

# INTRODUCING

# ADVANCE<sup>+</sup>

by FARMERS COOP SOCIETY



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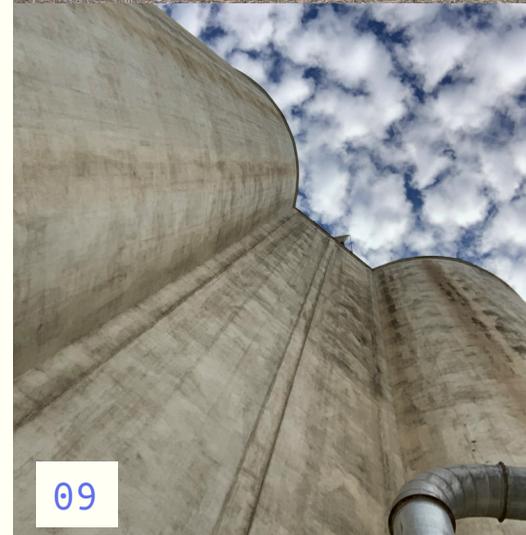
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## LETTER FROM THE CEO

It feels like spring is upon us. We had a strong fall this year, with very good yields and open weather that allowed for a steady flow of grain from the fields. The late freeze and open ground this winter supported a solid fall anhydrous season, along with steady application of dry fertilizer and lime through the winter months.

Feed demand has remained steady since fall, very similar to last year, with barn space in high demand thanks to improved hog economics. As for cattle, what can I say? Prices remain high and economics continue to look very good. It is hard not to wonder if there is a price correction somewhere on the horizon, but that likely remains a ways out. Consumer demand for beef has stayed surprisingly strong despite higher prices, likely supported by a continued trend toward higher protein consumption.

Member's Cut is well positioned to benefit from this growing consumer focus on

protein. We offer exceptionally high quality fresh and processed pork and beef, and we continue to introduce new, exclusive products designed to make protein consumption more convenient and flavorful for snacking and on the go occasions. Our latest addition is Smokehouse Snacks, stop in and experience the difference.

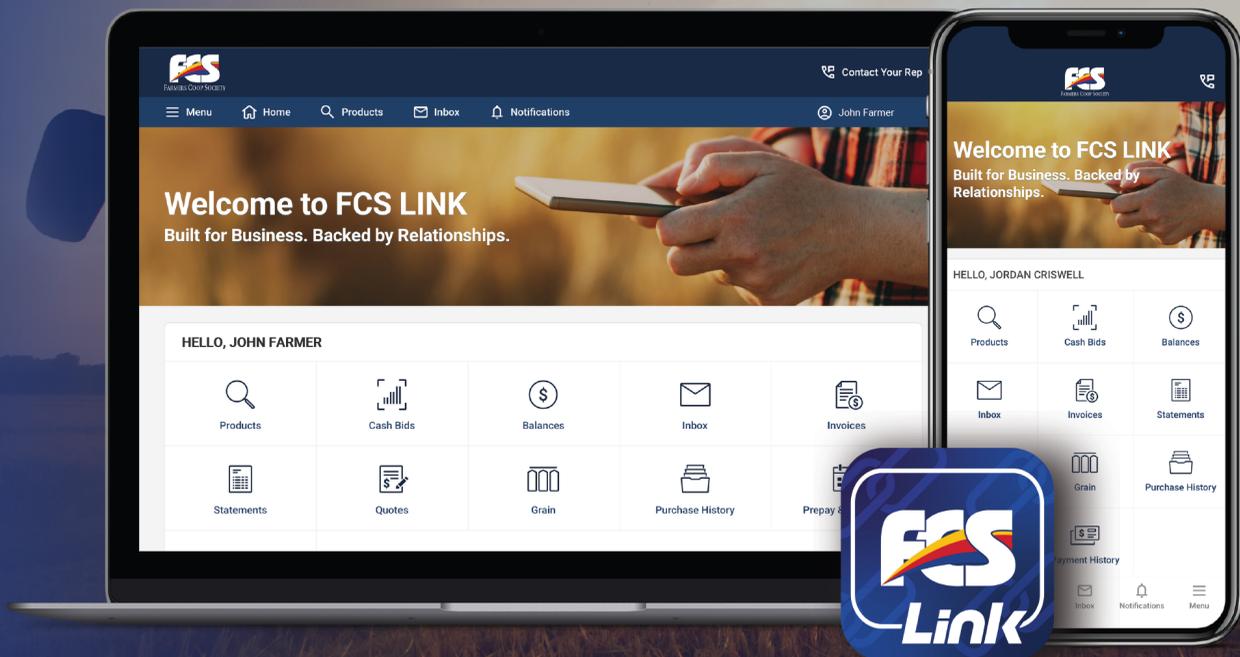
As mentioned in this fall's newsletter, the broader economic picture for agriculture remains challenging, outside of beef cattle and, more recently, hogs for those who own them. In this environment, FCS can be an important ally by providing access to capital, expertise in crop planning and marketing, and livestock feeding and marketing support.

