

BFL CANADA Announces Partnership With UPA

MONTREAL, June 18, 2025—BFL CANADA, one of the largest employee-owned and operated Risk Management, Insurance Brokerage, and Employee Benefits consulting services firms in North America, is pleased to announce a new partnership with the *Union des producteurs agricoles du Québec* (UPA). Through this partnership, BFL CANADA is committed to becoming a key partner for Quebec agricultural producers when it comes to insurance, by meeting their insurance needs, along with tailored and local customer service and privileged access to a team of seasoned professionals.

This agreement aims to address the needs of agriculture professionals who wish to better understand their risk profile and the costs associated with it. By assessing their challenges and the specific characteristics of the agriculture industry, BFL CANADA has managed to develop a range of tools tailored to this sector, including an exclusive insurance program, a digital platform dedicated to agricultural producers, and risk management solutions, such as BFL Agri RiskMAP and FleetRISK Analysis that, among other benefits, help identify and evaluate a farm's ability to manage its insurable risks. Our unique vision and expertise, combined with UPA's key strengths, will enable us to create innovative and exclusive risk management and insurance solutions for Quebec farmers.

"The insurance industry is committed to contributing to our food sovereignty, and we are proudly supporting our producers," said Daniel Coyle, Managing Partner and BFL CANADA's UPA Partnership Leader.

"The partnership we are announcing today addresses a need identified several years ago by the Quebec agricultural community. We have diligently strived to achieve it, and it is something we are proud of. It is also a major addition to the producers' toolbox. It is something to be celebrated," UPA President Martin Caron said.

As part of this partnership, BFL CANADA will provide Quebec agricultural producers with the following:

- Customized insurance program.
- Access to a digital platform for request submission and file management, specifically developed for agricultural producers.

- Access to risk management solutions specifically designed for the agricultural sector: BFL Agri RiskMAP and FleetRISK Analysis.
- Local Customer service.
- Dedicated team of professionals specializing in agriculture.
- 24/7 claims service.

In addition to our wide range of specialized insurance services and solutions covering more than 30 industries, BFL CANADA positions itself as a trusted partner to Quebec agricultural producers to meet all their needs when it comes to agriculture-related industries, such as forestry and renewable energy. BFL CANADA will also provide specialized coverage that includes Directors and Officers Liability (D&O), Cyber Liability, Parametric Insurance, and Risk Advisory.

“We are convinced that this partnership will be a major step forward in our commitment to Quebec’s agricultural producers. We will provide them with the support and guidance they need for their operational risk transfer with the help of our digital investment,” concluded Lisa Giannone, President and Chief Operating Officer of BFL CANADA.

For more information about this partnership and program, please contact:

Daniel Coyle

Damage Insurance Broker
Managing Partner
T. 263-288-9930
E. dcoyle@bflcanada.ca

Olivier Bilodeau

Damage Insurance Broker
Managing Vice-President, Director—
Quebec City Office
T. 418-476-1202
E. obilodeau@bflcanada.ca

ABOUT BFL CANADA

Founded in 1987 by Barry F. Lorenzetti, BFL CANADA is one of the largest employee-owned and operated Risk Management, Insurance Brokerage, and Employee Benefits consulting services firms in North America. The firm has a team of over 1,450 professionals located in twenty-seven offices across the country. Through our Local International Office Network (LION), BFL CANADA offers to its clients a privileged access to insurance partners in over 140 countries around the world ensuring seamless support for all their operations in Canada and abroad. For more information, visit bflcanada.ca and follow us on [LinkedIn](#), [Instagram](#), [X](#), and [Facebook](#).

—30—

Source: BFL CANADA

Amélie Hogue, Vice-President, Corporate Communications and Marketing
514-313-0754 | ahogue@bflcanada.ca