

Profit through COOPeration

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April 2011

IN CASE YOU MISSED IT

46th Annual Meeting Recap

Service and Supply Cooperative held their 46th Annual Meeting on March 12, 2011, 6:00 PM at the Montgomery County R-2 High School. President of the board, Rennie Davis welcomed 220 guests and patrons. Randy Rodgers gave the invocation and the meal was served by Spaunhorst Catering. After the meal a quorum was declared and the meeting was called to order. Secretary Ron Talley read the minutes from the 45th meeting and they were approved as read. General Manager Don Broz gave the financial report with sales of \$25,261,715.00 and savings of 1,730,844.00. Cash patronage of \$298,971.80 will be paid.

Three positions on the board of directors were then voted on with Terry Newland, Luke Rodgers and Eric Starkey being re-elected to the board for three year terms.



After the election Don Broz introduced the employees of each branch location. Joe Schroeder was presented a plaque in honor of his retirement after twenty years with Coop.

Being no further business the meeting was adjourned and attendance prizes were awarded.

Pictured left to right: Luke Rodgers, John Cobb Jr, Eric Starkey, Rennie Davis – President, Terry Newland – Vice President, Glen Paulsmeyer and Ron Talley – Secretary.

SERVICE IS OUR FIRST NAME

New Sprayer

We have added an additional new sprayer at the New Florence location this spring. It is a 3230 Case-IH Patriot with 90 foot booms and includes the latest technology for precise application. The Aim-Command control system controls the shutoff and rate for each nozzle. This system reduces overlap on the end rows and keeps the rate more

consistent as you make turns around terraces and waterways.

With the yield advantages from fungicides and insecticides and the increased use of pre-emerge herbicides to help control weeds, we have more acres to spray each year. We felt we needed the second sprayer to cover all these acres in a timely manner. We have also added a set of streamer bars to apply liquid nitrogen on wheat. These bars put out a stream of nitrogen every 4". These streams create less crop response (leaf burn) than a broadcast spray but do a very uniform application pattern across the boom width.

Service is our first name. This additional equipment helps us provide an even higher level of service to our customers. Thanks for your business in the past and we're here to help you in the future.



Joe Schroeder is pictured receiving congratulations from Don Broz upon his retirement from Service and Supply Coop. Joe started for Coop March 1, 1991 at the old Bellflower plant site. He helped with construction of the new site and has seen many changes in the last twenty years. Joe will continue to work part time in the busy season, but will spend more of his time with his family and especially his grandchildren. All of us at Coop wish him well in his retirement.



**Employees you
can count on:**

Bellflower Employees

Don Broz

General Manager

Robert Smith

Jean Vomund

Sue Carroz

Dave Cullom -

Propane Manager

Gene Davis

Richard Klocke

Donny Broz

Rick Cullom

Chris Pund

Roger Lewis

Kent (Clyde) Gilbert

Frank Schlote

Jeff Broz

Arthur Bader

GROWING YOUR OWN N ISN'T ALWAYS ENOUGH

Add Inoculant?

By Randy Rodgers

Soybeans have had an amazing growth curve over the last 50 years. I remember as a young kid helping Grandpa mix inoculants in a washtub on seed for one of the first fields of soybeans he had ever planted. Soybeans have now moved from being a minor secondary crop to the primary cash crop for Missouri and especially the area we serve at Service & Supply Coop. With many years of very little inoculant use some improvements in technology have brought them back into our discussions.

Being a legume, soybeans "grow" their own nitrogen. Actually they use the nitrogen in the air and convert it to a useable form of N on their root nodules

with the help of rhizobia bacteria. A soil without a history of soybeans has very few of these rhizobia bacteria present. So we added an inoculant which is made up of these bacteria to get the soybeans started producing this nitrogen. Once you have grown soybeans in a particular field in following years there is enough bacteria present to get this process going.

Soybeans consume about 5 pounds of N for each bushel harvested. They produce this nitrogen early during the vegetative growth and then use it up during the reproductive stage when they're making yield. Typically a good growing soybean crop produces 200-250 pounds of nitrogen. When you do the math that's only enough N for 40-50 bushels of beans. Can we

help the plants produce more N?

The newer inoculants we are using today have an additional product with them to stimulate early root growth and shoot development. This product combined with the rhizobia bacteria improves the early vigor and results in a faster developing crop. This helps the plants to make extra N.

After this discussion what is the answer? Usually adding an inoculant to your soybean seed will pay. The benefits are worth the cost especially in high yield soybeans. The value of your soybean crop this year makes every bushel count.

Give us a call and we can discuss adding inoculants on your soybeans.



We have upgraded our application equipment with the addition of a Rogator combo unit. The unit is pictured with a dry bed but also has a sprayer unit to apply chemicals and fungicides. This unit will allow us to apply side dress nitrogen to standing corn. This practice has shown increase in corn yields and profitability.