We are highly focused and well positioned to help producers navigate what may be several difficult years ahead. Planning has always been important, whether for crop inputs, feed, grain marketing, livestock marketing, or financing. In today's economic climate, it is essential. An extra 10 to 20 percent gained through a thoughtful and timely marketing plan can mean the difference between profit and loss in both grain and livestock production.

Talk with our grain marketing, feed sales, and agronomy teams today to explore the tools available to support your operation.

Be Safe!

**-John McDaniel, CEO**



# WELCOME TO FCS LINK

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Quickly access your full account information like balances, purchase & payment history, and more.



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ME! >>>





*Misty Rains, Grain Marketing Specialist*

## POWER OF FIRM OFFERS

In today's grain markets, opportunity often appears quickly and disappears just as fast. Volatility, global demand shifts, weather uncertainty, and changing input costs place increasing pressure on corn and soybean producers to make timely, informed marketing decisions. While there are many tools available to manage risk and capture value, one strategy that continues to prove its worth is the use of firm cash offers. At Farmers Coop Society, we believe firm cash offers are one of the most underutilized yet powerful tools available to our producers. When incorporated into a marketing strategy and supported by tools like FCS LINK, firm cash offers can help capture strong pricing opportunities, reduce risk, and simplify grain marketing decisions.

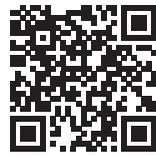
A firm cash offer is a commitment to sell grain at a specific cash price for a defined delivery period. Instead of watching the market and reacting in real time, you can target a cash price in advance and allow the market to work

on your behalf. When the market trades through that target, the offer automatically triggers a priced contract. This proactive approach removes hesitation and second-guessing. In fast-moving markets, making decisions ahead of time can make all the difference. Prices can move sharply within minutes. In these environments, indecision can carry as much risk as making the wrong choice.

A strong grain marketing plan is built through diversification and spreading sales across multiple opportunities and price levels. As markets change, offers can be adjusted to reflect new information. This structured approach reduces the pressure of selling everything at once and supports more consistent pricing decisions throughout the year.

At FCS, we regularly see pricing opportunities missed when firm offers are not put in place. We believe our producers can achieve stronger average prices over time, reduce marketing stress, and bring greater discipline to their decision-making by using firm cash offers.

Firm cash offers are most effective when they are easy to place, monitor, and adjust. FCS LINK puts that ability directly in our producers' hands. At any time, our producers can enter firm cash offers through the app by selecting the commodity, delivery period, bushels, location, and target cash price. The process is quick and convenient, allowing marketing decisions to be



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THE GRAIN TEAM DISCUSS  
FIRM CASH OFFERS!**

made when it fits your operation and not just during office hours. FCS LINK also provides clear visibility into all active offers, including current prices, bushels, and locations. If an offer no longer fits the plan, it can be withdrawn in just a few clicks.

Successful grain marketing is built on planning, discipline, and consistency. Firm cash offers provide a practical way to stay engaged with the market without constant monitoring or added stress. While FCS LINK adds convenience and efficiency, it does not replace the relationships that matter most. The FCS grain team remains committed to working directly with producers, providing trusted advice and local market insight. When firm cash offers are combined with strong communication and accessible tools, our producers are better positioned to reduce risk and capture opportunity.

