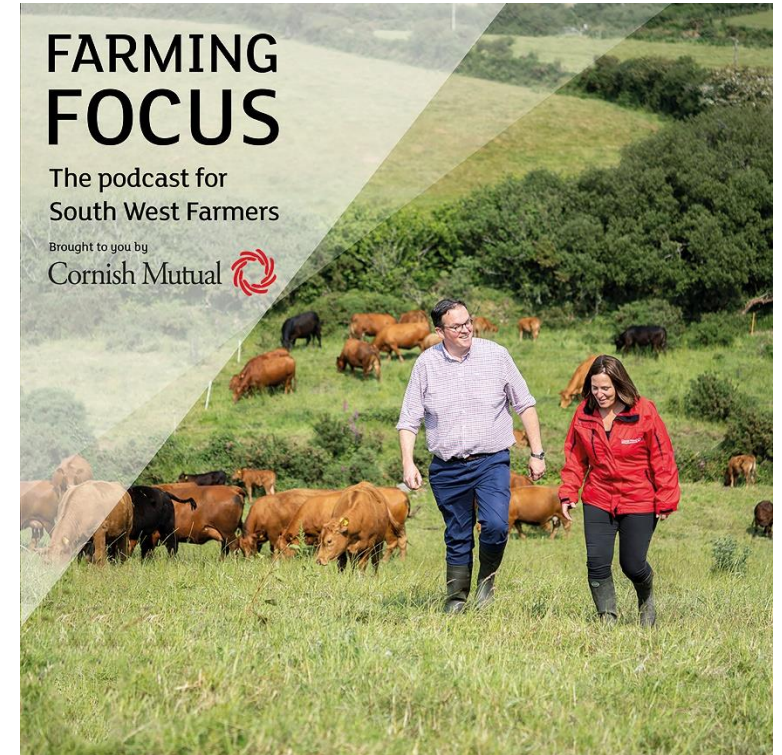
Alex Barback, Bridgwater and Taunton College (Cannington Campus) winner

“We are so pleased to see a bursary recognising apprentices; they are rarely included.”

Ruth Dunford, Work Based Learning Co-ordinator/Assessor, Kingston Maurward College

Results

- Top performing social posts
- Increased website statistics
- 140% increase in YFB applications in year 2
- Adding real Member value
- Building professional associations and credibility
- Demonstrating 'we care'



THANK YOU

