

HULL COOP CHRONICLE

HULLCOOP.COM
SUMMER 2019



FIGHTING ALONGSIDE YOU

By Ed Westra, General Manager

From weather to roads to markets, this has been a tough late winter and early spring. As you fight lower prices while hoping for trade issues to be squared away, we can see the battle clearly here at the coop. Our farmers own more old crop bushels of beans in our bins as of early May than at any time in the history of Hull Coop.

With the local basis extremely tight for corn and equally wide for beans, the market is telling area producers to plant corn. Many of you made the switch from beans to additional corn acres which is necessary to feed the continued growth of feed demand in NW Iowa.

I mentioned road conditions in my opening paragraph, and I know I speak for many people when I say that we were glad when the conditions improved. It has been a struggle to deliver everything from feed to fuel to the inputs you need for planting. We've had a lot of equipment stuck in the process.

With that said, I want to commend our employees, who many times went the extra mile to find a way to take care of our members. When we say "We Care" we mean it. Our employees live it. I believe that the fact that we work together as a team and take pride in serving our coop members is one of the main reasons we have secured excellent employees and are fully staffed. We hear that is not the case with other agribusinesses.

Good people are the prime ingredient in business success, and we continue to experience the positive results of their efforts. We're seeing solid growth in both feed volumes and fertilizer tonnage this spring. Our C-store also continues to do very well, and we thank all of you for taking advantage of the new products we have available there.

The board continues to look at areas in which we can invest to improve employee safety, improve efficiency and increase capacity. We don't have any big projects scheduled this year, but there are a number of smaller projects the board and management are working on. Looking ahead, we do see the need to update the fertilizer plant speed and capacity, add additional grain storage and handle growth in other departments to better serve our members.

Financially, your coop has been able to overcome ever increasing expenses so far, with a lot of the fiscal year yet to go. At the same time, we are very concerned about the farm economy and the extended lack of good profitability in many segments. We understand the challenges you face and are committed to doing all we can to assist your operations.

We care because this is your company, this is our community and we value the members we call our friends and neighbors. ●



MAIN OFFICE 712-439-2831

STATION 712-439-1140

LUMBERYARD 712-439-2850

STEPS FOR EFFECTIVE WEED CONTROL



By Peter S. Westra, Agronomist

There are many effective herbicides and herbicide programs on the market, and most of them can be used very effectively on most farms. Selecting the proper combination of herbicides for your farm and problem weeds is important. However, when we look back at weed control failures, often the reason for the failure isn't the herbicide itself but when, how and in what combination the herbicide was applied. Consider these steps to improve the weed control program on your farm.

1. Spray soon.

Even the best herbicide program applied too late can lead to weed escapes and increased pressure from weeds in the future. Target weeds before weeds are noticeable from the road. All weeds are easier to control when they are less than 3 inches tall, and many troublesome weeds grow very quickly. Spraying early also allows us to control weeds before the worst patches have larger weeds shading smaller weeds, creating coverage problems. Finally, spraying the crop when it is smaller is better for the crop itself as smaller plants will not intercept as much herbicide.

2. Use herbicides with residual control.

Herbicide programs featuring residual control allow us to be more aggressive with application timing because they will control weeds for a longer period of time. In addition, these herbicides minimize the risk of late-season weed flushes adding to the seed bank. Applications of residual herbicides to bare soil are often the most effective, controlling weeds before they emerge.

3. Use multiple modes of action.

Using two or three different chemical modes of action per pass is the best way to avoid the development of weed resistance. Producers who have utilized multiple modes of action for many years typically have the fewest problems with weed resistance.

4. Spray when the weather is favorable.

Warm weather with actively growing weeds presents the best conditions to control weeds. Target days with highs in the 80s and lows in the 60s. Beware of spraying when nighttime temperatures drop below 50.

5. Make sure you are using the proper tip, amount of water and adjuvants for the herbicides you are applying.

Contact herbicides like Liberty[®], Flexstar[®] and Cobra[®] require more water and different tips than systemic herbicides like Roundup[®], Callisto[®] and dicamba. ●



SPECIALTY FEED IS OUR SPECIALTY



By Cory De Wit, Feed Department Manager

It may sound redundant, but our east mill specializes in specialty feed. Whether you're feeding nursery pigs, poultry, dairy, sheep or goats, or something even more exotic, we can make feed to fit your specifications.

