



Western Farmer

The Official Publication of the Garden City Co-op, Inc.

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June 2011



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2011 Wheat Harvest

Ken Jameson, V.P. Grain Division

The 2011 wheat crop looks like it will be one we want to forget about. Most of the irrigated crop looks good but that is a small percentage of the total acres. Mother Nature has been pretty stubborn in letting go of some moisture and if the pattern doesn't change soon, the fall harvest will begin to be affected.

If you have concerns about having enough wheat to meet your contract obligations, please contact one of our offices and visit with us about what your options are. The earlier we know about it and can discuss it with you, the better.

As of this writing, we plan no changes to our Wheat Discount Schedule from last year's. It is our goal on dockage, test weight, moisture and any other grain handling issue to be fair and competitive. We will monitor the market and if conditions change, we will do our very best to meet the change. In this issue, you will find a copy of the Wheat Discount Schedule.

We will be handling white wheat at Hickok, Garden City B, Friend, and Dighton again this year. Please contact the elevator when you are going to start delivering the white wheat. Discounts for mixed wheat are getting very severe, so please communicate with the elevator when you are going to cut your white wheat.

Our harvest hours will be whatever you need to the best of our ability. Communication is the key here, especially when harvest is just starting. A call to the elevator letting them know you're going to try cutting, especially if it will be after our normal work hours, is appreciated.

After harvest, remember to bring your tickets with you when you come in to make your divisions with your landlords. Having your tickets will speed up the process and get the grain into your landlords' accounts quicker.

At the Garden City office this harvest, we will again have extra personnel to handle the division process, if necessary. They will do grain divisions only, no grain buying, which will free up our regular grain personnel to handle grain buying. This should help on the days the markets are wild and everyone calls in to sell. As we have said in the past, you can help us avoid or reduce the congestion on big market move days by having sell orders in place ahead of time. We hope you have a safe and trouble-free harvest and appreciate the opportunity to serve you.



**Have a Safe
& Bountiful
Harvest!**

Grain Projects

Ken Jameson, V.P. Grain Division

It has been a busy winter and spring around the Garden City Co-op elevators. The four McPherson concrete storage tanks at Shields are completed and the new leg is to go up the week of May 16th. Final completion on that project will be mid-June giving us approximately 800,000 bushels of new space.

The new scale house and scales at Amy are progressing well. The scales are in and the new grain probe was installed the week of May 16th. The scale house exterior is complete and interior work is to be completed by mid-June. Following that, the old scale house and scales will be removed making access to the elevator a thousand times easier.

Construction of the additional storage and new leg at Wolf started in May. The four hopper bottoms had been poured earlier along with the new dump pit. By the time you receive this Western Farmer, the first bin should be completed and a good start on the second bin. There will be four bins in total for approximately 800,000 bushels of new space. The new leg will be 15,000 bushels per hour, the same size as being installed at Shields.

While all the new stuff is going up, we have also been working on cleaning up and tearing down. The week of May 9th, the old wooden elevator and two steel bins at Lakin came down. This really changed the landscape in Lakin and will make access to the elevator much better.

Pictures of the Lakin demolition along with pictures of the new construction can be seen on our website at www.gccoop.com.



Have a Safe & Bountiful Harvest!



New Bins at Shields Elevator



New Amy Scalehouse & Scales



Wolf Elevator Hopper Bottoms Poured



New Bin at Wolf Elevator



Old Wooden Lakin Elevator

For Daily Grain Bids or To Sell Grain

620-275-6161 (G.C.)
620-356-1219 (Ulysses)
620-397-5343 (Dighton)
Visit our website at:
www.gccoop.com

County Fair Market Wheat Show

(Finney County Extension Connection
by Dean A. Whitehill - Agriculture Agent)

Although the 2011 wheat crop will not set any records, we do hope for a quality crop, soaking rains and no hail between now and harvest would be great. With good prices and missing major freeze injury in April, maybe "lady luck" will be on our side.

