

# VISIONARY

APRIL • 2014

## IN THIS ISSUE

Grain Bin Safety

FCC Merger

Feed Pricing

Ascend #everyplantmatters

AquaSystems

Humphrey, NE Open House

Energy Savings

Grain Contracts



## Grain Bin Safety Program ST. EDWARD, NE



Extremely high crop yields, combined with below-normal temperatures and a wet harvest have farmers, grain elevators and other grain handlers dealing with high-moisture corn and beans – and experts projecting the deadliest year for grain engulfment since 2010.

In 2010, 59 entrapments were recorded, resulting in 26 deaths – the highest number on record.

Central Valley Ag is proud to support Grain Bin Safety Week (Feb. 22-28, 2015). Grain Bin Safety Week is an annual observance dedicated to increasing the awareness of the dangers of grain bins and the safety procedures that can save lives.

Central to this year's theme is the critical need for first responders to acquire the specialized rescue training and equipment needed to rescue someone entrapped in a

grain bin. The chances of surviving an engulfment greatly increase if a rescue tube is available to fire departments nearby.

In celebration of this event, the CVA location in St. Edward worked with the local FFA chapter to host a grain bin safety program for local producers on Feb. 25, 2015. Steve Hoffmeister, a CVA employee, kicked off the event with a presentation themed "The Silent Killer". The local FFA chapter came up with this theme and also did a presentation for the group, outlining the dangers of grain bin engulfment, power take-off, augers, and fire. Following the kickoff presentations, Steve Thompson, a CVA employee and member of the local fire department, covered grain bin rescue training, bin rescue timing and how to use the equipment properly in bin rescues.

In addition to CVA employees, Bob Rose of Edgar, Nebraska addressed the group. Bob was the first on the scene of a grain bin rescue turned recovery that happened several years ago in Edgar. He spoke about all the unfortunate consequences of grain bin accidents.

Steve Hoffmeister finished up the presentation with a short video and a skit thanks to the assistance of his son, Bryce Hoffmeister.

"I hope next year we can do a similar presentation, with a larger turnout," said Steve. "We are trying to reach out statewide on the danger and hazards of getting into a bin. Our goal is to save a farmer's life, their kid's lives, and their grandchildren's lives."

Central Valley Ag is proud to support Grain Bin Safety Week.



# FCC MEMBER-OWNERS APPROVE MERGER

**ON MARCH 31, 2015 THE STOCKHOLDERS OF FARMERS COOPERATIVE COMPANY (FCC) MET TO RATIFY THE VOTES CAST BY FCC MEMBER-OWNERS APPROVING THE MERGER INTO CENTRAL VALLEY AG COOPERATIVE (CVA) EFFECTIVE JULY 1, 2015.**



**Carl B. Dickinson | CEO**  
p402.972.7924

On March 31, 2015 the stockholders of Farmers Cooperative Company (FCC) met to ratify the votes cast by FCC member-owners approving the merger into Central Valley Ag Cooperative (CVA) effective July 1, 2015. FCC member-owners approved the merger proposal, with Iowa law requiring 50% of the member-owners to vote, with 2/3 of those votes cast to favor the proposal in order for the merger to pass. 72% of the FCC patrons voted with 90.5% voting in favor of the merger, this overwhelming support means the world to us.

As a cooperative, we've always liked to operate in areas that have good production and assets. Farmers Cooperative Company brings both of those to the table, along with the fact that its stockholders share the same philosophy as CVA - we believe in the cooperative system. Consolidation in agriculture has been continuing since 1952 and moving forward this is the way to bring value to both companies for generations to come. This merger is a great example of how we are reforming the cooperative system to meet the needs of our member-owners today and into the future.

Farmers Cooperative Company is a full-service coop handling grain, feed, fertilizer and energy. FCC provides these services for over 800 member-owners with locations in Hinton, Oyens, Akron and LeMars Iowa. Their

Hinton location is only 14 miles from CVA's South Sioux City location, and only 62 miles from the Oakland, NE East Hub.

Over the past two years, FCC's Board of Directors has been working to position their coop for the future. After exhaustive research and analysis with eight different companies, the FCC Board of Directors chose CVA as their partner for the future.

Throughout that process, four major goals for FCC were identified. They must secure their members equity, get access to capital needed to upgrade equipment and facilities, re-evaluate the way they currently do grain business and maintain a voice in their future.

Darwin Franzen is currently the President and CEO of Farmers Cooperative Company. Darwin stated, "We feel that CVA's past

performance and strength of their balance sheet provides the necessary capital and means to secure our assets and bring a great future for employees and customers alike."

A key asset in this merger for CVA is the Hinton elevator. This elevator has 4.8 million bushels of concrete upright storage and has the option to load shuttles on three railroads. The Canadian National (CN) currently runs through Hinton, providing a new market to CVA that we don't currently get to serve.

We are thrilled that FCC chose CVA as their partner for their future. CVA will remain committed to providing innovative products, services, and information in a professional manner that will allow us to "Grow Agriculture Together."