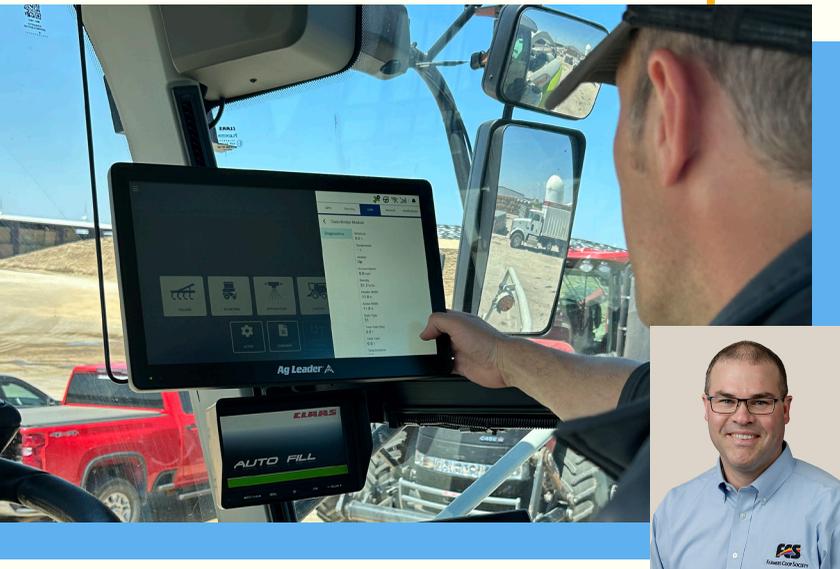
If you have questions about firm cash offers or would like assistance getting started with FCS LINK, contact your local Farmers Coop Society grain marketing specialists.

Scan the QR code to join the grain team as they discuss the advantages of firm cash offers and developing a strong marketing plan!

**Scan to download  
FCS LINK app now!**



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Kevin Rozenboom,  
*Director of Advance+*

# INTRODUCING

# ADVANCE<sup>+</sup>

by FARMERS COOP SOCIETY

The world of agriculture is evolving faster than ever, and the needs of today's farmers are changing just as quickly. At Farmers Coop Society (FCS), we've always focused on delivering real value and helping our members move forward. **Advance+ is a continuation of that commitment, and a reflection of our need to move faster, think broader, and support tomorrow's opportunities while staying grounded in trusted relationships.**

**Advance+ is the new and expanded identity for FCS's team dedicated to advancing agriculture, our customers, and our cooperative.** It represents the next evolution of our precision agriculture efforts, replacing the long-standing Site Specific Ag (SSA) brand. While the name is new, the foundation is familiar. Advance+ continues to deliver the trusted services producers rely on, including data management, precision equipment support, agronomic tools, consulting, and on-farm expertise.

## What's Changed Is The Scope And Vision

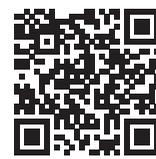
With Advance+, FCS is broadening its focus beyond traditional precision agriculture. The Advance+ team works across the agronomy team to connect customers with both current and emerging tools shaping the industry. This includes expanded use of data and technology, exploration of AI-driven solutions, stronger industry partnerships, and new opportunities around customer and cooperative market access. The goal is simple: help farmers turn information into confident decisions that support efficiency, performance, and long-term profitability.

The Advance+ team is made up of experienced professionals with diverse knowledge and skill sets. They work directly with customers at the farm gate while collaborating closely with FCS agronomy team members. In addition to supporting customers, Advance+ serves as a key internal resource, helping FCS more quickly develop expertise, evaluate new tools, and adapt to change across the cooperative.

Looking ahead, the team is placing added emphasis on farmer collaboration, on-farm trials, supplier partnerships, and



A+



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THE TEAM TALK  
ABOUT ADVANCE+

innovation. FCS works side-by-side with growers to test new products and services in real-world field conditions, creating opportunities for shared learning and practical insight. These collaborations extend to seed, crop protection, equipment, software, and other emerging innovations, connecting customers directly with tools that can create value on their farms.

Advance+ also reflects a deeper investment by Farmers Coop Society. Beyond the launch of the brand, FCS is committing additional time, resources, and people to these focus areas by evolving existing roles and adding new expertise. This investment supports long-term growth and ensures Advance+ continues to deliver forward-looking solutions while maintaining the cooperative values our members expect.

Advance+ represents FCS's commitment to advancing agriculture through people, technology, and collaboration so our members are prepared not just for the next season, but for the future.

For more information about Advance+, visit [www.farmerscoopsociety.com](http://www.farmerscoopsociety.com).