Speaking of wheat, don't forget to stop by your local grain elevator or the Extension Office to pick up the bags and crop data cards for your county fair market wheat show entries. Once again, the Garden City Co-op and other great sponsors will be providing special awards for the top winners in the Crop Division at the County Fair. With great sponsorships and promotion, it should be a key showcase of the 2011 fair.

Deadline for turning in the samples of wheat will be Friday, July 8th. The following Monday, all entries will be taken to the Kansas Grain Inspection Service office in Dodge City for analysis and official testing. The samples and their testing results will be ranked and displayed at the County Fair in July. Contact the Extension Office for more information. Be sure to bring in your entries for other crop divisions also.

MARKET WHEAT SHOW – Rules as will be printed in the Fair Book

Absolute entry deadline will be July 8, 2011 to the Finney County Extension Office or any Finney County Elevator.

1. Exhibits shall consist of 5 lbs. of combine run (not screened) wheat.
2. All wheat exhibits must be produced during the current year.
3. The 5 lb. sample in any container must be submitted to the Finney County Extension Office or any Finney County Elevator no later than July 8, 2011.
4. All entries must be made by variety name or number.
5. **All entries must be combine run; hand picking and/or screening are not allowed. Also cannot be ran thru any type of dockage machines.**
6. A farm may have more than one entry, but only one entry per variety.
7. Top scoring entries will automatically be retained by the Finney County Fair and entered at the 2011 Kansas State Fair.

"Moving Forward Together"

Crop Production Update

Tim Giesick, V.P. Crop Production Division

The lack of rain is still the main conversation we hear on a daily basis. We here at crop production remain optimistic that the drought will come to an end soon. With the lack of moisture, we have seen hesitation to plant dryland corn and milo. Even though justified at some point and time, we will get back to a perceived normal climate. We just hope when the moisture falls that it's not in the form of severe weather causing damage to the irrigated crops.

Even with the drought, there are some exciting things happening at crop production. We have upgraded our current liquid blending system to a state of the art mass-flow liquid blending system. Customers might ask just what does that mean for them. The answer is less time waiting for product. With the efficiencies gained with the new system, we went from thirty minutes to load a semi to just under ten minutes, right at a sixty-six percent gain in efficiency. This system included state of the art blending capabilities for fertilizer and micronutrients. This system reduces our labor force in blending the product while making delivery time substantially less.

Crop production has also added 52 double NH3 tanks to its equipment list. The tanks have been strategically located among our locations. In the Dighton area, we have moved the current NH3 plant two miles north of town to insure the safety of the residents of Dighton. The new facility includes 4 bulk tanks, fifty-two single 1000 gallon NH3 tanks, 10 double tanks and a new scale house and scale.



Dighton Anhydrous Plant

The Dighton seed cleaning plant will be installing a seed treating system and will be offering a variety of seed treatments so you can come in and have your seed wheat cleaned and treated all at the same time. The Garden City Co-op is committed to keeping the newest and most efficient equipment in order to serve our customers.

As most of you know, we have hired a new manager at the Dighton location. His name is Danny Titus. He comes to us with thirty plus years of experience in the chemical and fertilizer industry. We are very excited about what Danny will bring to the farmers of Lane, Scott, Gove and Ness counties. Danny and his wife, Glenna, have relocated to Dighton and are looking forward to becoming part of the community.

Once again, crop production has some well used equipment for sale by bid only. For larger pictures, please see our website at www.gccoop.com.

3 - Pickup Fuel Tanks
3 - 20 Foot NH3 Side Dress Bars
8 - Ammonia Trailer Chassis
1998 Kent Combine Trailer
1986 International Tandem with 16 Ton Dry Tender Box. (Won't shift out of 1st gear.)

Please send your bids to Brent Merz in care of the Co-op at P.O. Box 838, Garden City, KS 67846. We will open bids June 20, 2011 at 12:00 noon. As always, the Garden City Co-op retains the right to refuse any and all bids.

In closing, have a safe and bountiful harvest.



