



FARMERS COOP SOCIETY

[farmerscoopociety.com](http://farmerscoopociety.com) | Spring 2020



## USING DATA TO IMPROVE MY PROFITS

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# Company Comments



JOHN  
MCDANIEL  
CEO

It feels like spring is upon us with the mild temperatures we have been experiencing, even though we are not yet close to April. Thankfully, we have had below normal moisture this winter which will at least not add to our excess soil moisture position we have been in for close to two years now.

We continue to see good growth so far this year with our feed business and despite the difficult transportation environment, have been able to keep feed deliveries on time ensuring we do not disrupt your operations and the performance of your livestock. I am proud of our feed team and their ability to persevere and excel under all conditions (weather, market uncertainty, driver shortages, crop production variances, etc.) to consistently deliver a high quality feed and market leading performance and expertise to our customers.

With the good weather this past fall we have been able to work ahead with getting lime and fertilizer applied, allowing us all to get a head start coming into the spring. If you have still not made final crop plans please call an FCS agronomist and they will walk you through the current programs (including crop financing) to ensure you are getting the best programs for your operation. We have plenty of capacity to get your fertilizer and CPP products applied this spring and summer and pride ourselves in superior execution and timely service.

This was discussed last year and I will take this opportunity to again encourage you to establish your grain marketing plan ahead of going to the fields this spring. Two thirds of producers sell their grain in the bottom third of the market and our goal should be to sell in the top third of the market. The top third of the market has historically delivered an additional \$0.25/bu for corn and \$0.80/bu for soybeans. History tells us that the best way to accomplish hitting that top third of the market is to sell new crop forward between April and the first week of July with a goal of being 60% sold by the first week of July. We have many tools to help you effectively market your grain and would be happy to sit down with you and work through your marketing plan before you get busy with field work.

As we continue to deal with challenging grain and livestock markets, let us know what we can do to assist you in navigating through it, that is why we are here.

Thank you for your continued trust and your business.

Be safe this spring!

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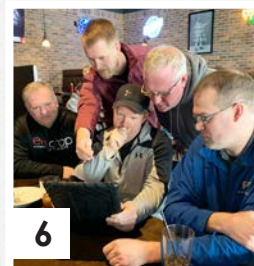
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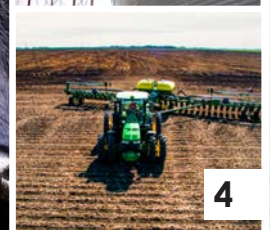
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PRESEASON PREP 

# BE READY TO TAKE THE FIELD



KEVIN  
ROZENBOOM

*Precision Ag Manager*

*Precision farming is an investment in the future. The tools we use can help reduce input costs, increase productivity, improve decision making and meet the end goal of increased profitability.* Making the right investment takes expertise. The world of precision farming—and its benefits—continues to evolve and change quickly. Over the last couple years, that window of opportunity has been rushed, and we





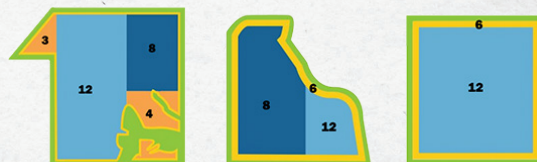
cannot afford to be unprepared and sitting on the sideline when the time to go to the field arrives.

Product and service support are important to keeping your operation going. Farmers Coop Society understands, and, in order to bring the best service and consulting to you, we continue to offer value-added service programs that run on a yearly basis. These are not a one-size-fits-all approach, but rather a way to work with you and allow preseason inspections, updates, and calibration before you go to the field. We can do the little things like updates or fully set up, calibrate, and check all the items we work with.

This service policy is not required to receive service from Farmers Coop Society; however, it is a way for us to better understand our customers' preseason expectations. Call us and

we can discuss how we can help service your precision equipment needs.

Please take the time to understand how beneficial one of these plans could be for you. We have been spending time this winter in training and sharpening our skills in order to be your go-to precision farming experts. We also have been using a new tool, Agri-Sync. This helps make sure you can get in touch with a service technician when issues do arise. You can download the Agri-Sync app and use it to contact us directly for help. We can use your smart phone and have a video conference to see what issue you are having in real-time. No need to remember all the technical jargon—just point the camera to the issue and we can see it. If you would rather just call us, please use this number: 712-631-5466.







