

Target Market Statement:

FarmWeb Farm Combined & Farm Motor

Introductory statement

FCA Product Intervention and Product Governance Sourcebook rules (“PROD”) require product manufacturers such as NIG to share information with distributors about the intended target market for their products.

This Target Market Statement explains the types of customers our product is designed for, types of customers for whom it would not be suited and how we expect it to be distributed. It is not intended for customers or operational sales staff.

In many instances, customers may have need for more than one product and they may then be offered a combination that would be compatible with those needs, subject to the eligibility criteria for each product. They should not be offered combinations of products that do not provide fair value.

Risks of customer harm can be avoided by ensuring the customer’s needs, objectives, interests and characteristics are met by the product and coverage selected, taking into account and adjusting for any aspects that may make them vulnerable customers (e.g. poor health, resilience or capability).

Target market – target customer statements

Target market needs statement

This policy meets the needs of farm businesses that have retained the services of a professional insurance intermediary to advise them.

These customers will require protection for some or all of the risks outlined in “available covers” below, which cater for a variety of damage (e.g. to buildings, plant, machinery, stock, etc.), liability-type events (employees, public and products) and road risks but can be tailored accordingly.

Target market objectives statement

Our target market seeks to be covered to ensure it is able to continue to operate despite otherwise serious eventualities, such as a fire, flood, theft or legal action. This risk transfer enables more effective use of business capital and management resources and helps fulfil the business’s obligations to employees, customers and wider society.

Target market interests statement

Our target market is looking for a product that allows flexibility in cover, that can be tailored to the specific needs of their business, a product that grows with their business.

Target market characterisation statement

The majority of risks underwritten by U K Insurance Ltd under this product are UK-based small to medium sized enterprises in the farm trade who retain the services of a professional insurance intermediary.

Distribution

This product is only available through professional intermediaries via our regional trading teams. It can be sold with or without advice. We suggest it can be sold either face to face or via the telephone.

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Assessment of fair value

Next fair value assessment due	March 2023
Last fair value assessment	Fair value is provided for target market customers

Target market – target compatible customer groups

Who this product is for	Who this product is not for
UK-based businesses	Businesses based outside the UK
Small and medium sized farming and agricultural businesses	Businesses primarily engaged with manufacturing or processing of foods including abattoirs or slaughterhouses Businesses where the raising of livestock or growing of crops is not the primary activity Businesses that would be better suited to Commercial Combined or Packaged products
Businesses that require a range of covers (see below) to meet typical business needs	Businesses requiring only individual unbundled covers, e.g. road risks
Businesses interested in transferring financial risk by insuring with an A rated insurer (A1 Moody's), with options to meet legal obligations (e.g. with Employer's Liability cover or Engineering Inspection) and additional other benefits (e.g. risk management advice or legal advice)	
Businesses that operate from modern, purpose built, non-combustible single tenure premises	Unsuited or outdated premises, or multi-tenure risks with no perfect party separation
Businesses with modern machinery that is well maintained	
Established businesses with a proven 3-5 year claims experience	
Businesses with strong risk management cultures	
A broad range of farming trades are acceptable, including smallholders, crofters, arable fruit and vegetable wholesale growers and livestock production	

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Available covers – Farm Combined

This is a modular product that allows intermediaries to create a commercial insurance solution tailored to the customer. The following covers are available:

Cover	1. Material Damage	Mandatory?	Yes
Specified perils (e.g. fire, theft, storm, flood, escape of water) or full “accidental damage” cover for damage to a range of physical assets including buildings, tenants’ improvements, plant, machinery and stock)			
Cover	2. Business Interruption	Mandatory?	No
Loss of gross profit following insured material damage to property			
Cover	3. Livestock	Mandatory?	No
Specified perils (e.g. fire, theft, storm, flood, escape of water) for loss of livestock owned or for which the business is responsible			
Cover	4. Employers’ Liability	Mandatory?	No
Business’s liability for injury to employees			
Cover	5. Public Liability	Mandatory?	Yes
Business’s liability for injury or property damage to third parties			
Cover	6. Products Liability	Mandatory?	No
Business’s liability for injury or property damage to third parties caused by products it supplied			
Cover	7. Environmental Liability	Mandatory?	Yes
Business’s liability for injury or property damage as well as cleaning up following the emission of pollutants			
Cover	8. Business Money & Personal Accident	Mandatory?	No
Business money being lost, destroyed or damaged and injury caused to business staff during theft or attempted theft			
Cover	9. Personal Accident and/ or Sickness	Mandatory?	No
Cover for insured people suffering bodily injury resulting in temporary or permanent disablement, sickness or death			
Cover	10. Farm Property In Transit	Mandatory?	No
Property in transit in the British Isles			
Cover	11. All Risks on Machinery and/ or Apparatus	Mandatory?	No
Extended material damage by any cause not otherwise excluded with options for wider geographical areas			
Cover	12. Deterioration of Frozen and/ or Refrigerated	Mandatory?	No
Damage to foods kept in temperature controlled conditions			
Cover	13. a) Engineering Damage to Machinery & Plant b) Engineering Inspection	Mandatory?	No
Explosion, collapse, breakdown or fragmentation of machinery, statutory or non-statutory inspection			
Cover	14. Renewable Energy	Mandatory?	No
Material damage and machinery breakdown to renewable energy generation plant and resulting loss of gross revenue			

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Available covers – Farm Combined (continued)

Cover	15. Commercial Legal Protection	Mandatory?	No
Access to legal advice to help pursue or defend a variety of legal proceedings, including employment, contract and tenancy disputes, debt recovery and tax protection			
Cover	16. a) Farm Home Buildings b) Farm Home Contents	Mandatory?	No
Specified perils (e.g. fire, theft, storm, flood, escape of water) or full “accidental damage” cover for damage to the home buildings and contents including personal possessions temporarily removed			
Cover	17. Family Legal Protection Cover	Mandatory?	No
Access to legal advice to help pursue or defend a variety of private legal proceedings, including employment, contract and tenancy disputes, debt recovery and tax protection			

Available covers – FarmWeb Road Risks policy

Ancillary covers available with the above policy:

Cover	1. Accidental Damage	Mandatory?	No
Cover for loss of or damage to the vehicle and accessories caused by accidental damage, fire, theft or attempted theft			
Cover	2. Liabilities to Third Parties	Mandatory?	No
Cover for liability to third parties (including passengers) in respect of compensation for injury or damage, legal costs and emergency treatment			