2 miles N. of Dighton



1986 International Tandem w/16 Ton Dry Tender Box



1998 Kent Combine Trailer



Ammonia Trailer Chassis



20 Foot NH3 Side Dress Bars



Portable Fuel Tanks

Petroleum Update

Pete Maestas, V.P. Petroleum Division

As of this writing, most of the corn is in the ground and up, hay is being swathed for the first cutting, and wheat harvest is just around the corner. With harvest on the way, now is a good opportunity to fill your fuel tanks and make sure your filters have all been changed on your pumping equipment. A little preventative maintenance can save a lot of down time when you're busy in the field. Our office has fuel tank filters and fuel tank filter adapters in both $\frac{3}{4}$ " and 1" sizes. We also carry fuel pumps as well as hoses and nozzles. If anyone is still interested in contracting fuel for this summer, it's not too late. Right now transport load fuel contracts for June, July and August are running in the range of \$3.25 to \$3.30 per gallon on #2 dyed diesel. Ruby Fieldmaster will be an additional \$0.0475 per gallon.

As we enter into the busy irrigation season, I want to let everyone know that we have irrigation batteries in stock. These batteries are all 800 CCA and larger. Most everyone has already serviced their irrigation sprinklers and gear heads but as a reminder, we carry pourable grease and gear lube for wheel gear boxes and center drive gear boxes as well as gear head oil. Your irrigation engine oils are also available whether you require oil for natural gas, propane or diesel powered engines. Along with irrigation drip oil, most all of our products are available in bulk and various other package sizes.

Just a reminder, if you have purchased any new equipment in the last few months or plan on purchasing in the future, the Cenex Total Protection Warranty is available at the Garden City Co-op, Inc. Warranties are available for both new and used equipment. If you are interested in one of these warranty plans, contact us so that we can get you the correct warranty applications.

Kent Maddux was the winner of the Polaris four-wheeler we gave away last fall and the Garden City Co-op, Inc. Petroleum Division will be giving away another one this year. This year, we are giving away a 2011 Polaris Sportsman 550 4WD that has power steering and is fully equipped. Customers are automatically entered every time they purchase Cenex branded lubricants. Please stop by our office located at 7th and Fulton if you have any questions on fuel or lubricants. While you're in, have a cup of coffee and get registered for the four-wheeler. If you're unable to stop by, give us a call. Our office number is 620-276-8301, Pete's cell 620-271-7622, Brent's cell 620-272-7296 and Travis' cell 620-271-7666. From all of us in the Petroleum Division, we greatly appreciate your business and we look forward to serving you in the future. We wish you a safe and productive harvest!

Purchase Cenex Branded Lubricants and you will automatically be entered to win:

2011 Polaris Sportsman 550 4WD

Cenex Total Protection Plan Warranty Program



**This Warranty Can Help You
Sleep At Night.
Assuming You Stop For Sleep.**

Protection + Performance = Peace of Mind
Whether you buy new or used equipment, you simply won't find a better way to protect your investment. That's because this warranty gives you unsurpassed coverage while helping to ensure that only high-quality energy products go into your equipment.

When you use Ruby Fieldmaster TM Soy-Enhanced Premium Diesel and Cenex lubricants exclusively, you'll get up to 10 years or 10,000 hours of engine and transmission coverage.

What makes this the best Warranty in Agriculture?

- * Covers new equipment for up to 10 years or 10,000 hours
- * Covers used equipment for up to 8 years or 8,000 hours
- * Covers a wide variety of equipment
- * No deductible
- * Minimal enrollment fee
- * No operator "burden of proof"
- * Transferable

Don't wait! Contact your local Cenex retailer today!





Garden City Co-op, Inc.
P.O. Box 838
106 N. Sixth St.
Garden City, KS 67846
(620-275-6161)

GARDEN CITY CO-OP, INC. 2011 WHEAT DISCOUNT SCHEDULE As of 6-01-2011

Moisture will be averaged up to 15%.

Over 15% each load will stand a shrinkage of 2.0% for each 1% of moisture over 13.5%.

