



Twin Valley

Newsletter

JANUARY 2025 | WWW.TWINVALLEYCO-OP.CRS | 204-842-3387



First and foremost a word from our GM

Dwayne Moncur

Welcome to our latest newsletter,

As you are aware, 2024 was a busy year.

First of all, we ended the year with \$130.1 million in sales, the addition of the food store and the dry fertilizer facility had a huge impact. We are in the process of finalizing our year end, watch for information regarding the date and location of our Annual General Meeting.

The Foxwarren Fertilizer Plant opened on April 10, it has been a welcome addition to our Agro Division. This location has allowed us to gain new business, while serving our customers more efficiently with quicker loading and unloading times.

The Food Store in Russell opened on June 20 and on June 24 FCL experienced the cybersecurity event, which affected most of our commodities. Our teams did a good job of keeping the shelves full and providing good customer service.

With the food store addition and increased sales in other commodities our staffing compliment has rose to 220, we are pleased to be able to hire so many local people.

We are looking forward to another successful year, I would like to thank you all for your continued support.

Enjoy the rest of the newsletter, there is much happening in Twin Valley Co-op.

Dwayne

FUEL GOOD DAY in 2025 will be SEPTEMBER 16!

Over \$3,500 was raised for our local Fire Departments on behalf of Twin Valley Co-op members from fuel purchases on September 17, 2024!



A message from our Board

Mark Morton, President

Hello everyone!

As I sit here and contemplate how good warm sunshine, fresh air and spring breezes will feel, I am jolted back to reality by -30, short days and blue Monday fast approaching. But it's good to reflect and appreciate the blessings we have; a roof over our heads, heat in the furnace, good friends and family. Despite what Donald Trump says "We" live in the best country on Earth, not him.

I trust everyone had an enjoyable Christmas season and a safe and delightful New Year. Although some people find this time of year the loneliest, I find if we keep ourselves active and engaged with our friends and family, it's not long until warmer and brighter days start to creep in and Spring arrives. Then it will be off to the races for another hectic action packed summer here in Twin Valley.

Please keep an eye out for your family and friends, keep everyone safe and healthy, and remember to drop into your local Co-op. Our staff would love to help you with any of your needs! As an added bonus of shopping local, we are running a "Treasure Hunt" with prizes sure to chase away those winter blues!

Stay warm everyone and we will see you in the rink or in the Spring for sure!

P.S. Stay tuned for more great promotions!

SERVING BIRTLE, ELKHORN, MINIOTA, ROSSBURN & RUSSELL

AGRO UPDATES

Twin Valley Co-op has serviced growers for the past 30 years with custom spraying, Miniota was the last location to do so. In 2025, we will no longer offer custom spraying. We would like to thank all of our growers that have supported us over the years. TVC is not immune to the increased cost of machinery, declining acres and dwindling labor pool; however, we are still in the custom floating business with two floaters operating out of the Miniota Agro location.

Over the next several months our Agro team will be contacting growers to help assist in all your crop planning decisions. The earlier we have plans in place, the better we can service your needs.

Did you know? Along with our Branded Chemical, we offer a great selection of generic options to compete against others on the market? Stay tuned for our Ag and Energy program coming your way that will offer discounts on fuel when you purchase our Private Brand Products.

A Message from our Credit Department:

Laura Clark

Twin Valley Co-op offers a variety of credit options to approved members. Credit forms for Personal, Ag or Commercial applications can be found on our website: www.twinvalleyco-op.crs (under More—Administration—Credit Applications)

Twin Valley Co-op also offers a variety of third party credit options, including FCC & Scotiabank Yield More Financing. For more information about these options, please speak with your Ag Representative or contact the Credit Department.

FCC Lead with Seed: new applications and increase deadline has been extended to March 1, 2025. If you would like to apply or require an increase, please speak to your Ag Representative or the Credit Department would be happy to assist you.

Now is a great time to consider your FCC and Scotiabank limits and whether you will need an increase. Please reach out as we are always happy to help.

Important Dates to remember:

February 28, 2025—Scotiabank Yield More Financing payment due date
March 15, 2025—FCC Crop Input & Lead with Seed payment due date

If you are paying at one of our locations, please ensure you have obtained that days balance owing and make your cheque payable to Twin Valley Co-op.

204-842-3838 credit@twinvalley.crs

PETROLEUM UPDATES

The Bulk petroleum department has been busy getting the trucks up to the required regulations; tank inspections, safeties, and all they need to make it through another busy Spring season.

The Seeding Farm Fuel Program begins February 6 and will allow our members (OAC) to defer payments until April with the early delivery program. The Spring Oil Sales will be starting up on February 13 and will see savings on multiple products! Watch for details.

