



THE AQIC AND BFL CANADA ANNOUNCE STRATEGIC PARTNERSHIP TO SUPPORT QUEBEC'S HEMP AND CANNABIS INDUSTRY

Quebec, May 13 2025 – The AQIC is proud to announce its new partnership with BFL CANADA, one of Canada's largest insurance brokerage and risk management firms. As of April 22, 2025, BFL CANADA has become AQIC's official supplier for all insurance-related matters. This partnership is part of our ongoing commitment to defend the interests of our members and offer them quality services by collaborating with professionals recognized in their field.

As an official partner, BFL CANADA provides AQIC members with the following services:

- customized insurance programs for growers, processors, distributors and service providers;
- targeted risk analyses for challenges specific to the hemp and cannabis industry;
- proactive claims management support;
- educational resources and regular interventions via the AQIC platform.

This partnership marks an important step in supporting hemp and cannabis businesses in Quebec, offering them direct access to high-level expertise and protection tailored to the regulatory and operational realities of the market.

In the words of Pierre Leclerc, President and CEO of AQIC, “We are delighted to be able to count on a leading player like BFL CANADA to support our members. This partnership strengthens the resilience of our ecosystem and encourages the adoption of best practices in risk management. At the AQIC, we are committed to identifying concrete benefits for our members, to help them navigate a business environment as unique and demanding as that of the hemp and cannabis industry. This type of collaboration is essential to enable them to overcome challenges and sustain their growth.”

Mylène Legault, Vice President at BFL CANADA, says: “We're very excited to be joining forces with AQIC to actively support the growth and professionalization of this rapidly evolving industry. Our goal is to accompany AQIC members with tailored advice and comprehensive protection to support their long-term development.”

About BFL Canada

In addition to being employee-owned and managed, BFL CANADA is one of Canada's leading risk management, insurance brokerage and employee benefits consulting firms. They meet their clients' needs by carefully assessing their risks, challenges and opportunities. This enables them to maintain stability and strategic growth. Their business model empowers their vital employees to demonstrate creativity, leadership and entrepreneurship. These principles are their raison d'être and drive them to deliver on their commitment to support their customers and the communities they work with.

About the AQIC

With over 100 member companies, the Association québécoise de l'industrie du chanvre et du cannabis is the industry's voice with governments and stakeholders. It offers its members several advantages and tools exclusive to Canada, enabling them to develop their business and prosper. All the while respecting the regulatory framework and aiming to achieve the public health and safety objectives targeted by the legalization of cannabis, i.e. reducing the harm associated with consumption by offering quality products subject to rigorous controls and redirecting the purchase of cannabis towards the legal economy. Its mission is also to demystify cannabis and hemp and demonstrate their full potential, whether for recreational, culinary, environmental or industrial uses, for example.

For more information, visit aqic.ca.

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Media requests and member services

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