TEST WEIGHT WILL BE AVERAGED. TEST WEIGHT DISCOUNTS

#1 HRW ----- 61 AND ABOVE 1 CENT PREMIUM
#2 HRW ----- 59 ----- 1 CENT BU.
#2 HRW ----- 58 ----- 2 CENT BU.
#3 HRW ----- 57 ----- 4 CENTS BU.
#3 HRW ----- 56 ----- 8 CENTS BU.
#4 HRW ----- 55 ----- 12 CENTS BU.
#4 HRW ----- 54 ----- 16 CENTS BU.
#5 HRW ----- 53 ----- 20 CENTS BU.
#5 HRW ----- 52 ----- 26 CENTS BU.
#5 HRW ----- 51 ----- 32 CENTS BU.
SG HRW ----- 50 ----- 38 CENTS BU.
SG HRW ----- 49 AND BELOW 10 CENTS PER LB.

Test weight below 50 will not be averaged.
Test weight below 50 is subject to rejection depending upon
each individual elevator's ability to handle it.

OTHER DISCOUNTS

10 cents per bu. Weevily

10 cents per bu. Musty - Sour - Smutt (each)

IDK - Insect damaged kernels - market discounts at time of sale

STORAGE CHARGES .001333 cents per bu. per day

Storage will be 30 days free. On the 31st day, storage reverts back to the date of delivery.

DOCKAGE

Dockage will be will be shrunk back to 0%.

**T.W. DISCOUNT SCHEDULE AT TIME OF SALE TO PREVAIL
*** SUBJECT TO CHANGE WITHOUT NOTICE *****

Garden City Co-op, Inc.

"Moving Forward Together"

www.gccoop.com



Main Office: 106 N. Sixth
P O Box 838
Garden City, KS 67846
Fax: 620-275-8433
www.gccoop.com

Garden City Co-op Main Office	620-275-6161 or 800-794-9389
Garden City Market Info	620-275-9772
Dighton Market Info	620-397-6068

Petroleum

Garden City Petroleum Office	620-276-8301 or 866-676-2440
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Crop Production

Lowe Crop Production	620-277-2230 or 800-972-9842
Dighton Crop Production	620-397-2437

Elevators

Amy Elevator	620-397-2339
Alamota Elevator	620-397-5688
Charleston Elevator	620-335-5165
Deerfield Elevator	620-426-7661
Dighton Elevator/Office	620-397-5343 or 800-254-6983
Friend Elevator	620-276-6692
Gano Elevator	620-275-1222
Garden City A Elevator	620-276-3366
Garden City B Elevator	620-276-3118
Hickok Elevator	620-356-2233
Lakin Elevator	620-355-6341
Lowe Elevator & Fertilizer	620-277-2230
Milepost Elevator	620-356-2460
Pierceville Elevator	620-275-6480 or 620-335-5126
Shields Elevator	620-397-5520
Tennis Elevator	620-276-7973
Ulysses Elevator/Office	620-356-1219 or 800-242-9754
Wolf Elevator	620-426-8446

Garden City Co-op, Inc.

"Moving Forward Together"

www.gccoop.com

WHITE WHEAT

We will be receiving white wheat at the following elevators:
Friend, Garden City B, Dighton, and Hickok.

GARDEN CITY CO-OP, INC. PETROLEUM DIVISION

Be sure to give us a call for all your harvest fuel needs at 620-276-8301. We hope you have a safe and prosperous harvest.

GRAIN DIVISIONS

Don't forget to bring your copy of your grain tickets with you when you come in to make divisions. Please come in or call in as soon as possible after you are finished cutting so we can make sure your grain is in the proper accounts. This will speed up the process of getting your landlords grain into their accounts.



Ever wonder how your neighbors are getting breaking market news before you.....
The Garden City Co-op, Inc. is offering a FREE Text Messaging Service..

