



HULL COOP CHRONICLE

HULLCOOP.COM
SUMMER 2020



DON'T MISS THE PATH FORWARD

By Ed Westra, General Manager

To be honest, I wasn't sure what I was going to talk about in my article. We all are very aware of the elephant in the room — maybe a whole family of elephants. What we are going through now is terrible, and there's no way to sugar coat that fact. When we can't market our livestock and we can't control ethanol usage and we can't control exports, what can we do?

There's one other thing we can't do, and that is give up. Farming has always been about adapting to the market and being creative in adjusting your operation. Farming is about opportunity, and in my experience, farmers are some of the most creative businesspeople around. The most important thing right now is to not let the immediate situation blind you to the opportunities that may arise. Behind every dark storm cloud there is a promised rainbow, but you won't see it if you have your head down.

I've been accused by some of being too optimistic, and maybe I am. Time will tell. But I've worked for coops over 41 years, and seen farmers and farming battle through

too many tough situations before to believe that we won't survive this one. Your cooperative has been around for more than 100 years and we serve families that have been farming here for generations, through previous difficult times.



I do believe we'll look back at this as being one of the most difficult times in our farming careers. But when I say we'll look back, that means we will still be farming down the road.

As your coop, we'll be here to market your grain production, feed your animals and provide the inputs and service you need to produce every crop. In the short term, it's a challenge. But farming has always taken the long view, and we will too.

We've been with you through the last six years of down markets and we'll be with you through this fight as well — BECAUSE WE CARE.

Thanks for supporting your cooperative during these times. We greatly appreciate your business and your friendship. We're here to help, and we wish you and your families health and a brighter 2020 ahead. ●



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TRAVELING THE UNKNOWN ROAD

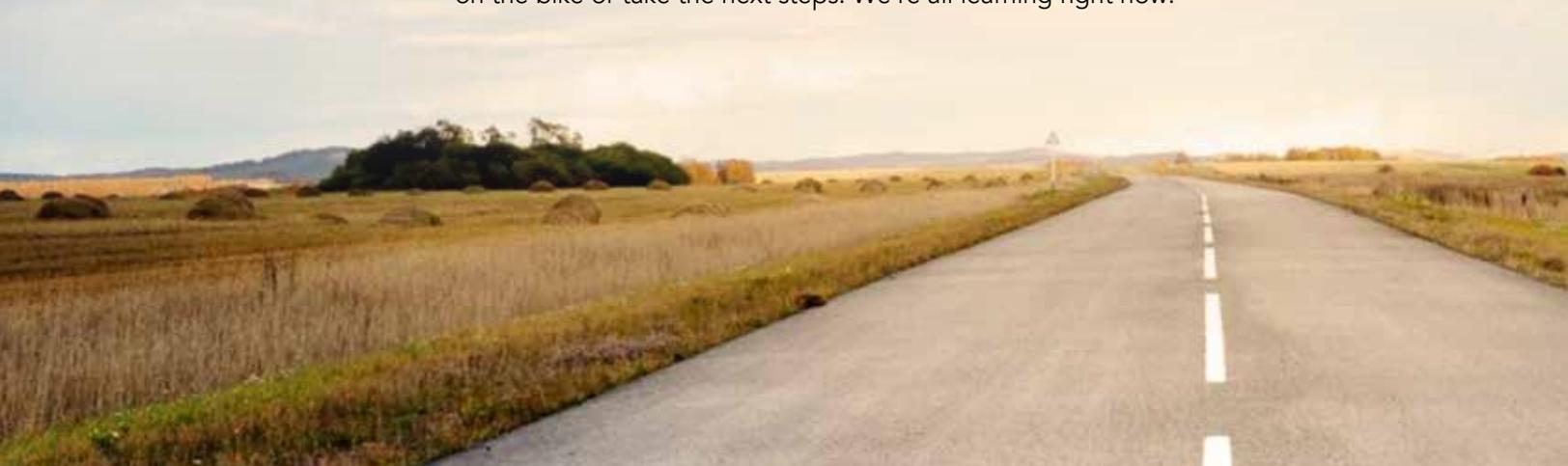
By Karen Luinstra, Human Resources and Safety Manager



There's no roadmap for navigating what we're moving through these days. I wish there were. Farmers are used to living with forces they can't control, but this pandemic has taken uncertainty to the next level.

I don't have anything profound to share. This is more like the advice our parents would give us when we were struggling with our doubts and fears. Right now, we'd all like to have more control over our world. The key is to focus not on the uncertain future, but on the present. Control the things you can control and don't be consumed with what might be.