Arthur Bader



Arthur joined the staff at the Bellflower branch March 7, 2011. Arthur has several years of experience in the ag supply business and has application experience of both dry and liquid products. Arthur and his family live near Rhineland, MO.

Jeff Broz



Jeff has joined the Bellflower staff full time after helping part time the last two seasons. He and his family live in Montgomery City.

Diesel Fuel Is Diesel Fuel, Right?

Wrong. Diesel fuels vary widely by supplier. Only a true premium diesel fuel, like Cenex® Ruby Fieldmaster® Premium Diesel Fuel, has the combination of a high-quality base fuel and a complete, balanced additive package to increase both the performance and life of your diesel-powered equipment. It's a difference you'll notice in the field, in the shop, and in your bottom line.

Cenex Premium Diesel Fuels are specially formulated to meet the rugged demands of your heavy-duty equipment. In rigorous lab and field tests, Cenex Premium Diesel Fuels consistently outperform standard #2 diesel. And recently, Cenex Premium Diesel Fuels were enhanced to optimize performance and alleviate common problems related to using a standard #2 diesel in newer engines – including injector failure, clogged filters, reduced efficiency, power loss, poor starting, costly repairs and even engine failures.

Compared to standard diesel, Cenex Premium Diesel Fuels:

- Improve fuel economy by as much as 5%
- Improve fuel lubricity by 10-15%
- Improve power by as much as 4.5%
- Have a higher cetane number (typically 48)
- Extend the life of injectors and injector pumps
- Reduce maintenance costs
- Operate better in modernized diesel engines.
- Promote quicker, more fuel-efficient starts
- Reduce smoke and emissions for cleaner air

Plus, every gallon of Cenex premium Diesel Fuel is enhanced with soy biodiesel—a lubricity enhancer and clean-burning alternative fuel made from domestically-grown soybeans. It protects the moving parts in your engine like no other fuel on the market.

Vandalia Employees

- Eugene McDonald**
Branch Manager
- Leslie Hammett**
- Tim Mudd**
- Lyndel Chrisman**
- Anthony McBride**

Bowling Green Employees

- Jeff Graddy**
Branch Manager
- Stephen Scherder**
- Martha McCormick**
- Dean Wilhoit**
- Rick Landers**
- Gary Odom**
- Doug Mudd**

New Florence Employees

- Randy Overkamp**
Branch Manager
- Randy Rodgers**
- Randy Hinkel**
- Chasity Muckerman**
- I.W. Walton, Jr.**
- Jeff Eldringhoff**
- George Penrod**
- Chris Van Horn**
- Bill Oliver**
- Mark Landrum**
- Anthony Schneider**

PROPANE SAFETY IS A HIGH PRIORITY AT SERVICE & SUPPLY COOP

Safety Checks And Equipment Updates Protect Your Household

We recommend that if your gas system has not had a leak check done in the last 5 years that you should have one done. During the leak check the age of the regulators will be checked. The regulator manufacturer recommends that any regulator older than 15 years be replaced. Also during the leak

check a gauge is put on your system to make sure that there are no leaks. If a leak shows on the gauge then it is found, repaired, and then checked again to make sure the gas system is leak free. We will also check that all your appliances are hooked up correctly.

Please call (573) 929-3222 to

schedule a time to have your gas system checked and any repairs made at a nominal cost.

Your safety is important to us and to your family. We can help you minimize the potential for an accident involving propane gas through timely inspections and updating old equipment.



Dean Wilhoit is pictured with a John Deere 4730 sprayer that has been added at the Bowling Green branch. He is parked in front of our new bulk chemical and liquid fertilizer building. These additions will enable us to better service the needs of our customers.

Service & Supply
P.O.Box 48
Bellflower, MO 63333

ADDRESS SERVICE REQUESTED

Wit & Wisdom

“To recognize an opportunity and use it is the difference between success and failure.”

Unknown

SPRING IS COMING!

We Have The Full Line Of Kawasaki Mules For You To Choose From.



It's the perfect time of year to purchase that ATV you have been wanting. There are great financing terms for the spring season. We also have parts, accessories and a full time mechanic in house at New Florence. It's time once again to get your outdoor equipment ready for spring. We also service Cub Cadet, White Outdoor, Troy-Bilt and Stihl chainsaws and trimmers.

Propane Budget Billing

Now is the time to start thinking about your propane needs for next winter. Budget Billing lets you spend less time thinking about heating your home and more time with the people in it. With Budget Billing you can have the convenience of scheduled delivery, you don't need to call. We will be there when you need us. You will have the peace of mind that comes with knowing what your bill will be ahead of time.

Program features include: Your monthly propane bill will be based on your historical usage with your payments being equal for eleven months, starting in June. The twelfth month, May, will be the month to settle up your account. Your first payment will be considered your down payment to lock in your price per gallon. As long as your account is current, your price will be locked in. If you have any questions, please call 573-929-3222.