# USING DATA TO IMPROVE MY PROFITS

*Featuring Gary & Brad Den Herder*

Agriculture and technology work hand-in-hand when you look at agriculture today. We have seen many technological advances in the past few years, and that will not be changing anytime soon. Monitors, GPS, variable rate application, auto-steer, and so much more are becoming a vital part of our customers' operations.

With technology comes data, and how you use your data can truly impact your operation and your profitability significantly.

Farmers Coop Society has been offering our Elite Crop Program since 2010 on the premise of leveraging that data to achieve optimal productivity and improve your return on investment. For the past ten years, we have been turning those numbers and spreadsheets into valuable information which allows our customers to increase efficiency and make better, informed decisions for their operations.



Cody Van Drie, FCS Elite Crop Lead Consultant, has this to say about our Elite Crop Program: "Elite Crop provides growers a way to turn their data that they have been collecting—

for sometimes years—into valuable information... information that can provide opportunities for change to better their farming operation and improve their profitability. Profitability is the name

of the game in this competitive agriculture industry. Growers with that competitive advantage are on the fast track for a successful future." It's truly allowing our customers to make decisions that will improve their bottom line.

## PROFITABILITY IS THE NAME OF THE GAME IN THIS COMPETITIVE AGRICULTURE INDUSTRY

We had the chance to sit down with Gary and Brad Den Herder recently and talk about their Elite Crop experience. They were busy reviewing some of the 2019 Elite Crop data with their FCS agronomist and the Precision Ag Team, making key decisions that will change how they operate their farm in 2020. Gary and Brad have been participating in our Elite Crop program for the past

seven years. They explained that the reason they became interested in Elite Crop in the beginning was because they had all this data sitting around and they didn't really know what to do with it. They weren't using it and didn't know how to analyze the data and turn it into information that they could use. They were also trying to find ways they could be more efficient. When talking to Brad, he referenced a quote from his grandpa (Garold Den Herder): "Yield matters more than price." This quote is something that still drives the Den Herder operation today. They may not be able to control the grain markets, but they can make educated business decisions to impact their yields.

Elite Crop members work side-by-side with their agronomist and Cody to develop personalized plans

to help improve their operation's profitability. Data gathered throughout the year, coupled with input cost information and yield data, is

combined to look for trends and different variables that impact yield and, ultimately, their profitability. Anonymous group data gathered from the larger group of growers that make up the Elite Crop program is also utilized to help better variable rate prescriptions, assess current on-farm practices, and quickly accumulate larger amounts of on-farm trial information. Analysis of the group data is done by Cody and presented at our Elite Crop Member Meeting in January. Historical group data is also utilized throughout the season to help provide information to assist Elite Crop members in making more informed in-season management decisions.

Brad and Gary have been able to incorporate the data analysis and make critical operation decisions around their equipment and overall farm management practices. When asked what they felt was the most valuable benefit of Elite Crop,

## YIELD MATTERS MORE THAN PRICE

they quickly responded with, "Helping us make changes that pay." Without the analysis of their data, along with the opportunity to review the larger group data, they would not have made the same business decisions in the last few years. They went on to say they were able to see those changes impact their yields very quickly.

It's this type of success and these types of results that drive our Precision Ag Team today. The ability to offer our customers innovative and excellent services so they can be more successful is at the heart of Farmers Covop Society. Technology and its daily use isn't going anywhere, so if your data is just sitting on the shelf unused or if you want to be more efficient and are willing to make some changes in your business, call Cody Van Drie—he will help you see how Elite Crop can work for you and your operation. Call Cody today at 712-348-4064.



