



May 15, 2018

Dear Members,

I wanted to reach out to the membership and give an update to some of the improvements we have been making and additional goals we have set to improve our supply and service to all customers of the Co-op. I would like to say I was very excited when offered the position of General Manager, my wife and three children are looking forward to finalizing our move at the end of the school year.

Since coming on as the new General Manager in December, I assessed the five divisions of operations within the organization with assistance of the management team. We quickly identified a number of improvements and strategized on how we can serve the membership better moving into the future.

Meeting Your Growing Needs!

Our focus moving into the new crop season is to improve the quality of products and services, to meet your growing needs. We have brought on cutting edge technology and new staff to better serve the region.

We are completing the upgrade of the retail store in Sunderland with an improved layout and additional product lines to support your farm business.

New crop season is now upon us, and our brand new AgChem Fertilizer Applicator will be a great new tool, in assisting with the busy season(s) ahead!



One of our key goals is to provide a better level of service going forward. We have recently added new staff members to our team. I would like to take the time to introduce to you our new staff members:

Sunderland (Head Office)



Feed Manager
Marc Boersma, BSc.



Mill
Andrew Hubers



Retail Sales/ Front Counter
Yvonne Nowell



Inventory Control/CI
Erika MacEachern

Oakwood Ag Centre



Agronomy Sales Manager
Wayne Black, CCA



Agronomy Sales
Ryan Feasby



Retail Sales / Inventory Control
Laura Yeomans

Community Events

It was a great turnout at the East Central Farm Show, at the Lindsay Fairgrounds (Exhibition Building). We saw a lot of familiar faces, and had the pleasure of meeting a few new faces, within our community.

The Sunderland Co-operative Inc. is proud to have been apart of several local community events and seminars within our region, which help to provide basic farming knowledge to our community and beyond.

Our bee keeping seminars were a huge hit! Spots filled up fast, with eager students hoping to take on the challenge of becoming potential bee keepers, in the near future. We also partnered with Hunnabees Honey & Co. & Ida Farmhouse Honey, to bring you a hands-on Bee Keeping Seminar, in the month of April. We were delighted to see that so many of you joined us for those two days of hands-on experience.

Over the past few months we have also completed several poultry seminars, focused on the those that want to raise a handful for eggs or meat. Seminars were held at both the Peterborough and Sunderland locations.

Recently, Sunderland Co-op participated in the Sunderland Maple Syrup Festival, competing in the Durham West Junior Farmers Bathtub Races, and we are excited to announce that we won Grand Champion and Best Dressed!



In closing, we are working very hard at enhancing the service offering to the communities in which we serve. Our growing team better prepares the organization for what is next in the industry and will serve your business and your evolving needs well into the future.

Sincerely,

SJ Vancuren

S. Jake Vancuren, EMBA

General Manager

Sunderland (Head Office)
Box 280, 1 River St.
Sunderland, On. L0C 1H0
705-357-3491

Lindsay Petroleum
36 Harvest St.
Lindsay, On. K9V 4S1
705-324-2242

Oakwood Ag Centre
381 Taylors Rd.
Oakwood, On. K0M 2M0
705-953-9660

Peterborough District
1057 Hwy 7 East
Otonabee, ON K9J 6X8
705-745-4607

www.sunderlandco-op.on.ca