THE FCC HINTON, IA LOCATION HAS 4.8 MILLION BUSHELS OF CONCRETE UPRIGHT STORAGE.





# FEED DIVISION MOVING TO WEEKLY CORN PRICING

Weekly grain pricing will allow our customers the opportunity to better manage risk by securing hedge positions while improving the process of getting accurate & timely pricing to feed manufacturing locations.

The feed division at Central Valley Ag is ready to move to weekly corn pricing as soon as the week of March 23rd. This program will allow CVA Purchasing Management to purchase grain throughout the week for use in feed the

following week. CVA consulted with many of you, our producers, and together we determined the following advantages for moving to weekly corn pricing.

There are many benefits that come with this change, including the following:

- Improved transparency in grain pricing.
- Easier for producers and CVA to manage risk and hedging positions.
- Easier for producers to

verify grain pricing on daily invoices each week.

- The ability for CVA Purchasing to avoid daily price spikes and smooth some of the market volatility we have experienced over the past several years.

If you have any questions regarding this change, please contact myself or Gary Sipe. Our contact information is listed below.



**Robert Turek | SVP Feed**  
p 402.362.8446



## QUESTIONS?

Gary Sipe, Purchasing Manager Clifton, Kansas  
Phone: 800-562-4203 E-mail: gary.sipe@cvacoop.com

Robert Turek, SVP Feed York, Nebraska  
Phone: 402-362-8446 Email: robert.turek@cvacoop.com

# #everyplantmatters

## Maximize Your Plants Per Acre With ASCEND



**Mike Zwingman | RD Manager**  
 p 402.728.5600

Let's look at the three components to yield. Imagine them in a triangle. Ears per acre, kernels per ear and kernel weight. There are roughly eighty to ninety thousand kernels per bushel, making corn yields a game of math. Out of these three things, we only have the opportunity to influence the number of ears. We make a decision on our plant population, but it's our job to get those kernels

we plant to become ears in the end, and that's why #everyplantmatters.

Our ability to influence the other two aspects of yield is fairly low. The number of kernels is highly genetic and already a predetermined destiny for the crop. Kernel weight ends up being highly environmental, meaning that we have one opportunity to take action throughout the growing season. Our only opportunity is to influence how many ears per acre.

From the time you put seed in the ground to the time it emerges, we have three goals.

- 1) GET KERNELS TO EMERGE AT THE SAME TIME.
- 2) INCREASE THE PERCENTAGE OF KERNELS THAT END UP BECOMING PLANTS.
- 3) INFLUENCE EACH SEED TO HAVE A GREAT STAND.

You have the ability to influence these plants with Ascend. When your crops get an early jump on the season, they optimize intake of important nutrients and start firmly on the path to higher yields. Ascend will help influence the plants to have quicker germination, faster and more uniform emergence and become more viable when they emerge. All of these benefits will eventually drive yield. On average Ascend has provided a 5.7 bushel yield increase, based on local trials throughout 2011 to 2014. Keeping in mind that the more challenges you experience this spring, the greater the reward with this product.

In the end, we only have one chance to influence the plant stand, and it's about making everything come together to produce that higher yield. I think we can all agree that #everyplantmatters.



### WHAT ARE THE BENEFITS OF ASCEND?

- Quicker Germination
- Faster, more Uniform Emergence
- Increased Plant Stand
- Bigger Roots
- Higher Leaf Area Index
- Earlier Tasseling
- Healthier Plants
- +5.7 bushels per acre increase\*

\*based on local trials in 2011-2014

PLANTING IS RIGHT AROUND THE CORNER, IT'S TIME TO THINK ABOUT YOUR IRRIGATION NEEDS.

# AQUASYSTEMS MOISTURE PROBES



**Darek Kouma | Precision Tech Specialist p 402.641.5511**

Planting is right around the corner; it can be hard to look forward and begin thinking about your irrigation needs that will soon follow. With that thought in mind, we would like to go over some of the benefits that we can offer with our AquaSystems Moisture Probes. Studies have shown that a properly configured soil moisture sensor can reduce water use by up to 30-50% or more over traditional irrigation methods. This proper water management can cut cost, decrease plant stress, increase health, promote deeper root growth, and make your plants

more disease resistant.

So why isn't this valuable tool being used on every irrigation system? It seems that the most typical response is that many irrigators are only familiar with inferior soil moisture sensors that haven't delivered expected results. Unfortunately, this has discredited the value of all soil moisture sensors for said irrigator. Another reason is that the system is over-complicated and cumbersome to comprehend. That is why we set out to find a system that not only delivers results but is also user-friendly.

We offer a Sentek Drill and Drop Probe with TriScan Technology that is 36" in length and has a sensor every 4". It is a capacitance probe that also measures temperature and salinity. By measuring the salinity, we can monitor the movement and uptake of nutrients like nitrogen. Each probe has a telemetry unit that uses a cell signal to transmit the data, which makes it accessible

on the website with any internet enabled device. Once accessed on the website there are many user-friendly features to utilize. Some of these key features are soil temperature, daily water consumption, number of days until next watering, a graph that shows the trend of the moisture level and updates hourly.