## Spring = Nitrogen Saving Time.

### Use N-Serve® or Instinct® this spring.

Research shows that soil can lose over 20% of its nitrogen after just one or two rainfalls. N-Serve® and Instinct® nitrogen stabilizers extend nitrogen availability by working underground to slow loss caused by leaching and denitrification. That way your spring applications of N are available during key growth stages of corn and you can maximize your yield potential. Calculate your potential N-loss at [nitrogenmaximizers.com](http://nitrogenmaximizers.com)

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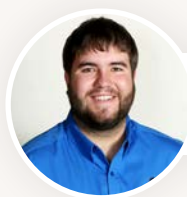
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# WHEN RACTOPAMINE IS NOT AN OPTION

*Just like everything else in our society, the swine industry is going through change. How we adapt to that change is what will set us apart as both producers and feed manufacturers.*



KIEFER  
TE GROOTENHUIS

*Swine Specialist*

This past fall, multiple large packing plants announced that, starting in February, they will no longer be accepting hogs that had been fed ractopamine so that they can export the pork to foreign countries. Ractopamine, more commonly known as Paylean® or Engain®, was a fairly large part of pork production in the United States. It helped to add more weight on the pigs during late finishing by increasing the feed efficiency, rate of gain, and carcass leanness. Because of this change, we, as producers and feed manufacturers, may need to alter the way we have been doing things.





## FILL THE VOID

There are some options for producers to compensate what is lost by not being able to feed ractopamine. First and foremost, the best option to help fill that void would be to assess your management practices. Bettering your day-to-day pig management can fill a large majority of this gap in most circumstances. Typically, there are a lot of dollars per pig left on the table as a result of poor pig management. There are also a few other feed additives that can help make up some of this lost ground, such as Ambitine® (PMI) and Skycis® (Elanco), just to name a few.

As a result of ractopamine being cut out of swine diets across the industry, Farmers Coop Society has switched all seven of our feed mills over to ractopamine-free. This will allow us to better serve the needs of our

customers while increasing our efficiency at the same time.

## SHORTAGE ON SPACE

Just as with any change, there is a ripple effect. Since ractopamine was removed from diets, the hogs will take a few more days to get to the target market weights, which has led to a shortage of pig spaces, resulting in a shortage of hog barns. If you have been thinking about adding another hog barn, now may be the time.

The key to staying successful in the swine industry is adapting to the changes. Farmers Coop Society is here to help. Whether it be help with the management practices, swine nutrition, or wanting to grow your operation by building another hog barn, we are here to work with you. Give us a call today and see how FCS can help!

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*Call us Today!*

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FARMERS COOP SOCIETY



PURINA



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# PROVEN

## SWINE MANAGEMENT

FARMERS COOP SOCIETY

## PROVEN PRODUCTION MANAGEMENT



BRADY  
GOSLINGA

*Proven Production Manager*

Proven Swine Management is a service that Farmers Coop Society has been offering for the past several years and has seen significant growth due to the demands of our customers. Recently, we have expanded our services, hiring a veterinarian to continue to meet our customers' needs.

Dr. Logan Huisman adds a dimension to our team we have not had in the past. Having this built into our management service is invaluable to our clients. Although we have a very knowledgeable staff, we appreciate the confidence of having a licensed professional with the expertise to make efficient, effective, and accurate decisions. Customers who entrust the care of their animals to our team know

that we have a veterinarian on staff who will pick up the phone at any time and be able to explain complex things in a simple way. He is personable, conscientious, and eager to do what it takes to make operations successful and profitable.

For several years, we have done our best to provide a comprehensive management service for our customers. Adding a veterinarian of Dr. Huisman's caliber was key to that service. This past year, we added an application called EveryPig®, a system that replaces yardage sheets and allows our growers to enter daily checkup information into an online application. Dr. Huisman monitors this application daily in order to respond





to issues in real-time, communicating directly with those responsible for the site. Having him on staff to do this has increased response time to disease challenges and lowered further acute death loss incidences considerably. Dr. Huisman provides Veterinary Feed Directives for pigs under our care and performs Pork Quality Assurance site assessments to ensure our facilities are certified to send pigs to any packer. We feel that having Dr. Huisman on our team sets us apart from our competitors and provides additional confidence in our team. We are happy to have him!



## INTRODUCING DR. HUISMAN

Dr. Logan Huisman grew up on a farrow to finish hog farm a few miles east of Hospers, IA, where he spent a large portion of his childhood helping his father on the farm. Upon going through undergrad and vet school at Iowa State University, he graduated from ISU with a Doctorate of Veterinary Medicine. As a veterinarian for the Proven Swine Management team, Dr. Huisman enjoys working with an elite team of service managers and caretakers to diagnose and prevent health issues in our barns as well as developing protocols to address potential health challenges before they impact the animals under our care.