3 Futures Messages per day.....
Interested?

Call For Info:

Jeff or Caleb at 275-6161
(Garden City)

Jayrene at 397-5343
(Dighton)

Holly at 356-1219 (Ulysses)
(Must have Text Messaging capabilities with your cellular provider)

SAFETY DIVISION UPDATE

Kirby Bradley, Safety Director

With May coming to a close and June fast approaching, there are many different safety issues to consider, especially with June being Safety Month. The first item is the upcoming wheat harvest, which by all accounts is going to come up a little short, at least as far as "bushels in the bin." Having said that, the time length of harvest may be almost as long as a traditional harvest, depending on the acres actually harvested (or not). With a harvest like this, safety needs to be on everyone's mind. It is going to be a "hurry up and wait" type of atmosphere with everyone trying to cover the acres as fast as possible but requiring fewer trips to the elevators. Because of that, growers will try to use fewer people which could mean longer hours for the people that are working, which can lead to fatigue and complacency. Fatigue with complacency is a good recipe for a safety mishap or worse. The same is true with our workers in the elevators. Fewer workers with fewer trucks to dump may lead to some extra down time, which in turn could lead to not paying attention to safety details. All of us, patrons and employees alike, need to recognize the possibility of these things occurring and make sure we pay special attention to working safely all of the time, even when we may have some slack time.

Starting in June, the Garden City Co-op will be participating in a Safety Culture survey, along with several coops across the Plains and Midwest. The goal is to have every employee participate in a short confidential, anonymous survey about their workplace. Their results will be compiled by an outside facilitator specializing in this type of survey and conveying their results to us in a meaningful and useful format that will inform us what areas need work concerning safety and what areas may be less of a concern than others. We should have the results in early to mid-August. We in turn will share those results with our employees and what specific actions we intend to take based on what the survey indicates. It should be eye-opening and we are looking forward to the process.

Since June is Safety Month, the Safety Committee is gearing up to distribute several safety reminders to our employees to keep safety in the forefront, especially during harvest. In addition, some special activities are in the works to keep people's minds on safety both on the job and also in the rest of their lives. We would like all of our patrons to keep safety in the front of their minds also. EVERYONE needs to slow down, think about their task at hand, and determine the safe way to do the task. Remember, one unnecessary safety shortcut can result in injuries or worse and it is NOT worth the five minutes saved. Let's all do our part to truly make June a "Safety Month!!"

For those of you who store your grain in your own bins on the farm, please be sure and watch the **Grain Bin Safety Video** posted on our website at www.gccoop.com or by going to: <http://www.youtube.com/watch?v=YDwJCdjlZYE&feature=youtu.be>



Western Cooperative Seed

Tod Depperschmidt, Seed Sales Manager

The seed and trait business continues to change very rapidly. This past fall, we got the news that Roundup ready alfalfa was deregulated. This is great news for agribusiness all together. Our seed partners at the Garden City Co-op, Inc. include Dekalb, Asgrow, Croplan, Mycogen, and NK brands. These companies continue to be on the cutting edge of trait development and discovering new genetics. The best genetics and the best traits together continue to push yields higher and higher. Refuge seed in the bag and reduced refuges with different trait combinations. The drought tolerant technology and many different insect and herbicide resistance traits are in the near future.

It is a very exciting time in agriculture, although at times it may seem very overwhelming. We ask you the producers to let our local experts help. The Garden City Co-op and its seed suppliers have many different training options it can utilize to help our patrons grow together. We all are very excited about all the new opportunities in the market place today and look forward to continue to serve your needs in the future.

Double Cropping Opportunities

Garden City Co-op still has a great supply of soybeans, sorghum, and sunflowers if anyone is interested in double-cropping after wheat. Please give me a call and we can discuss the different opportunities for your double cropping needs.

I would also like to thank all of our customers for their business and with a special thanks to those that allow us to plant plots and test different micro-nutrients and fungicide applications. This information is critical for us to continue to maximize yield on every acre.



Western Transport Update

Derek Bownes, V.P. Transportation

Western Transport drivers have been busy the first four months of the year. We have traveled 669,801 miles in Kansas, Colorado, Iowa, Missouri, Nebraska, Oklahoma and Texas. January and February are traditionally a little bit slower but were some of our busiest months this year. April and May were slower than usual due to less liquid fertilizer freight than we anticipated but are picking up now. We have trucks running in North Dakota with anhydrous and from Oklahoma to Nebraska with liquid fertilizer along with our local fuel and grain trucks.

