

Fair Value Assessment

FarmWeb (includes Farm Combined & Farm Motor)

Introductory statement

FCA Product Intervention and Product Governance Sourcebook rules ("PROD") require product manufacturers such as NIG to conduct a product review at least annually to ensure that the product remains consistent with the needs of the identified target market with an appropriate distribution strategy and to communicate the outcome with distributors. Our approach to Product Oversight and Governance Rules can be found [here](#).

This Fair Value Assessment document should be read in conjunction with our Target Market Statement and other materials on farmweb.co.uk to ensure the product is appropriate.

Conclusion of our fair value assessment

Last fair value assessment outcome	The product is providing fair value for target market customers	
Last fair value assessment	March 2023	

How we assessed fair value

In conducting our assessment of both financial and non-financial fair value, we considered the below measures. We are unable to share the actual detail in the assessment as these are documents that contain confidential information.

Category	Information used in assessment
Target market & distribution	Review of the Target Market Statement Whether the product is attracting and meeting the needs of the target market Whether the product is likely to meet those needs for a reasonably foreseeable period, and what that period is Any impact on vulnerable customers Any complaints to media or ASA Appropriateness of distribution channels and remuneration Impact of distributor remuneration on fair value
Product design & construction	Loss ratios against thresholds internally set for fair value (with trends) Performance of any in market propositions Product changes since last review Product changes proposed in the coming period Regulatory or legal incidents Performance of the main product Performance of any add ons or cover extensions Pricing conduct, controls and principles adhered to Any fees and charges applied by NIG
Market assessment & competitor landscape	Secondary or primary research on competitor products Defaqto and similar reports, where available
Customer journeys – overall	Changes to journeys and processes and impact those have had Feedback from consultants Feedback from distributors Call abandonment rates Quality assurance
Customer journeys – sales & servicing	Webchat – where applicable Document production
Customer journeys – product lifecycle	Mid-term amendments – rates and reasons – main product, add ons and cover extensions Mid-term cancellations – rates and reasons Document production
Customer journeys – claims	Frequency – trends and movements Severity – trends and movements Claims not paid, whether repudiated, declined or withdrawn Changes to trends in loss ratios over time Claims handling times
Customer journeys – complaints	Volumes of and reason for complaints Outcomes of complaints – upheld, not upheld and trends

Category	Information used in assessment
	Testing of fair outcomes Redress payments – numbers, timescales FOS cases – numbers, outcomes, where applicable

Additional information distributors can provide

When distributors are conducting their own assessments, or in their regular activities, they may become aware of information that may help inform us of potential changes to the product or service to ensure the needs of the target market continue to be met. When this occurs, distributors should contact their usual NIG representative.

Other information that may assist distributors

If we require additional information on remuneration or on services provided, we will ask for it directly. In conducting our reviews, we have excluded the following aspects that distributors will need to consider when conducting their reviews:

- Fees, charges and other forms of remuneration that are charged to the customer by the distributor, but which are not part of the premium paid to us.

- Any other products sold with this product which could affect the overall value of the customer's arrangements, e.g., where dual cover is arranged.

- The effect of any third party premium finance arrangements that are made by the distributor on the customer's behalf.

Distributors should contact their usual NIG representative if there are any questions or observations relating to this product and our assessment of it.