Dr. Huisman's involvement with hogs has changed considerably over the years, from power washing buildings, to laboring a 2400-head barn, to now working as a veterinarian. His valuable experience gives him years of credibility and has grown his passion for hogs and the swine industry.

Dr. Huisman really enjoys being able to play a part in making farming operations successful and profitable as well as building lasting relationships with the people that feed the world.



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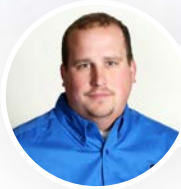
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# UTILIZATION + ECONOMICS OF DEWORMERS



VERN  
OOSTRA

*Beef Specialist*

When it comes to working cattle, do we look at the efficiency of the products we are using? This past winter, Farmers Coop Society held a few Cow Calf Producer Meetings. At our meetings, we discussed some of the different products on the market, mode of action importance, and their current efficiency.

## PRODUCTS ON THE MARKET

For a product to get on the market, companies have to prove that their product could hit a ninety percent kill rate of the parasites they are targeting. However, we learned that many of these products do not come anywhere close to being able to reach or maintain these levels once they've been on the market for a number of years. One of the biggest reasons for the inability to maintain kill rate is the inaccuracy of the animal weight when deworming. Usually this is a manual error since most of our producers are





**USING TWO MODES  
OF ACTION WILL  
INCREASE EFFICIENCY  
BY DECREASING  
WORMS PRESENT  
AND THE WORMS  
RESISTANCE LEVELS.**

estimating the animal weights. Some cattle receive too small of a dose and others receive too much. The underdosing leads to resistance problems to the entire class of dewormers. We learned that we must look at two modes of action for dewormers rather than just being partial to a particular brand. Using two

modes of action will increase efficiency by decreasing worms present and increase animal efficiency.


## MODE OF ACTION

The goal for deworming your cattle is to increase their efficiency in the feedlot setting. Cattle should be wormed within a couple days of arriving at the feedlot. This will allow the feeders to respond to vaccines and other disease challenges because they are able to better absorb all the nutrients being fed. In a pasture setting, cows should be wormed twice per year. You will want to deworm the cow on the downward trend of spring parasite highs, roughly around the fourth of July. You will also deworm a final time when the cows are off pasture and prior to calving. By cleaning them up prior to calving, we can make sure the cows are able to utilize all the nutrients being fed, meaning more energy and milk for the calves. The economic impact of deworming varies between these two settings. In the feedlot, the impact worms have is approximately \$35 per head. In the cow herd, the impact is more profound, and the economic impact of worms in cows is around \$200 per head. These numbers represent a significant number of pounds that are potentially being lost if you are not currently deworming your cattle or if you are deworming incorrectly.

## CURRENT EFFICIENCY

Farmers Coop Society is now offering a product called Safe-Guard® from Merck Animal Health. Safe-Guard® is a pelleted dewormer which is mixed with a grain mix on the farm or can be placed in the feed with the mixer wagon. This product is a one-day feed rate at a ½ pound per thousand pounds. Safe-Guard® delivers a killing dose extremely fast and is out of the cow's system in about three days. Resistance is not a problem with this product because it's a fast action product. Today, it is one of the few dewormers that can still prove to have a 90% efficiency kill rate.

If you have any questions on this product or anything else, please contact me at 712-578-9729 or Cole Greiman at 641-494-4579.



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agriculture without  
your cost of  
production being  
one of them.**

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# PIT ADDITIVES



JEFF  
KOOPS

*Nutrient Management Specialist*

Spring is a great time to incorporate pit additives in your deep pit or outdoor lagoon. Here are some reasons to use pit additives:



## FLIES

Manure is starting to accumulate in your pit, and, as the temperatures increase, flies can become more of a problem in your barn. A good pit additive will dissolve your crust, which is where flies lay eggs. Eliminating this crust can greatly reduce fly populations



## SOLIDS

It will also help keep solids in suspension and help reduce the amount of solids left in the pit when pumping. Pit additives can reduce or eliminate the need for agitation during pumping and can result in increased volume in your pit due to reduced solids buildup.



