



## Major Industry Award for Ground Breaking FarmWeb Support



*(left-right Jean Michie, FarmWeb;  
John Pullen, NIG; Elaine Pyke, FarmWeb  
and David Webb, NIG)*

*(left-right Ken Isherwood, FarmWeb;  
John Pullen, NIG; Jean Michie, FarmWeb  
and David Webb, NIG)*



A risk management service provided free to farmers to help them cut costs and improve safety in their work place has won a major industry award.

At a recent Awards Ceremony, FarmWeb SUPPORT was announced as the winner of the Risk Management of the Year Award by the industry publication, Insurance Times.

Launched a year ago, FarmWeb SUPPORT is a collaborative partnership between specialist broker network FarmWeb, Insurer NIG and Risk Management experts RiskSTOP.

As an independent network of specialist agricultural brokers, FarmWeb has been working with the farming industry for the last decade to improve standards of risk management within the agricultural sector.

Elaine Pyke, FarmWeb's Chief Executive said: "This service has made a real difference in improving standards in the agricultural industry and in changing farmers' attitudes to risk management. It helps farmers to understand what they need to do to comply with the law

and also promotes good practice. In addition, through a help line and advice sheets, it provides information specifically tailored towards their farm to help them carry out the necessary improvements - and it is free to our customers”.

She continued: “Today’s farms are so specialised in terms of their assets, staff, products and risk profile that every business is unique. The challenge for us was to take that specialisation to a new level and offer a service as focused as the farm itself. We are delighted that this innovative work has been recognised by the industry through this Award.”

The agricultural sector is arguably the most complex of all industry sectors from a risk management perspective, given the range of activities on and off the farm and the increasing degree of diversification from traditional farming practices. In a sector as dynamic as modern agriculture, changes to legislation and customer demand can have a profound impact. Every agricultural business is unique in terms of its risk profile.

Mrs Pyke added: “FarmWeb research has shown that policyholders are now better informed as to their responsibilities and, with the Helpline and advice available, are better able to manage their risks. As a result FarmWeb SUPPORT has created safer workplaces, safer working environments and safer working practices.

More farmers are becoming increasingly proactive risk managers as they now appreciate the benefits, both financially and practically, of good risk management.”

ENDS

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