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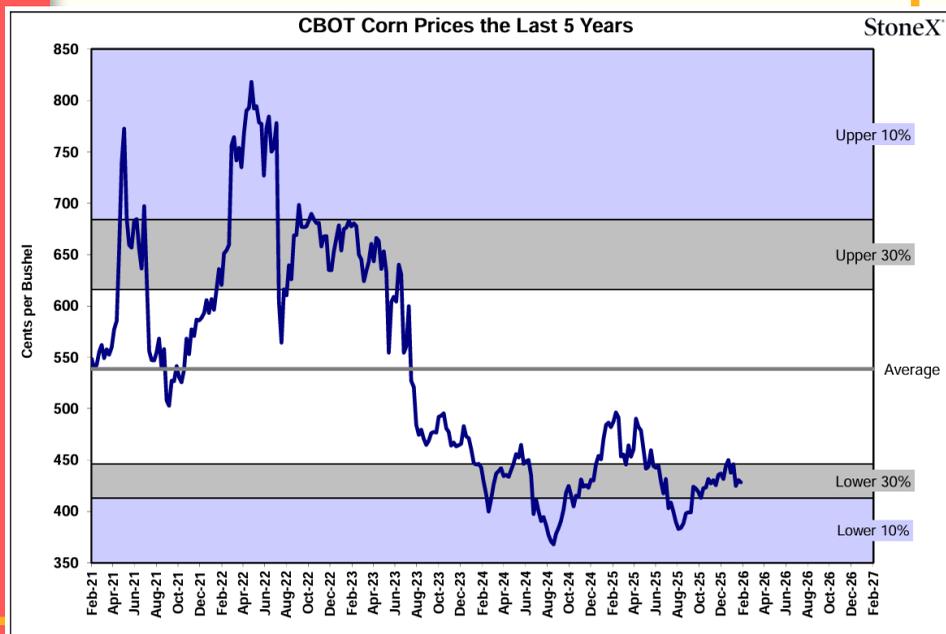
Bill Kodad, *Grain Marketing Specialist*

# MANAGING A LARGE HARVEST IN A CHANGING MARKET

The big harvest during the fall of 2025 has been a common topic this year. Despite weather challenges in parts of the area, a large corn and soybean harvest helped make last year a strong season overall.

All it took was a drive down I-29 or up Highway 60 this December to see ground piles at co-ops across the area. On-farm storage is full, and many growers are waiting for the right time to market. So, what does this mean for your grain marketing plan?

Start by knowing your break-even price, the level that keeps your operation moving into next season. Don't wait for today's cash price to reach that target. Instead, look ahead and consider locking in pricing based on the market carry being offered. While booking a cash carry into May or July isn't always the right move, it can pay off in certain situations. Markets change daily, so keep an eye on what your local FCS elevator is



offering and whether delayed delivery adds value after accounting for the time value of money.

Another strategy is separating futures from basis. In most years, basis in our area improves as the crop year progresses, though caution is warranted if large volumes of grain move at once. If futures rally but forward cash prices don't reflect that strength, a futures-only or NBE contract can lock in the futures value while allowing you to set basis later when it improves. This approach gives you flexibility to capture market moves as they happen.

Being prepared is key. Talk with your FCS Grain Marketing Specialist to build a plan or place an offer, that helps protect profitability into 2026.



## WELCOME TO THE BRIGHT SIDE

Poor control, equipment clogs and time-sucking slowdowns? All a thing of the past with **Opello® soil-applied insecticide**. Powered by PLINAZOLIN® technology, this smooth, tank-mix friendly formulation fights corn rootworm and other soil-dwelling pests like wireworms and white grubs with ease. Say goodbye to the past and hello to bigger bushels (and better returns!) with Opello.

Let your corn shine at [BrighterWithOpello.com](http://BrighterWithOpello.com)

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Aaron Pew, *Director of Member's Cut*  
Cassandra Long, *Quality Assurance Specialist*



## MEMBER'S CUT: EXPERIENCE THE DIFFERENCE

At Member's Cut, quality isn't a slogan, it's our standard. Every premium label product is sourced from FCS member farms and carefully overseen by our team. Our goal is simple: **for our customers to not only notice the difference in quality, but to truly experience it.**

To deliver on that promise, we scrutinize every detail, from processes and safety measures to the ingredients themselves. We have made a few updates that reflect our continued commitment to better products.

### Cleaner Ingredients

High-quality meat should do more than taste great, it should be something you feel good about eating. That's why we are removing ingredients like Red Dye 3 from our processed products. While you may notice

subtle color changes in items such as smoked brats, beef sticks, and ham, those differences signal a product free from unnecessary artificial coloring.