Contact our team with all of your Bulk Fuel, Oil, Lubricant or Propane needs.

We are very excited to be installing EMV (Europay, Mastercard, Visa) at our Russell Cardlock at the end of January. This will allow you to fuel up, whenever you like, at the cardlock by paying with credit or debit card. You do not need to be a Co-op member to use this service.

Watch for more information regarding this exciting addition and our upcoming programs..

GAS BAR UPDATES

We have some exciting things in store for our Gas Bars located in Russell and Birtle in 2025!

- 1. **A NEW BIG COOL MACHINE** - watch for an update coming to our Big Cool Machines!
- 2. **DID SOMEONE SAY NACHOS?** We may be adding some new products to our convenience offerings... Stay tuned.

Have you tried our Iced Coffee yet? If not, you are missing out!

Stop by your local Gas Bar today to receive Full Service even when the weather is terrible!

HOME CENTRE UPDATES

A new year brings on new projects!

Did you know that we provide free estimates at all of our Home Centre locations for projects big and small! We also provide dream kitchen estimates at our Russell Home Centre. Contact Crystal to set up your appointment today. 204-773-3917.

In the Fall of 2024, we started upgrading our Point of Sale systems and we continue to complete the remaining locations over the next month. Please be patient with our teams as they navigate the new system.

We welcomed Jordan Hamilton to our Birtle Home Centre team at the end of 2024. Jordan will be providing leadership to our Birtle location as our new Home Centre Manager.

Keep your eyes peeled on our social media accounts as we will be offering feature products at amazing prices in 2025!

AG EQUIP UPDATES

As we kick off 2025, we are excited that this year is already shaping up to be a good one. We have a number of builds scheduled this spring; getting organized for the year.

We are pleased to align with Corr Grain Systems. They have a great reputation in the assembly of large flat bottom bins. This strategic partnership will allow our build crew to focus on the construction of the hopper bottom bins.

However, don't hesitate to contact our sales team for large flat bottom bin pricing, we can coordinate with Corr Grain.

If you're in the market for an auger this is a great time to buy. Both AGI and Meridian currently have rebates on swing and truck load augers as well as conveyors.

If you have a truck load auger or conveyor in mind but are unsure if it's the right fit for your farm, why not try it before you buy it? We offer free auger demos to help you decide what the best fit for your farm is, we would be glad to help you with that decision.

Visit our website at coopagequipment.ca
Phone: 1-877-403-3127 204-851-5402

FOOD UPDATES

We are thrilled with the successful opening of our new food store this past summer in Russell. The support we have received from our members and the surrounding communities has been amazing, ensuring that our food store will be a success. With the new store opening in Russell, we have introduced almost 50 positions into our food team. Our new team members have been a wonderful addition and we are thankful they chose Twin Valley as a place of employment.

We will be doing a grocery realignment early in 2025 in Birtle. This will give this location a fresh look and ensure we are carrying the correct products to meet our customers needs. Birtle has had many new team members join our location in 2024 and they are looking forward to providing our members with a positive shopping experience.

Elkhorn will also be doing a grocery alignment in early 2025. We have added to our meat section with more variety and have seen positive results. We will be bringing this same concept to Miniota.

Our food division is extremely proud of the ongoing support from our members. We truly enjoy working in our respected communities and take pride in providing for our members and communities. Our team is dedicated to ensuring your shopping experience is enjoyable and we look forward to keep this going in 2025.

PEOPLE NEWS

2025 will see our commitment and investment in our people continue to be a high priority.

Talent Acquisition

2024 saw an increase of 44% to the employee base! With the expansion of the Russell Food store, the Foxwarren Agro and the resulting employee moves, transfer and advancements, the HR team was kept busy 😊. We were pleased with the level of interest from the communities, holding over 120 interviews for open positions within our Co-op.

Professional & Personal Development

A 'Building Your Personal Brand' curriculum focused on product knowledge and customer service was developed with Home & Building team and continues today.

Within the Agro, Class 1 training proved successful as three individuals increased their skills and enhanced our ability to provide customer service during the season.

Food - with over 100 team members providing front facing customer service within our Food division, it is common to see some movement and there may be career opportunities to consider in the future.

Professional Development investments with the University of Manitoba, Athabasca University, the Credit Institute of Canada and Safety associations have seen seven individuals pursuing designations in their respective fields. Twin Valley Co-op invests in employee development through sponsoring tuition costs when the career path is aligned with the retail's goal of enhancing customer service for our members.

Remembering

Our teams went through some great losses this past year, losing friends and team members such as Chris Mercer – Birtle Home Centre, Marylou Leclerc-Birtle Food and Mike Twardoski – Russell Agro.

