

Agriculture

Product type

First Underwriting's Agricultural product provides cover for commercial enterprises at the heart of the agricultural community. The product caters for vehicles run by the proposer including cars, commercial vehicles, and agricultural machinery.

The product is designed for:

- Owners located in the UK, Isle of Man and Channel Island.
- Clients operating in:
 - Farming
 - estates/shoots
 - landowner
 - equine
 - agricultural contracting
 - smallholders

The product is NOT designed for:

- Owners located outside the UK, Isle of Man and Channel Island.
- Do not have an occupation which meets our underwriting criteria.

How should the product be distributed?

The distribution strategy must be appropriate for the target market. Distributors are expected to have considered the customers' needs, objectives, and characteristics to ensure the product meets their requirements.

Additional information

This document is intended to provide an indicative summary of the target market only. Please refer to our Policy wording document, IPID and Fair Value Assessment statement to fully understand the product, including the key features and exclusions.