Think about the first time your child rides a bike or the first time your grandchild takes steps. There is the potential for injury — a likelihood, actually. But that's part of the process, and you encourage them to get back on the bike or take the next steps. We're all learning right now.

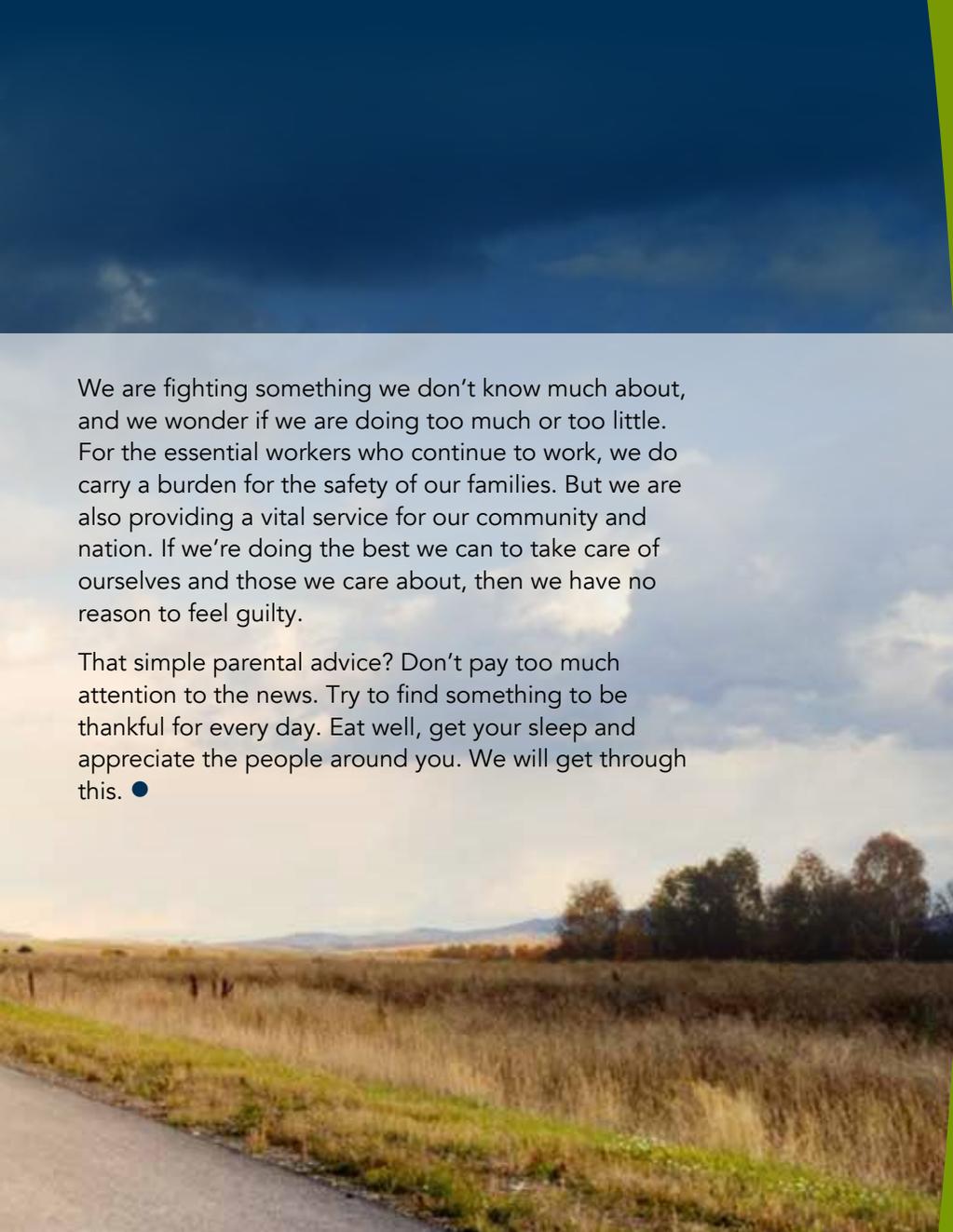


DEVOTED TO DAIRY



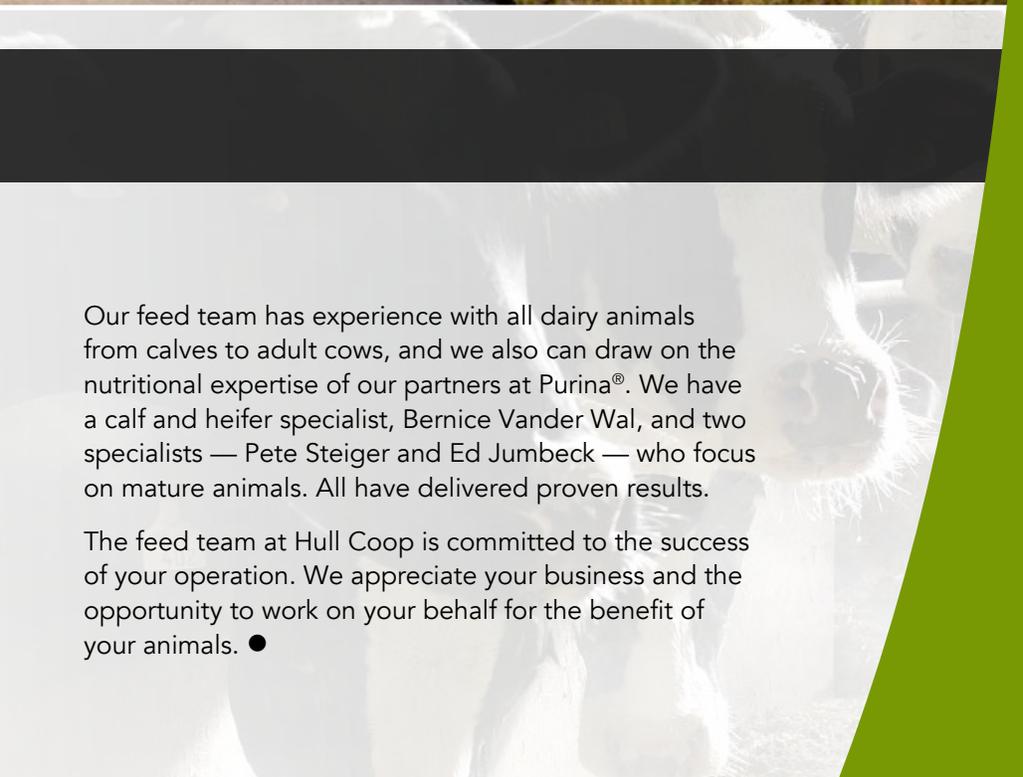
**By Cory De Wit,
Feed Department Manager**

June is Dairy Month, and Hull Coop is proud to serve our area dairy producers. We produce feed for many dairy farms and offer a full range of services from consulting to feed manufacturing. Both small and large dairies have found us to be a good fit for their operations.



We are fighting something we don't know much about, and we wonder if we are doing too much or too little. For the essential workers who continue to work, we do carry a burden for the safety of our families. But we are also providing a vital service for our community and nation. If we're doing the best we can to take care of ourselves and those we care about, then we have no reason to feel guilty.

That simple parental advice? Don't pay too much attention to the news. Try to find something to be thankful for every day. Eat well, get your sleep and appreciate the people around you. We will get through this. ●



Our feed team has experience with all dairy animals from calves to adult cows, and we also can draw on the nutritional expertise of our partners at Purina®. We have a calf and heifer specialist, Bernice Vander Wal, and two specialists — Pete Steiger and Ed Jumbeck — who focus on mature animals. All have delivered proven results.

The feed team at Hull Coop is committed to the success of your operation. We appreciate your business and the opportunity to work on your behalf for the benefit of your animals. ●