Thank you to the teams who faced these losses and challenged on. Sharing our kind thoughts and condolences to you, our reader if you or your family have faced similar losses.

HEALTH & SAFETY NEWS

Happy New Year from the Health and Safety Department! As we welcome 2025, it's a great time to reflect on the progress we've made in strengthening safety across Twin Valley Co-op.

Over the past year, we've seen a significant increase in engagement with our safety app, which has been fantastic to witness. Building on this momentum, we've secured tablets for all Twin Valley Co-op locations, equipping every site with a dedicated safety tool. These tablets will be rolled out in the coming weeks, marking an important milestone in our ongoing commitment to safety.

Routine compliance and regulatory checks are being tracked more consistently than ever, enhancing our ability to maintain safe,

Total Rewards

Two main reasons for choosing to apply to Co-op were often mentioned in interviews. Applicants stated they had 'heard' Co-op was a good place to work and cared about its people, was community focused and the second was the compensation package was fair and competitive within the retail market. Our compensation package offers more than just a paycheck but is interwoven with a consideration to offering a comprehensive benefits plan, a 6%/6% matched pension plan, health & wellness program and other team perks to provide a total reward for team members living and working here. An increase to our vacation rates occurred in 2024 bringing us well above Employment Standards. The implementation of a self-funded Short-term Disability program is in place for times when injury or illness may impact our people. The Interest Free Employee Purchase program and the Employee Purchase Discount plan continue to be popular incentives.

Diversity & Inclusion

Our Co-op has grown to foster a diverse, equitable, and inclusive workplace culture focused on employee well-being. We welcome many cultures among our team members who each bring a unique perspective to the work we do.

Youth

Our young people are our future – and we show our investment through the hiring and training of young people throughout our retail commodities. This strategy provides an opportunity for our young people to grow their interpersonal skills providing friendly customer service to our members. We celebrate each year when our students graduate, having 22 student graduates in 2024 and offering \$3,700 student merit awards at graduations.

Opportunities

We have a few open opportunities within our Agro and HABS commodity. If you possess a Class 3 or 1 driver's license and are seeking employment, whether it be casual, seasonal or other; stop into one of our departments and talk to our team about what opportunities may be available.

We are happy to hear from you at hr@twinvalley.co-op.

compliant, and liability-conscious operations across all sites.

Did you know?

Increased engagement with the safety app not only creates safer workplaces but also simplifies processes by centralizing information. This eliminates the need for paper records and helps us proactively identify and address potential risks -ensuring everyone gets home safe while supporting our shared commitment to managing safety and liability.

Thank you to our incredible team members for embracing these tools and driving our safety culture forward. And thank you to our members for your continued support of Twin Valley Co-op. Wishing everyone a safe and successful 2025!

We are ALWAYS looking for *great* People to join our Team



Visit our website to find out how you can become the next Twin Valley Co-op Team Member TODAY!

www.twinvalleyco-op.crs

CO-OP Twin Valley

UNITED TO STRENGTHEN OUR COMMUNITIES

For the month of December, we were committed to giving back to our local Food Banks. From December 1-24, 2024, when a Co-op gift card was purchased from one of our Twin Valley locations, we donated 10% of the proceeds back to these amazing organizations!

We are thrilled to announce that we were able to donate the following:

Russell & Area Food Connections	\$930
Virden Food Cupboard	\$930
Birtle Food Bank	\$930

Thank you to everyone that supported this initiative and made it successful! We are proud to be united with you to strengthen our communities!



Susanne and Dana - Birtle & Area Food Bank



Myrna - Virden & Area Food Cupboard



Shelley - Russell & Area Food Connection



Twin Valley

in the Community

OUR CO-OP WAS BUILT TO SERVE, GROW & INVEST IN OUR COMMUNITIES



Loving LOCAL

Twin Valley Co-op is pleased to be able to contribute positively to the communities in which we do business. Our Co-op was built to serve, grow and invest in our community. That's why we return our profits to local members and support the causes that matter to you.

Looking back on 2024, we were honored to be able to contribute over **\$65,000** back into our community through Community Events, Projects and Non Profit Groups!

Our Team Members donated over **1200 hours** back into the communities they live and serve!

These pictures are just a glimpse at some of the local initiatives we were able to be part of:



To find out how you can submit your request for support, please visit our website:

<https://www.twinvalleyco-op.crs/sites/twinvalley/local/detail/co-op-in-the-community>

PLEASE VISIT OUR WEBSITE OR CONTACT KARI FOR MORE INFORMATION:
MARKETING@TWINVALLEY.CRS



Visit our website to join our Kids Club and see any events!

<https://www.twinvalleyco-op.crs/sites/twinvalley/local/detail/kids-club-event>