We are also reducing allergens by removing wheat-based binders from many recipes. When a binder is needed, we're turning to carrot fiber, a cleaner alternative that lets the quality of the meat shine without relying on fillers.

### A Family Legacy: Susie & JP

Innovation sometimes means honoring where we came from. As Director of Member's Cut, I'm proud to introduce **Susie's Homestyle Seasoned Beef** and **JP's Homestyle Seasoned Pork**, inspired by the award-winning recipes from the Wilmot Locker in Wilmot, SD, owned by my parents, Jeff and Sue Pew.

These products recreate the flavors I grew up with, using similar seasonings and processes to deliver authentic, comforting taste with the consistency you expect from Member's Cut today.



- **Susie's Home-style Seasoned Beef**, named after my mother, features roasted beef prepared using the original family process.
- **JP's Home-style Seasoned Pork**, named after my father, pairs the same method with a fresh boneless ham and complementary seasonings.

Both are slow-cooked to lock in savory juices, resulting in exceptionally moist, tender slices.

## Our Promise

From removing artificial dyes and wheat binders to reviving cherished family recipes, our promise remains the same: **if we wouldn't serve it to our own families, we won't sell it to you.**

Look for these updated and new products alongside our premium steaks, roasts, burgers, chops, and more. Whether you're trying something new or choosing a familiar favorite, we're excited for you to taste the difference.





*Katia Zwart, Beef and Dairy  
Production Specialist*

# PURINA CX8: SUPPORTING REPRODUCTIVE SUCCESS IN YOUR BEEF HERD

Getting cows bred on the first service and maintaining healthy pregnancies is more important than ever. Whether you are using AI, embryo transfer, or natural service, reproductive success has a direct impact on your bottom line.

Purina's CX8 is a new nutritional supplement designed to support cattle during these critical breeding windows. It helps meet the nutritional and physiological demands placed on cows and heifers during breeding and early gestation, giving producers another tool to improve reproductive performance.

## How to Use Purina® CX8™ Additive Technology?

### Cows



Feed Purina® CX8™ Additive Technology 30 days before artificial insemination, embryo collection from donor cows or embryo transfer into recip females and natural service conception protocols.



Continue feeding Purina® CX8™ Additive Technology 90 days following initiation of breeding.

### Bulls



Feed Purina® CX8™ Additive Technology at least 60-90 days before semen collection.



For natural service breeding programs, feed Purina® CX8™ Additive Technology 60-90 days prior to bull turnout and continue feeding through the breeding season.

## What Makes CX8 Different?

CX8 focuses on eight key areas that influence fertility and overall reproductive health. These include support for gut health, energy use during stress, trace mineral utilization, inflammation management, oxidative stress control, and overall energy balance for reproduction.

In simple terms, CX8 helps cattle handle stress better, use nutrients more efficiently, and stay in the right condition for breeding and pregnancy.

Purina has tested CX8 in multiple research trials with both cows and heifers. In those trials, cattle receiving CX8 showed improved first service conception rates compared to control groups. That means more pregnancies earlier in the breeding season.

## How to Use CX8

CX8 is available in two options:

- A pellet fed at 1 pound per head per day
- Wind and Rain Procycl mineral tubs that include CX8

For best results, CX8 should be introduced about 30 days before breeding and continued for 90 days after breeding. Bulls should receive CX8 60 to 90 days prior to semen collection or turnout.

Your Farmers Coop Society Beef Specialist can help build a feeding plan that fits your operation, whether that includes pellets, tubs, or a combination.

## Benefits at a Glance

- Improved first service conception rates
- Better support for maintaining pregnancy
- Added support for AI and embryo transfer programs
- Helps reduce the negative effects of stress and inflammation Promotes overall herd health and long term productivity



## Ready to Learn More?

CX8 gives producers another practical tool to strengthen reproductive performance and protect profitability. If you would like to see how it could fit into your program, reach out to one of our FCS Beef Specialists. Feeding trials are available and include financial incentives for trying the product.

## Give Us a Call Today!

**Al Clough | (515) 570-6038**  
**Katia Zwart | (712) 578-2616**

### First Service Conception Rates from Artificial Insemination

Group	Control		Purina® CX8™	
	Year 1	Year 2	Year 1	Year 2
Cows*	70.7%	55.0%	73.1%	65.9%

\*Conception determined by palpation at weaning approximately 150 days post AI.



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**OUR GROWERS,  
THEIR STORIES**

**GRAIN  
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