NEW, BUT NOT

Yes, Jackie Vande Griend is the new C-store manager, but she's not new to the store. A Doon native and Hull resident since 1987, she eased into her convenience-store career.

"I was working in health information at the Sheldon Medical Center and I started working nights part-time at the C-store," Jackie explains. "Then Phylliss started talking to me about becoming store manager. I have to say, I didn't expect a pandemic right off the bat when I took the job."

Jackie has overseen a number of adjustments to maintain a safe environment for customers and staff — like protective screens at the registers and a curbside service option — while providing the services patrons have come to appreciate and count on.

"It has been challenging, but we know folks appreciate us being here and being open," Jackie notes. "We got a card from one of them the other day."

Jackie emphasizes that the store has a wide variety of to-go food choices available inside the store or curbside, and supper-time sales of pork chops, hamburgers and "the best chicken in town" continue. "We're also always adding new items, like our taco-in-a-bag Tuesday. That's been a hit." ●

TOP OFF NOW

By Brad Nielsen, Energy Manager



A reduction in travel nationwide and the oil price war between the Saudis and Russia has produced some

very attractive energy prices of late. Those prices, however, may be on the way out shortly.

The year began with new budgets for energy companies and an increased amount of drilling and fracking activity, resulting in an increase in February U.S. oil production of 83,000 barrels a day. Experts say that number will fall dramatically as we head into summer.

