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Central Valley Ag
GROWING AGRICULTURE TOGETHER

CONSTANT INNOVATION

We believe that meaningful, productive change- solving problems- only comes by looking at challenges and opportunities from new angles & exercising curiosity. We will be creative in delivering value to our customers. We anticipate change and capitalize on the many opportunities that arise.

MEASURE TWICE, CUT ONCE

Through the years, we have all made mistakes. The wrong hybrid on the wrong soil. Too much water. Too little Nitrogen.

#WEARECVA

People is one of Central Valley Ag's core values. We believe in the inherent worth of people.

Akron Iowa Expansion

"The vision of speed and space has not changed, and Central Valley Ag will continue to commit to that vision."

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Hardware Financing

Making it easier to add the Precision Hardware your operation needs.

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RESEARCHING TECHNOLOGY

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Our goal is to continue to bring our customers the most innovative and profitable Precision Ag products. When we are researching or bringing a new product or service to market, our number one criteria is ROI.

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RESEARCHING TECHNOLOGY & FINDING THAT ROI

Central Valley Ag's Professional Ag Services, which includes Advanced Cropping Systems and RD, has been a leader in innovation for the last 20 years.

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Our goal is to continue to bring our customers the most innovative and profitable Precision Ag products. When we are researching or bringing a new product or service to market, our number one criteria is ROI. Without a positive Return on Investment, we are doing our customers a disservice.

Every once in a while, there's a technology out there creating a lot of "buzz" and we hear the question, "Why isn't CVA bringing on this technology?". The reasoning behind not bringing these technologies forward is that we either have not had a chance to thoroughly research it, or we have researched it and it has not, to this point, proved a positive ROI. That's not to say that as the technology improves and develops over time, that it won't show a positive ROI and we will have the opportunity to offer it in the future. We continue to research and test these new technologies, so we are ready to bring it to our customers when we are confident they will benefit from it and not just add additional costs of production.

I would like to highlight a few of the new, innovative technologies and events we are focusing on in 2017. As the year progresses, we will do a deeper dive into each of these technologies, highlighting our research, development, and potential benefits to our customers.

Multi-Hybrid Planting

In 2017, our goal is to have at least one Multi-Hybrid plot per Region to evaluate selection and placement of multiple hybrids per field.

RD Summer Series Events

In 2017, we will have 2 CVA RD Events showcasing our current products and services alongside new innovation and technologies from throughout the Ag Industry.

AquaSystems Irrigation Management

Improvements in moisture probes, pivot monitoring, and Variable Rate Irrigation will be researched and tested to make sure our customers are in a position to be profitable and environmentally responsible for years to come.

Comprehensive Precision Program

We will be highlighting Intensive Soil Sampling strategies and Soil Test Data Trends based on information from IPNI and Midwest Labs

Wireless Data Transfer and Data Management

There are numerous WDT options available to our customers including, but not limited to, AgFinity, Climate FieldView Drive, On-Site, MyJohnDeere.com, etc. We continue to research and test these option to bring an effective and efficient solution to data transfer.

ACS Equipment Opportunities

There are many new equipment technologies being developed and implemented today. We will be having trials and researching the effectiveness of the newest equipment technologies, including Hydraulic Downforce, Speed Tubes, 360 Yield Center products, vApply HD row by row liquid, color blind Suredrive Electric Clutches, AgFiniti real time display to display communication, etc.

Imagery

A hot industry topic is In-Season Imagery from either Satellite, Aerial, or Drones. Are these just pretty pictures or is there a direct agronomic or financial benefit that can be realized. We will be researching and developing a solution around imagery.

Profit Mapping

A key to profitability in the future

ACS EQUIPMENT CATALOG

Want to learn more about what CVA's Precision Ag team has to offer? Contact your local CVA to get a copy of the ACS Equipment Catalog. You can also view this booklet by visiting **cvacoop.com.**

will be getting the maximum economic yield on every acre of your fields. Redistributing inputs or even going as far as taking areas of your field out of production need to be explored to make sure you are achieving the maximum economic yield.

Modeling Programs for Nitrogen & Weather

There are many modeling programs on the market today, and we will continue to research the effectiveness and accuracy of these programs, including Climate FieldView, R7, Adapt-N, MavRx, Encirca, etc. We will be diving into how to effectively utilize Crop, Nitrogen, or Weather Models while still having access to the key "boots on the ground" component for evaluation and validation.

Autonomous Tractors and Equipment

We will be exploring and researching where Autonomy could go and benefit agriculture in the future. Autonomy has been around for many years in forms you may not consider. How quickly will this technology develop and provide a positive ROI?

Future Innovation Updates will explain each of these technologies in more detail and how they can benefit our customers. If there is a technology that is of interest to you that you would like us to research and trail, please give me a call. We want to make sure we are allocating our resources toward the technologies you feel will be a part of your operation in the future and will make your operation more efficient and profitable.

IF THERE IS A TECHNOLOGY OF INTEREST YOU WOULD LIKE CVA TO RESEARCH AND TRIAL, PLEASE CONTACT ME. WE WANT TO MAKE SURE THAT WE ARE ALLOCATING OUR RESOURCES TOWARDS THE TECHNOLOGIES YOU FEEL WILL BE A PART OF YOUR OPERATION IN THE FUTURE. AND ONE THAT MAKE YOUR OPERATION MORE EFFICIENT AND PROFITABLE.

HARDWARE FINANCING

Making it easier to add the Precision Hardware your operation needs.

