



100 YEARS...TIME TO THROW A PARTY!

MANAGER'S MOMENT

By Kent Taylor
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Ranchers Co-op has continued to evolve to meet the many challenges. Farmers Ranchers Co-op honors these first members for their commitment to agriculture and our local communities by

starting a business that was—and remains—producer-focused.

On Saturday, July 29, at the Brown County Fairgrounds in Johnstown, Nebraska, we are going to celebrate our first 100 years. We have a big event planned, and we'll be sharing details over the coming weeks. After all, it's an anniversary worth a big celebration.

Celebrating the past

On Aug. 11, 1917, the following was entered into the public records of Brown County, Nebraska:

"...We whose names are hereto attached, have associated ourselves together of the purpose of becoming a Co-operative Association..."

Thus the journey of Farmers Ranchers Cooperative began. One piece of paper signed by 29 farmers and ranchers. They raised \$25,000 of stock to begin your cooperative. Here we are 100 years later. The world of agriculture has changed a lot over the years, and Farmers



Meet our new agronomists

Also in this issue we welcome two new agronomists to Farmers Ranchers Co-op: Brittney Hansen and Todd

Hansen. I am confident you will appreciate their assistance in all of your agronomic needs. Brittney comes from the Winner, South Dakota, region, and Todd hails from Wellfleet, Nebraska. Both grew up working on their family farms. We are excited to have them join us.

It's your annual meeting

Finally, you are invited to attend the annual meeting of Farmers Ranchers Cooperative. This will be held at the Brown County Fairgrounds in Johnstown on Feb. 28. The meal begins at 5:30 p.m. and runs until 7 p.m., with the business meeting to follow. There will be the usual reports from your board and management along with comments from Rocky Weber, president of the Nebraska Cooperative Council. Door prizes will be available all evening. Please join us.

Have a safe spring—warmer weather will be here soon, I hope! ■

ANNUAL MEETING

WHEN: Tuesday, Feb. 28

TIME: Dinner, 5:30 p.m.
Meeting, 7 p.m.

WHERE: Brown County
Fairgrounds, Johnstown

MEET OUR NEW AGRONOMISTS

When Farmers Ranchers Co-op's newest sales agronomist was hired in January, he didn't realize that both he and the co-op's other new agronomist had more in common than their work title and background in crop production and technology. The two, while not related and hailing from two different states, happen to share the same last name.

Todd Hansen and Brittney Hansen are both on the road these days, introducing themselves to current and prospective Farmers Ranchers Co-op customers. A 2016 graduate of Mitchell Technical Institute in precision agronomy, Brittney lives and helps out on the family farm and ranch west of Winner, South Dakota. While at Mitchell Tech, she held internships with a John Deere dealership where she worked with the technical side of agronomy, including GPS monitors, mapping tools and mechanics. She also interned at a South Dakota-based cooperative, working in agronomy and grain. She came to Farmers Ranchers in December, and in her new position as sales agronomist, she's reaching out to growers in the co-op's northern territory, including areas of Nebraska and South Dakota.

Todd grew up on his family farm and ranch in southwest Nebraska near the town of Wellfleet, where he had plenty of time to get familiar with both the cow-calf operation and dryland and irrigated crop production. A December 2016 UNL graduate with an agronomy degree, he says he has always leaned more toward the farming rather than ranching side of his family's business. Now located in Ainsworth, Todd's been driving the country roads, introducing himself primarily to customers west to Valentine and Cody, Nebraska.



Brittney Hansen and Todd Hansen are Farmers Ranchers Co-op's new sales agronomists.

Both Todd and Brittney are focused on service. "When we're visiting with farmers we are explaining what we bring to the table," says Brittney. "We want to make sure that our farmers, are getting exactly what they want, whether seed, fertilizer or chemicals. We're really striving to keep the customers that we have happy and letting potential customers know what we can provide."

Todd agrees. "We want to bring value to our customers' operations so that they can be as successful and profitable in their farming business as possible," he explains. "We also want to keep them updated with new technologies that can save them time and provide value."

There's something else that these two agronomists share: They both love to hunt and fish. It looks like Farmers Ranchers' territory will be a good place for both Todd and Brittney to call home.

You can reach Brittney at 605-208-0392 and Todd at 308-362-4559. ■

YOUNG PRODUCER EVENT A SUCCESS

More than 90 young farmers and cattle producers from around the Sandhills territory converged on the Ainsworth Community Center on Jan. 5 to hear Market to Market host Mike Pearson and to network with their peers during the third annual Young Producer Event. Mark Miles of Ainsworth says he appreciated Pearson's global perspective—important when making marketing decisions. He also looks forward to the opportunity provided by the event to network with other producers his age from the same local trade area. "Even though we

may be only 30 or 40 miles from one another, there's still people I have not met. It's absolutely good when you can mix with other young producers," explains Mark.

Amy Johnson, a Springview-area farmer who has attended all three of the Young Producer Events, says they've been valuable. "I've gotten to know or reconnect with multiple people through this event," says Amy. "You can walk in at no charge, have dinner, socialize with people in your peer group and listen to high-caliber speakers. That's why this event is so important." ■



A younger generation of farmers and cattle producers get to know each other better during third annual Young Producer Event on Jan. 5.



AG TIRE PROMOTION UNDERWAY

By Kelly Stenka, Mr. Tire Valentine Manager, 402-376-2060, kstenka@frcoop.com

Tractor tires are a big investment, and so at Mr. Tire we're pleased to provide opportunities to offer cashback promotions to our customers whenever possible. Right now, Firestone® is offering Farm Hard Rewards of up to \$200 on certain Firestone Ag tires purchased between Jan. 1, 2017, through March 31, 2017. The rewards, paid in the form of a Visa® Prepaid Gift Card, are available on a minimum purchase of two tires and are valid for purchases of up to 16 tires.