Why? More than 1,000 new wells are completed each month, adding 800,000 barrels a day of new production. However, 90% of that new production actually replaces output lost from older wells producing less oil each month. At the start of May, only 85 fracking crews were operating (versus 300 in February), making it likely that



well completions will drop by 700 wells. That's 570,000 barrels a month that will not be there beginning in June and rolling through the rest of the summer. The losses will begin to add up quickly this fall.

Our recommendation: Fill up now and keep full while these prices last. ●

SERVICE SPECIALIST



Elisabeth Tiedemann

She's now the first stop for any service work in the Cenex Service Station. Our first-ever automotive service writer is the point person for the shop, taking calls, scheduling service work, ordering parts, invoicing and more.

"My job is to take care of a lot of the details so our service technicians can concentrate on what they do best," states Elisabeth Tiedemann. "I want to make their lives a little easier."

A Hull native, Elisabeth earned a degree in ag production technology from Iowa Lakes Community College.

"I really enjoy my job here," she says. "It helps that I have a degree in ag and a brother and dad who are both motor heads. I really like the customer interaction and working with the guys in the shop. They've been great and really willing to teach me."

A big fan of cattle, Elisabeth spends much of her free time helping out on the family farm. "Ag is my first love, but I also like to read, watch movies and spend time with friends." ●

LOVE YOUR DECK AGAIN

By Eldon VanDenTop, Lumber Manager



Does your deck look tired, or are you just tired of looking at your deck? Either way, we've got just what you need for a complete deck makeover — or the brand-new deck of your dreams. We carry beautiful, maintenance-free TimberTech® decking and Keystone aluminum railing. We

have a variety of options to fit your budget and you will love the finished product.

For upgrades inside your home, we're now carrying both freedomRail® and Easy Track closet systems. Spring is a great time to organize, and these systems will make your storage spaces both attractive and functional. Stop by the store or take a look online at easytrack.com and organizedliving.com (for freedomRail).

As for us at the building center, we've been blessed with plenty of work this spring. We're building a hog confinement, many houses and a new four-plex for rental. Whatever your project, big or small, we can handle it. ●



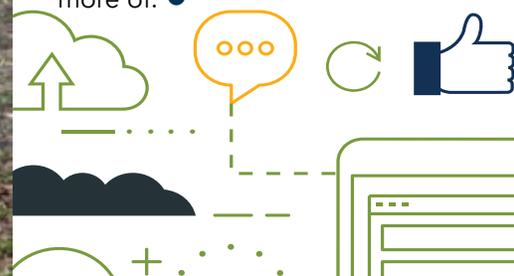
UPPING OUR SOCIAL GAME

By Mitch Nettinga, Office Manager,

One of our goals as a member-owned cooperative is to keep our owners informed about the activities of their company and the opportunities we provide. To that end, we've made a commitment to be more present on social media, specifically on Facebook® and Twitter. We're also working to ensure that our services are more accurately represented on Google making it easier to find us online.

Our main focus has been on the C-Store while we also are incorporating information from the rest of the coop. Many of you have already found that following us on Facebook is a good way to keep up with our activities. We logged more than 65,000 Facebook impressions in March alone — a significant increase compared to the same period in previous years.

I'm the point person for the social media effort at this point, so let me know how we're doing and what you would like to see more of. ●



STAY AHEAD OF FAST-GROWING WEEDS

By Josh Koch, Agronomist

With most of the corn and 80% of the beans planted by the first week in May or earlier, we got a nice early start on 2020. I just want to remind everyone that earlier planting also means earlier post spraying this year.

It also means you could potentially be spraying corn and soybeans at the same time. If you need help getting your post applications done on time, we have applicators who can help get the work done. Talk to your Local Hull Coop Agronomist for advice and to find out about all the product options we have.

Don't let timely post applications sneak up on you. It's always better to be in front of the weeds than to try to catch up later. ●



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BIGGER CROPS = MORE STORAGE

By Mark Hoekstra, Outside Foreman



As Ed Westra mentioned in our previous newsletter, we're anticipating the need for more grain storage in the near future. That's due to more corn acres planted this year, more favorable growing conditions and, once the pandemic passes, the ongoing need for feed in our trade territory.

So, our latest bin project is well underway. The foundation is poured and the bin will be delivered soon.

Jacking is set to get underway in July.

When completed, the new bin will add 575,000 bushels of storage. We're also putting in a transfer conveyor across the street, allowing us to fill the new tank from the dryer or with 17% corn in the fall.

The conveyor runs in both directions, so we can move grain either way without trucking it — a great feature to have.

We took in quite a bit of wet corn this spring, drying a record amount for spring in my time working here. After a much better start to the growing season than we saw last year, I'm looking forward to some good crops. ●