## AIR

Pit additives can also improve air quality in and around your site. Two products that are available at the How-To Building Center are Pit Digester and Sulfi-Doxx. In Iowa State University studies, Pit Digester "...significantly reduced not only odor threshold, but hydrogen sulfide and ammonia as well" (Dr. Duane Bundy, ISU). In a study on Sulfi-Doxx by Iowa State University, Dr. Dan Meyer said, "The results of this study conclude that product was very effective at hydrogen sulfide removal and the data is very impressive."



# DNR E-FILE PROGRAM

Back in late December/early January, the DNR sent out letters about their electronic Manure Management Plan application. This allows you or your consultant to file your annual Manure Management Plan short form update online. An online account must be set up first to give you access to the system.

Payment options include credit card payment, electronic withdrawal from your bank account, or printing off a receipt of submittal and mailing in a check to the DNR.

If you would like me to file your Manure Management Plan online and you have not yet sent me your PIN number, please do so that I can enter your number and get your site in the system. The letter you received included a PIN number that allows you access to your account. If you do not have your PIN number or threw your letter away, you can contact the DNR office in Spencer and request a new one.

Pit Digester and Sulfi-Doxx are products that are added every 4-6 weeks to the pit throughout the year. The How-To Building Center offers a monthly delivery service on these products. Call the store at 712-722-2667 to set up your delivery. This is a great way to get your product delivered right to your door and is a good reminder of when it is time to add it to your pit.

Another product we offer at FCS is Pit Pro (formerly More than Manure). Pit Pro is another product that can help reduce odors as well as reduce crusting, and it helps to keep solids in suspension. Pit Pro is a product that is added to the pit two or three times during the year, typically when the pit is about 25% full, then again at 50%, and the last time 30 days prior to application.

If you have any questions or concerns about pit additives or how they might help your manure management, please give me a call at 712-441-1352.

OUR COMMITMENT

## *Helping You*

REACH YOUR

## *Financial Goals.*

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MEET OUR

# EASTERN AND WESTERN GRAIN OPERATION MANAGERS

Farmers Coop Society, a member-owned cooperative, has ten locations over a 95-mile radius across Northwest Iowa, Southeast South Dakota, and Southwest Minnesota. We have been offering our members a sound and fair business where they have been able to purchase and sell farm commodities since 1907.

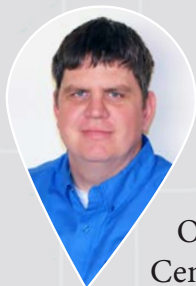
Today, we have ten grain handling locations, five of which are managed by Cory Mulder, our Director of Western Grain Operations, and five managed by Tom Olsen, our Director of Eastern Grain Operations. In the past few years, we have focused on investing back into our facilities by increasing their efficiency of grain handling equipment, expanding our grain marketing contract offerings, and investing in technology so doing business with Farmers Coop Society is simple and easy.

Let's meet some of the team members who have been influential in making some of these changes over the past few years:





**TOM OLSEN** has been with Farmers Coop Society for over ten years. He oversees our Eastern Grain Operations which include Boyden, Little Rock, Melvin, Ritter and Sanborn. You can often find Tom working on the day-to-day operations of his facilities, but when he's not doing that, he's working with his team to find ways to be more efficient. When Tom describes his job, he talks about his desire to meet his customers' needs. He also talks about the importance of providing his team the tools that they need so they can effectively serve their members. He knows that he has a great team of experienced employees who are committed to our customers. Every time a customer comes across the scale, walks in the door, or calls in to sell their grain, everyone has the same willingness and desire to be there for our customers.



**CORY MULDER** oversees the Western Grain Operations: Sioux Center; Ireton; Alcester; Worthing, SD; and Lime Creek, MN. Cory has been with Farmers Coop Society for almost five years but has been in the agriculture industry for the past seventeen. Cory is constantly communicating with his location managers, making sure things are going smoothly and making sure they have everything they need to serve their

customers. Other times, he is participating in strategy meetings where he is working with other divisions and managers trying to work on cross-marketing activities and finding ways to advance Farmers Coop Society for our members. Having experienced and knowledgeable staff is a top priority for Cory. He knows that a certain level of experience is vital to having operations run smoothly, especially during harvest (which is his favorite time of year). Making his facilities run smoothly and increasing their efficiency is his top priority, and he understands the impact this has on our customers will continue to be top priority for Farmers Coop Society.