We're able to offer the Farm Hard Rewards promotion because your Mr. Tire in Valentine is a Certified Firestone Ag Tire Dealer. That designation has other benefits when it comes to handling warranties and adjustments.

Tire service is our business

Firestone isn't the only ag tire we carry. Look at our lineup: Firestone, Goodyear®, Mitas, Cultor, BKT, Titan® and Trelleborg. Remember, too, that our farm service truck provides tire service to our customers in about a 120-square-mile radius. And, this time of year, with hard, frozen ground, it's not unusual to experience a broken rim. Mr. Tire's relationship with a custom-built rim company means we can get you a new rim at a reasonable price, often less than through a dealer.



More than ag tires

If it's your car or pickup that needs tires or service, Mr. Tire not only offers a good selection of tires, but computer alignments, balancing and tire pressure monitoring systems (TPMS). We have the different sensors and can program TPMS for your specific vehicle.

Want more information on the Farm Hard Rewards promotion, or any of our other products or services? Call us at 402-376-2060 or 800-557-3732 in Valentine. You can reach the Ainsworth Mr. Tire at 402-387-2533 or 800-233-6627. ■



MEET MR. TIRE'S DAVID RINEHART

When David Rinehart joined the Mr. Tire team in Valentine last summer, he came with lots of experience. Raised on a ranch near Highmore, South Dakota, David spent several years at WW Tire Service and Graham Tire—both in Pierre, South Dakota. "David is very knowledgeable not only with tire repair, but general vehicle repair and the tire pressure monitoring systems (TPMS)," says Valentine Mr. Tire Manager Kelly Stenka.

David lives in Crookston, Nebraska, where he's putting his repair skills to work in a different way—fixing up the home he shares with his partner, Wendy Mealer, and her nine-year-old son. We're pleased to have David's skills and experience at work for our customers at Mr. Tire. ■



INSIDE

NEW AGRONOMISTS ON BOARD

PAGE 2 

INNOVATIVE NEW PRODUCT: FR AVAILA®4 POWER CAKE



Cake season is in full swing and old man winter has set in. Temperatures in the single digits, snowflakes hitting the ground and heavy wind gusts have us supplementing cows. We tend to focus on how the cow benefits from late-gestational supplementation and less on the benefits to the unborn calf. Farmers Ranchers Co-op is the first in the United States to introduce Availa4* fortified cake based on Generational Nutrition™ research to our clientele. This cake will benefit both the cow and the fetus.

Generational Nutrition is a term used to describe how maternal environment can have a permanent effect on developing offspring. This permanent response occurs during a critical period in development which may influence later metabolic or physiological functions in life. In cattle, the last trimester is the most critical as a majority of fetal growth takes place during this period. Late-gestational dam nutrition can affect health and immunity, growth and efficiency and reproduction over a calf's lifetime.

Research shows supplementing Availa4 to cows in the last trimester yields beneficial responses in their calves. One of these benefits comes by way of increased weaning weights. The big picture (Figure 1) is the 28-lb weaning weight advantage the Availa4 calves had over the inorganic mineral calves, and the 53-lb Availa4 advantage over non-supplemented. It is important to remember that the cows were supplemented in this research study, not the calves. For calves, valued at \$1.35/lb, that weight difference equates to \$37.80 and \$71.55 more respectively for Availa4 calves.

Availa4 has also been demonstrated to increase colostrum antibodies, which provide immunity against a wide array of infections and diseases, thus a reduction in calf scours and treatments (Figure 2). In addition, Availa4 improves reproduction of not only cows, but bulls as well!

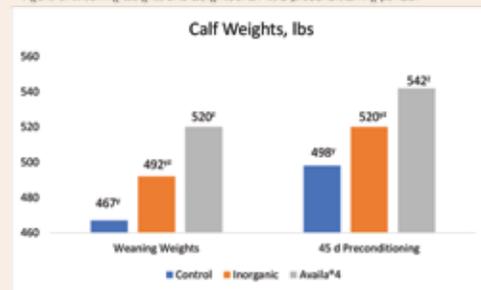
Farmers Ranchers Co-op and Availa4 drives Generational Nutrition. Our goal is to maximize herd productivity and stretch your dollar further. Call and order Availa4 Power

Cake today! For more information contact your Farmers Ranchers feed salesperson or call the feed mill directly at 402-387-2810 or toll-free at 800-233-6627. ■

* Availa4 is an organic source of highly available complexed zinc, manganese, copper and cobalt.

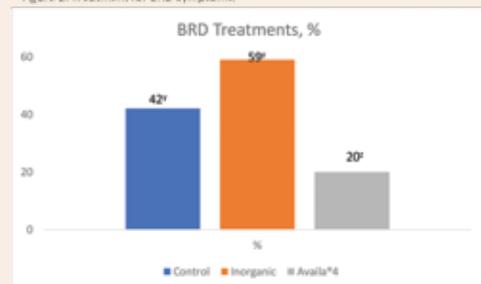
**Availa4 can be included in any feed or mineral.

Figure 1. Weaning weights and weights after 45 d preconditioning period.



^aMeans with different superscripts differ, P < 0.05. Oregon State University research

Figure 2. Treatment for BRD Symptoms.



^aMeans with different superscripts differ, P < 0.05. Oregon State University research

FOCUS ON FEED