Obviously, that level of feed production can require a wide array of feed ingredients, and we can handle it. We recently added 16 additional automated ingredient bins, as well as automating our cottonseed bin. This is the latest step in our plan to automate more aspects of our feed production. Having over 85 automated ingredients weighing on 6 individual scales simultaneously improves our speed, labor efficiency and accuracy—all of which benefit Hull Coop feed customers.

For example, adding cottonseed to a ration used to slow down our batching speed and was more labor intensive. The new bin allows one person to manage many ingredients and frees up our staff to handle other parts of the production and loadout process, allowing us to make and deliver your high-quality feed more efficiently. ●



TOOLS TO MAXIMIZE YOUR MARKETING

By Mitch Nettinga, Office Manager, CPA

Our grain markets have certainly proven challenging over the past few years. To assist in meeting those challenges, the Hull Coop has some contracting options that provide the opportunity to earn a premium versus what the market is currently paying.

Accumulator contracts are a valuable tool for any marketing plan. These contracts allow you to accumulate bushels over time at a price above the current market. There are a variety of ways to structure these contracts, but I'll briefly highlight the structure most popular among our producers.

When an accumulator contract is entered into, there are two prices that come into play: accumulation price and knock-out price. The accumulation price is a price above the current market at which you will begin 'accumulating' bushels while the knock-out price is a

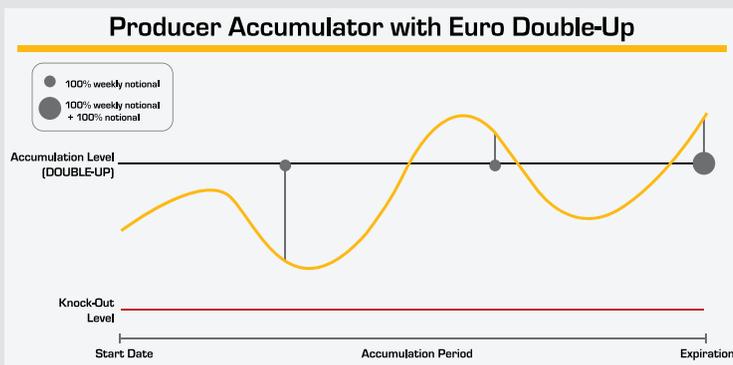
price below the current market that if breached, will cause accumulations to cease and the contract to end.

For each week that the market price remains above the knock-out price, you'll accumulate a fraction of the total bushels you chose to contract at the accumulation price. If the market were to fall and trade at or below the knock-out price at any point in time, the contract is done, but any bushels accumulated up to that point will remain priced at the accumulation price. If the market never breaches the knock-out price and finishes above the accumulation price, all accumulations up to that point will be doubled.

Because of the double-up possibility, we don't recommend that anyone place more than 10-20% of their grain or anticipated production into an accumulator contract. This is an excellent tool for jump starting your marketing plan especially for New Crop or July 2020 delivery.

We have several farmers who have enjoyed good success with this contract. Of course, this contract is a bit more complicated and comes with some risk. But with complication comes opportunity and with risk comes premium.

If you're interested or have questions about accumulator contracts, talk to me or a member of our grain marketing team. ●





SHAKING HANDS WITH THE FUTURE



By Karen Luinstra, Human Resources and Safety Manager

We've all heard it, and most of us have probably even caught ourselves saying it. "This is the way we've always done it."

The truth is, change is hard. It takes effort to learn something new. But change can also open us up to new opportunities, produce better outcomes and, in many cases, actually make our work lives easier.

Even if the tried and true way of doing things still produces good results, it's possible that a new approach will work even better. The technological revolution has increased the speed of change. As a business and as individuals, we don't have the luxury of simply doing the same things the same way. After all, we don't see a lot of farmers shucking corn by hand and throwing it into a horse-drawn wagon.

As we add new team members, they will bring new ideas. Being willing to try new things will help our cooperative advance and remain relevant and competitive. To be certain, not every new idea will work. But that's not a reason to always stick with "the way we've always done it."

For those of us who are looking for constructive ways to introduce changes in our area, here are just a few suggestions.