For optimum irrigating practices, you want to turn off the water when the soil in the root zone of the plant reaches field capacity. Field capacity is when all excess moisture has drained freely from the soil providing optimum conditions for plant growth. If all the space between soil particles fills with water, saturation occurs, and the oxygen supply is cut off from the plant, and it begins to drown. On the flip side under watering your crops could bring them to their wilting point. The wilting point is when the volumetric water content is too low for the plant to remove water from the soil. Even at field capacity only about half of the water in the soil is accessible to plants.

The amount of moisture it takes to reach field capacity also depends on the soil type. For instance, a sandy soil is made up of fewer large particles for the water to adhere to, which allows the soil to drain quickly and less moisture is retained. In clay soils, the particles are small and create many small pores for the water to adhere. Because of the small size of the pores between the particles the water is held more tightly making it harder for the plant to extract the water.

Along with the soil types, you have to take into account the elevation throughout the field. Because of all of these variations throughout each field, it can become quite difficult to know how much moisture is available at each level and how long it will stay available at field capacity for the plant. For this reason, we offer tools like EC mapping and moisture probes to increase your knowledge and start taking some of the variables out of the equation. • • •

## CVA IS YOUR CLIMATE PRO DEALER

CVA is your local certified Climate Pro dealer. If you are interested in Climate Pro or Climate Basic, contact your local Central Valley Ag Agronomy location. • • •





# CVA HUMPHREY CELEBRATES OPEN HOUSE

**CENTRAL VALLEY AG IN HUMPHREY, NE HAS RECENTLY MOVED FROM THEIR DOWNTOWN LOCATION TO A BRAND NEW OFFICE, COMPLETE WITH A NEW SCALE.**

The team at Central Valley Ag in Humphrey, NE has recently moved from their downtown location to a brand new office, complete with a new scale. The office took around six months to build, but the planning for this project has been in the works for many years. It has always been a goal to get the scale, and office moved to the same location as the grain expansion and fertilizer plants.

The move is going to benefit customers and employees greatly, having the commodities in one building provides convenience for customer relations. On the employee side,

it allows the team at Humphrey to utilize the employees more efficiently and drive teamwork.

“One thing that we are proud of is the fact that local contractors built this entire project,” said Brent Reichmuth, Region 3 Operations Manager for CVA. The general contractor was A and H Building and Supply, the electrician was Heinen Electric, plumber was Preister Excavating and we also had Werner’s Hardware and Gifts involved. “All of these businesses are in Humphrey, and I think it says a lot about CVA’s dedication to

*“I THINK THE BEST PART OF THIS WHOLE PROJECT IS THAT IT SHOWS CVA’S COMMITMENT TO HUMPHREY.”*  
BRENT REICHMUTH, CVA REGION 3 OPERATIONS MANAGER

the towns where we operate. We take a lot of pride in that.”

To celebrate these exciting changes, Humphrey hosted an Open House on Friday, March 20, 2015. Customers were invited to attend a complimentary lunch and had the opportunity to tour the new facilities. Approximately 200 customers attended this event.

“I think the best part of this whole project is that it shows Central Valley Ag’s commitment to Humphrey,” said Brent. “It shows our patrons and employees that we will be around to serve here for a long, long time.”





# GRAIN CONTRACTS

**SAVE**  
**\$1.50** per  
gallon

when you fill your drip  
oil tanks between May 1,  
2015 and June 15, 2015.  
Orders need to be placed  
a week in advance to  
ensure timely delivery.

Questions?

Valerie Legino 402.362.8434  
or Mike Wiarda 402.694.9831

Did you know CVA currently offers an electronic signature service for grain contracts? Sign up for DocuSign at your local CVA Grain Office to begin receiving and signing grain contracts via email. There are many benefits to using DocuSign

- Time Saving
- Less desk/mail clutter
- Enhance Productivity
- Improve Security

You may also visit our website to download the proper electronic signature authorization form.



## NEVER BE EMPTY AGAIN

**26 Local Cardtrols 24 Hour Access to Fuel**  
*Need an account? Call 888.343.0323*

*Thank you for sharing your photos with us!*

## WORLD RECORD

steer, Lazy J's Bluegrass.  
117.25" from tip to tip.

Photo taken by Joseph Sedlacek of Greenleaf, KS.



## FARMHER

Liz Doerr of Creighton, NE picks up a piglet while checking on farrowing sows. This photo was taken by Marji Guyler-Alaniz. Marji is a photographer from Iowa who documents women in agriculture through photography. You can visit her website [www.farmher.com](http://www.farmher.com) to see more photos.

**Submit Your Photo to be in the Next Newsletter and Be Entered to Win a Prize.**

**Submit Photos to: [info@cvacoop.com](mailto:info@cvacoop.com)**



MARKETING DIVISION  
1007 County Road O  
PO BOX 125  
Oakland, NE 68045

PRSRT STD  
U.S. POSTAGE  
PAID