This is keeping our new dispatcher, Eric Newburn, busy. Eric is from Sioux City, IA and was previously a Bulk Division Dispatcher for Terra Express since 2008. Eric coordinated 20 company drivers and leased owner/operators throughout the Midwest hauling liquid fertilizer and anhydrous. Before that he was a Fleet Manager for K&B Transportation in South Sioux City, NE. He will be relocating with his wife, Amanda, and his two girls to Holcomb. Eric has been a great addition to Western Transport and is currently learning the ins and outs of dispatching fuel and other commodities.



We have added two company trucks to our fleet bringing the total to 15 company owned trucks. We also have 5 Owner/Operators leased on now. In June, there will be 5 drivers participating in the Truck Convoy from Dodge City to Cimarron to benefit the Special Olympics. The Kansas Leg of the Convoy ranked 6th overall in 2010 with 37 trucks raising a record \$37,000. In 2011, Kansas hopes to make it to the top 3 of Truck Convoys being held in 34 U.S. states and 7 Canadian provinces. Our drivers look forward to donating their time and helping the Special Olympics.

Please be careful while traveling this summer and watch out for the No-Zone areas around trucks. Images of the no zones of a truck can be found at: www.sharetheroadsafely.com. Remember if you **cannot** see the mirrors on the truck, you are following too close and the truck driver **cannot** see you.

5 Ways to Share the Road Safely with Trucks

Don't Cut in Front of Trucks.

Trucks leave extra room behind the vehicles they follow because it can take them twice as long to stop.

If you move into that space and have to brake suddenly, you cut the truck's available stopping distance in half—placing you and your passengers in danger. Anticipate the flow of traffic before pulling in front of trucks.

More than 60% of fatal truck crashes involve impacts with the front of the truck. Trucks are not equipped with the same type of energy-absorbing bumpers as cars. When a car is hit from behind by a truck, the results are too often deadly.

Stay Out of the "No-Zone".

Watch out for the blind spots, or the No-Zone, around large trucks and buses.

Because of a truck's size, truck drivers must react faster than car drivers in emergency situations. If faced with a potential front-end collision, the truck driver may turn into your lane not knowing you are there. Truck drivers have huge blind spots around the front, back, and sides of the truck. So be safe and don't hang out in the No-Zone.

5 Ways to Share the Road Safely with Trucks (cont.)

Avoid Tailgating.

Large trucks are almost as wide as your lane of travel. Driving too close behind one prevents you from reacting to changing traffic conditions.

If you are too close to the rear of a truck and there is a slowdown on the highway, debris in the road, or an accident, you won't notice it until it is a braking emergency. If there is a problem ahead, your first hint will be the truck's brake lights. But if you happen to be distracted or fatigued, you may not be able to react in time. If you hit the rear of a truck, you'll quickly learn that trucks are unforgiving. There are no impact-absorbing bumpers and the metal bumpers they do have may not align with yours. So be smart and give yourself plenty of room.

Wear Your Seat Belt.

Buckling your seat belt is the single most important thing you can do to save your life in a crash.

A seat belt will keep you in your seat and help you maintain control of your vehicle. The safest place for kids is in the backseat, buckled up or in a car seat. So, be safe and always buckle up!

Beware of Highway Shoulders.

Over 2,400 people died in highway shoulder collisions last year. They are some of the worst accidents, usually caused by other drivers on the highway.

If you break down or pull over on the highway shoulder, it is important to understand the position you and your passengers are in. When a parked vehicle on a highway shoulder is struck by a moving car, the damage suffered by the parked car is severe. When the moving vehicle is a truck, weighing as much as 25 cars, the result is tragic.

Avoid highway shoulders whenever possible. Try to exit from the highway, even if it costs you a tire or rim. If you cannot exit, consider whether you are safer inside or away from the vehicle. Your decision could save your life.

(Printed from the U.S. Department of Transportation Federal Motor Carrier Safety Administration website.)



Agriculture

The tough demands and challenging environments that farmers face are hard to control. But one thing you can control is what you put in your equipment. Cenex® lubricants stand the test of time with over 75 years of proven performance in the field. They keep your engines and hydraulics running smoothly, and provide superior protection for over-worked, load-bearing equipment.