- 1. Listen and Learn** – take time to listen and understand why it is the way it is. Remember it was someone's good idea at some point. You may learn something.
- 2. Cast Vision** – paint a picture of a preferred future and the ground that could be taken if you stop doing it the way you've always done it.
- 3. Model the Change** – instead of just telling people what to do, model what you want them to do. It's always easier to say, "join me."
- 4. Build Trust** – change happens at the speed of trust and trust is built through relationship. Take time to build trust by building relationship.
- 5. Constant Evaluation** – instead of telling, start asking. Build a culture of constant evaluation and improvement. ●

COOL TREATS FOR HOT DAYS



*By Austin Brands,
C-Store Manager*

Soft-serve ice cream is back, just in time for

summer! We're offering vanilla, chocolate and twist in cones and bowls.

If you haven't tried our broasted chicken yet, you're missing out. It flies out of here during the lunch hour. We've also found another way to use our broaster—our delicious broasted pork chops, prepared with our own special seasoning blend. I also wanted to mention that if you're in the mood for a burger and you don't see one in the warmer, ask us. We'll have one ready for you in under three minutes.

Our summer menu will be coming out soon, so watch for it. We're known for our noon food items, but we're an easy to-go option for your evening meals, too. You can order just about anything on the menu. Any time of the day, we're a great choice for good food. ●



SHOWROOM WILL SOON SHOW MORE



By Brian Sipma, Building Center Assistant Manager

We're in the process of transforming our Building Center showroom, adding displays that show off our new product lines and help you see the possibilities for your remodel or new build. For example, we've added The Onyx Collection of bathroom showers, vanities and lavatories.

All of our Onyx products are completely customizable. You can easily add an Onyx shower to an existing bath or design a brand-new bathroom from the Onyx line. We'll have both a shower and vanity display, all trimmed out with different grades of shiplap—another featured product.

Also new will be a kitchen display, with cabinet and countertop options. Whether you're building new or

remodeling, we have kitchen options ranging from the basic setup to high-end custom designs with roll-outs and soft close doors and drawers. We can also create a complete 3D drawing of your kitchen to bring your vision to life.

Finally, we plan to work with Complete Closet Systems in the near future. They can create fully customizable closet systems to fit any need—anything from do-it-yourself to dream closets.

We're excited about taking these next steps toward our goal to become a one-stop shop for all your new construction and home remodeling needs. ●

CLOSE TO HOME

For someone who's been involved in construction since he was 16, the Hull Coop Building Center was the perfect place to land.

"This was too good an opportunity to pass up for me and for my family," states Colin Sandbulte. "I enjoy investing in my community and getting to know more of the people here—putting names with faces. I hope to learn more about drafting and bidding, too."

The Little Rock, Iowa native has lived in Hull for the past two years and resides about two blocks from the Building Center. A graduate of Northwestern College in Orange City, Colin was working at Vision Builders in Sioux Center prior to coming to the coop as Building Center yard man.

Colin and his wife, Madison, are expecting their first child, a daughter, in June. In his free time, he plays fast pitch softball and enjoys "remodeling and tinkering." ●



Colin Sandbulte

LOVING THE DIFFERENCE

One thing you might not pick up about Kelly Van Veldhuizen. He's basically an introvert. "No matter how much I talk, and I do talk a lot, I'm shy," he notes.

We'll have to take his word for it. Kelly, who joined the Hull Coop agronomy team in late April, seems pretty outgoing to us. A Doon native, he worked at Rock Valley Tractor Parts for the past two years. This spring, you'll find him out in the shed mixing and loading fertilizer.

"I love it," Kelly states. "The work is different every day and even when it's not that different, it's still not exactly the same as the day before. I see opportunities to advance here, too."

Hunting, fishing and "being outside" are Kelly's favorite pursuits when he's not on the job. ●



Kelly Van Veldhuizen



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Read the latest from
agronomist Peter Westra
on page 2.

Steps for Effective Weed Control

KEEPING YOU ROLLING



By Brad Nielsen, Energy Manager

This year has been tough enough without losing more time to flat tires on the road or in the field. That's what our tire truck is for. Call Hull Coop (712-439-3412), where Allen and the guys make it their priority to get you going ASAP.

If planting finished off your tires, we have a full line of Firestone Ag tires. With times as tight as they are, you'll want to take a look at Firestone's new Performer EVO 23°. It offers features and performance very similar to their popular Radial All Traction 23°, but costs 25% less. Call or stop in for the specifications.

Finally, don't forget about our diesel exhaust fluid (DEF). It's available at our diesel island, in bulk for on-farm delivery, and in 55-gallon drums and 2.5-gallon jugs. You'll find the price very competitive. ●

Don't forget about

