Press Release

Farmers' Mutual Insurance Company (Lindsay)
A new Full Partner of the Broker Identity Program

Toronto - September 16, 2011 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Farmers' Mutual Insurance Company (Lindsay) joined forces with brokers in their efforts to promote the value of the insurance broker distribution network to consumers.

Competitive activity continues to underscore the need for a cohesive and unified broker brand that is recognizable and relevant to the consumer. The heart of our brand is the BIPPER, the symbol of member brokers across the country, providing brand continuity at the grassroots level.

Farmers' Mutual President Tim Shauf commented: "We have a long history of independent broker distribution of our product offerings. We strongly believe in the broker channel and are confident that the choice and advice provided by brokers address the advisory needs of their clients and our policyholders. We look forward to maintaining our 116 year commitment to personal service to our policyholders through our broker partners for many years to come."

IBAC CEO Dan Danyluk declared: "We are proud to welcome Farmers' Mutual as a Full Partner of the Broker Identity Program. Farmers' Mutual is the largest farm mutual insurance company in Ontario. It has an extensive broker network, an excellent reputation and share a common goal to provide peace of mind and excellent service to the consumer."

Launched 23 years ago, the mission of the Broker Identity Program is to promote the value and professionalism of the insurance broker to consumers, insurers and governments. It is a branding campaign for over 34,000 insurance brokers.

Founded in 1921, the Insurance Brokers Association of Canada is a federation of 11 provincial and regional associations of property and casualty insurance brokers.

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