Best of all, when you use Cenex lubricants and fuels together, you'll get guaranteed protection from the best warranty program in all of agriculture — The Cenex Total Protection Plan™. It covers up to 10 years or 10,000 hours of engine and transmission operation. Whether you buy new or used equipment, you simply won't find a better way to protect your investment.



Products from left to right

Maxtron® DEO
Synthetic Blend Diesel Engine Oil

Superlube TMS®
Heavy-Duty Diesel Engine Oil

Maxtron® THF+
Synthetic Blend Tractor Hydraulic Fluid

Qwiklift® HTB®
Universal Tractor Hydraulic, Transmission and Wet Brake Fluid

MP Gear Lube
Extreme Pressure Gear Lubricant

Indol
Premium Antiwear Hydraulic Oil

Irriflex®
Low Ash Oils for Stationary Natural Gas or LP Irrigation Engines

Grease Products
Superior Performance, Multi-Purpose Greases



Hold on For Internet Pizza

The Board of Directors of the Garden City Co-op had its planning session at the offices of CoBank in Denver last winter. It was a nice setting and gave us a chance to better understand the challenges that our cooperative banker faces in volatile markets. Every dollar swing in the price of a bushel of grain creates billions of dollars of demand for margin money for local co-ops. The planning session had a lot of interesting discussion about your farms and what you will need from your co-op in the future: speed, capacity, information and a dependable supply regardless of the product or service. Those needs haven't changed much but the importance and expectations have risen dramatically.

I had a moment of understanding of how we might meet those challenges as we returned to the hotel from our all-day planning session. As we approached the parking garage, we flashed our key at the post outside and the cross arm raised to let us in. Randy Richmeier turned to me and said, "That could be me pulling my truck on the scale".

How cool would that be? No tickets to be reversed because the truck driver or our scale person didn't switch accounts. No correcting grain quality or weights weeks after the fact because it would be displayed to you as the ticket was created. The ability to instantly access real time information about yields and quality as you were cutting the field from your smart phone.

It leads one to ask why a hotel can track rooms and vehicles by a swipe card and we haven't yet brought it to our application. Many times, technology is created in one environment and then adopted to meet other needs. Like Pizza.

Nobody around here calls for pizza anymore. They go on line, do it through a website and **PRESTO** the pizza appears 30 minutes later. Now it is even more fun than that. Pizza Hut has an app for the iphone or ipad that allows you to see a picture of your pizza as you order it. Put pepperoni on a thin crust, there it is. Put mushrooms on half, there they are. It doesn't make the pizza taste any better or the delivery any faster, it's just cooler to do it that way.

Technology is all around us. It does more every day. The founder of Travelocity defines technology as something that wasn't invented before you were born. If you grew up with it, it isn't technology; it's a part of life. If you didn't grow up with it, you have to wrestle with the %#@*^!} thing until some kid comes along and fixes it for you.

My 15 year old daughter best summed it up for me although I am not sure I still understand the implications. She was helping me to learn how to run a new serious business computer that really looks and acts more like a toy. In



John McClelland
General Manager

an elevated voice I exclaimed, "I can't find the internet, where is the internet?" She calmly said, "Dad relax, you are the internet, and everybody else that uses it".

If you understand her thought, you are going to be OK. If you don't, you better jump in. Technology has revolutionized all of our lives. Who would have believed that an onboard computer malfunction would slow your progress of planting or harvesting your crops? Computers and technology have certainly become a part of every task and interaction. Join us on Facebook, watch us on YouTube, check your account on patron access, and watch the markets by text. Keep pushing us to adopt technology whenever it makes us quicker, more accurate or just more fun, like watching a picture of the pizza you are ordering created before your eyes.



P.O. Box 838
106 N. 6th St.
Garden City, KS 67846
(620)275-6161

Return Service Requested

PRESORTED
STANDARD
U.S. POSTAGE PAID
GARDEN CITY, KS
PERMIT NO. 102