One of the things that makes Precision Ag Hardware unique is that every grower has different needs. And because of that, everybody has a different set of challenges when it comes to building a plan and adding the Precision Ag Equipment you want to your operation to increase your profitability. We want to make sure that the price of the hardware is not one of the challenges. And to that end we work with our suppliers to offer you financing for this hardware.

In the Precision Ag World we talk a lot about Return on Investment, or ROI. The great thing about Precision Ag hardware is that it usually has an ROI of 1-2 seasons. So why not use our financing tools to let the equipment pay for itself. If you are looking at more than $10,000 worth of Ag Leader or Precision Planting Equipment, we can offer 2.99% financing. Here is how it works:

Ag Leader: 2.99% for 24 Months. 1/3 Down, 1/3 in 12 Months, 1/3 at 24 months

Precision Planting 2.99% for 36 Months. 20% Down, Payments at 12, 24 & 36 Months.

We also work closely with our finance companies, so if these programs aren't quite right for you, we can tailor one to your needs.

A VISION OF SPEED & SPACE

"The vision of speed and space has not changed, and CVA will continue to commit to that vision."

Region 8 - CVA customers and employees have a new addition to enjoy. Over the course of the summer, two 600,000-bushel storage bins were constructed by Landmarc Construction at CVA's location in Akron Iowa. This new addition has helped increase speed and space in the area. A new receiving pit can dump both hoppers of a semi and holds 1,200-bushels, for even more convenience there is now a conveyor belt that feeds the existing concrete bunker from the new system. The new leg and large pit have the capacity to dump at a rate of 15,000 bushels per hour.

This addition has improved traffic through the town during harvest time, providing a safer more efficient cooperative for the community. CVA believes there is growth potential in grain receipts with the increased customer service.

"The investment was made in Akron to show our commitment to the Akron area, as we realized we have not been providing acceptable service there with the older facilities," said Bryan Reichmuth, CVA SVP of Operations. "The vision of speed and space has not changed, and Central Valley Ag will continue to commit to that vision."

VISIT CVACOOP.COM TO READ MORE

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Stay up to date with Central Valley Ag by visiting cvacoop.com.

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MEASURE TWICE, CUT ONCE

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CVA produces weekly blogs and videos from Central Valley Ag Professionals, visit cvacoop.com or follow us on social media.

As I look back on 2016, there are some things I am proud of, some things I wish I would have done differently, and some things I wish I wouldn't have done at all. I assume that most of you are in the same boat.

So as I look forward to what this next trip around the sun will bring us, I am reminded of two pieces of wisdom. They were both things I heard my Dad say often enough that I remember them.

The first being "learn from others mistakes, you won't live long enough to make them all yourself." The second is "measure twice, cut once." I think those are both good philosophies to attack this next year with.

Through the years, we have all made mistakes. The wrong hybrid on the wrong soil. Too much water. Too little Nitrogen. But at the same time, we have stood back and watched those around us fail magnificently as well. I think we can all think of a time that someone we knew got in on a deal that was too good to pass up. When I think about poor decisions, one of the most frightening areas I can think of this happening is with your precision ag prescriptions.

For the sake of argument, let's say it is a seed prescription. You're paying somebody a couple of bucks per acre to write this seeding prescription, but your neighbor says that he has a guy that will do it for $0.25 per acre. So you ask some questions. Is he looking at yield maps, soil samples, EC data? Nope, using free imagery from the internet. And so you step back and think about it. Saving a $2 per acre on a planting prescription is real money. On 1,200 acres of corn that is $2,400.

But what else is the cost? Is a person or program that takes no account of your final yield, your minimum and maximum populations, your fertility and so on going to logically give us a better yield than if we do consider those factors? Not only would you say probably not, but as you look at the numbers, that savings of $2.00 per acre is about 0.6 bushel per acre. All of those factors we mentioned should probably make a difference of 5-10 bpa. So that savings of $2 will probably cost you $13,200. Then what makes this really scary is you are now creating bad data you will continue to make decisions on for years to come.

Those are the mistakes we need to identify around us and avoid. These decisions relate to the measure twice, cut once mentality. Anytime you hear about a new product, a new service, or a new person on the market that is going to do something better, cheaper and faster; I want you to remember the Rule of Good, Fast, and Cheap. You can only have 2. So this is where you start to measure. Measure those two things, their cost, and their benefits. Then do the same for your other options. If you have an advisor that you trust bring them into play, their mistakes, and experience from the past will prove to be a great resource to your operation. Then, measure all of your choices and cut once.

The only thing that might be worse than doing nothing is doing everything. Fear paralyzes, but indecision just makes us look like we are running around like a chicken with our heads cut off. When it comes to decisions on your operation like whom to trust and use for soil sampling, moisture probes, and for prescriptions for seed, fertilizer, and nitrogen, we need to put these two philosophies into practice. Measure both the benefits and the costs before you make a decision on what to cut. I am confident my team will prove to be the decision that you and others want to repeat, not avoid.

#WEARECVA

People is one of Central Valley Ag's core values. We believe in the inherent worth of people. Our people are the engine of value creation; our imagination, determination and dedication are essential to success. We are committed to providing an environment that is safe and fosters personal growth and development. Our people embrace the Cooperative Spirit to deliver value to our members. Our people are employees, volunteers, moms and dads, sisters and brothers. Our people are CVA. We are CVA.

CORE VALUES
At CVA, we have a strong belief system that is communicated openly with our employees & customers. We believe that our core values are words to live by.

JOSH BEAM
RANCHER. FIREFIGHTER. COUNTY FAIR VOLUNTEER.
ACS SPECIALIST CUBA, KANSAS