Thank you to Cory and Tom for their commitment to Farmers Coop Society and to our customers! Without key team members like you, Farmers Coop Society's Grain Division would not be what we are today!

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# New PET FOOD LINE ADDED



*When you hear Farmers Coop Society, you think of high-quality livestock feed that has been around for many years, supplying local producers with the needed feed for a variety of animals.*



**BRAD  
PEARSON**

**How-To Building Center Director**

The How-To Building Center has recently added that same high-quality feed for your dogs and cats with the addition of PMI Nutrition® pet foods. PMI Nutrition® pet foods are developed and proven through extensive research to exceed the recommended nutritional levels established for your pet.

**INFINIA®:** Infinia® is proud to be at the forefront of the holistic dog food movement. Pet lovers want the best for their pets, and Infinia® recipes provide an optimal balance of savory, real proteins, select carbohydrates, select fats, and fruits and vegetables. Savory, real duck, venison, chicken, salmon or turkey is the first ingredient in every bag, followed closely by a variety of flavorful superfoods. In fact, it's so full of goodness, there's no room for fillers. Every single ingredient works together for your pet's health and wellbeing. The results...a recipe with ingredients to support immunity, longevity, and vitality.





**EXCLUSIVE®:** Real meat, real protein, real delicious. Exclusive® pet foods provide a unique combination of lamb and chicken with other select ingredients, including whole grain brown rice, oatmeal, egg protein, flaxseed, chicory root fiber, blueberries, cranberries, alfalfa meal and turmeric, chelated minerals, Omega-rich salmon oil, Glucosamine, and chondroitin for joint health. We carry dog formulas specifically blended for puppies, large breed puppies, adult dogs, all-stage dogs, healthy weight adult dogs, adult large breed dogs, and senior dogs. We also carry Exclusive® all-stages cat food and weight management and hairball control formula.



**RED FLANNEL®:** Chicken-based, made with 100% American grown proteins and 100% American grown grains. Red Flannel® is a comprehensive line that provides research-proven and quality-assured nutrition for the hard-working dogs, adult dogs, puppies and cats. We carry High Protein, designed for active dogs that hunt, as well as Adult, Puppy and Cat formulas.

***Bonus!***

**SATISFACTION GUARANTEED:** All Infinia®, Exclusive®, and Red Flannel® products carry a 100% satisfaction guarantee. If you or your pet are not completely satisfied, return it to the How-To Building Center for a full refund.

**FREQUENT PURCHASE REWARDS:** Most of the lines offer a frequent purchase punch card—buy 8 or 10 bags of food, the next bag is free!

Come to the How-To Building Center and check out the many different lines of pet food we offer. We'll be happy to help you find the right formula for your pet!







FARMERS COOP SOCIETY

317 3<sup>rd</sup> ST NW

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[farmerscoopsgociety.com](http://farmerscoopsgociety.com)



MARK YOUR CALENDARS FOR THE 6TH ANNUAL  
HUNGER FREE KIDS OF SIOUX COUNTY

# FREE WILL DINNER & AUCTION

**Friday, March 27, 2020**

**3648 US 75 Avenue**

(North of Sioux Center on Highway 75)

**5:30 PM - Free Will Dinner + Silent Auction**

**6:30 PM - Live Auction**

**YOU CAN MAKE  
A DIFFERENCE!**

Help us fill sack packs for the Sack Pack Programs at Boyden-Hull, MOC-Floyd Valley, West Sioux and Sioux Center! Our goal is to raise over \$50,000 to go towards these sack pack programs and other hunger-related causes right here in Sioux County.

**TOURS OF DORDT AGRICULTURE STEWARDSHIP CENTER AVAILABLE AFTER THE AUCTION!**

*For more information or to make a donation contact:*

**Jared Terpstra | 712.441.4343 | [jwterpstra@farmerscoopsgociety.com](mailto:jwterpstra@farmerscoopsgociety.com)**

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