

STRATEGIC DIRECTION

Mission

To provide diverse products and services that support the growth of agriculture in Manitoba.

Vision

To deliver exceptional public value by providing unique risk management solutions, targeted lending products, and other land-based programs. We achieve this by knowing our clients, making it easy for them to do business with us, and transforming the way we work.

Values

Innovation

We believe in learning from our experiences, implementing creative solutions and embracing change.

Excellence

We strive for accuracy and efficiency in everything we do.

Collaboration

We work with our clients and partners to advance common interests.

Accountability

We manage our resources responsibly on behalf of our stakeholders.

Perspectives, Strategies, Objectives

Customer Focus

Enhance existing and develop new products that meet the needs of the agriculture industry and align with government priorities.

- Provide products that will assist farmers in growing the rural economy.

Transform service delivery to enrich client experience.

- Improve customer service across all communication channels.

Employee Excellence

Maximize performance, engagement, and development of all employees.

- Develop employee skills and knowledge by supporting a learning environment.
- Support employee engagement and career development.

Business Processes

Pursue customer-driven organizational change.

- Improve internal business processes.
- Increase the integration and availability of corporate information.

Financial Value

Ensure long-term viability by attaining financial targets.

- Improve operational efficiency.
- Increase value for investment.