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Aaron Dinklage is the new livestock production specialist.

Meet Aaron Dinklage

Aaron Dinklage has been traveling the back roads of Cherry County. Aaron, a livestock production specialist with Purina Land O'Lakes, came on full-time in April to help Farmers Ranchers find the right solutions for our feed customers. His role at the cooperative has him combining the two things he loves most about his work.

"The people are a big part of what I like about this job," says Aaron. "I don't think you're going to find better people to work with than the people in this area. They're down to earth, honest and friendly."

And then there's the animal side of the business. Raised on Nebraska ranches, Aaron earned dual degrees in animal science and grazing livestock systems from the University of Nebraska-Lincoln. Following college, he worked at a ranch, rode pens at a feed yard in northeast Nebraska, and then took a feed sales and store management position for a Purina dealership in Norfolk. Today, at Farmers Ranchers, he's back working primarily with cow/calf operators.

"I've always enjoyed being around cattle, whether it be feed lot or cow/calf, but the cow/calf side is where my heart is," admits Aaron. "I was hoping I could find a position that would lead me back in that direction."

He's also found a spot just west of Ainsworth where he and his wife, Stacey, who works at a local custom embroidery business, can begin building their herd. "We've got some of our own cattle," says Aaron, "and so my hobby is my work, too."

Right now, Aaron is committed to building relationships with Farmers Ranchers' customers. "I want to be providing them a product to help their livestock perform and hopefully return them some revenue," he says. "If we're taking care of their livestock with a quality product then we're taking care of the rancher. We simply want to help them be more productive."

To visit with Aaron about your feed needs, contact him at 402-841-9349.



Trailhead

Fall 2017

100 Years – Part 3: Preparing for the Future

BY KENT TAYLOR, President & CEO, ktaylor@frcoop.com



As we end our celebration of Farmers Ranchers Cooperative 100th anniversary, here is a final quote from the cooperative's 1917 Articles of Incorporation:

"...the Association shall continue for a period of fifty (50) years..."

Well, this part of the proclamation they got wrong, but I think we can give these men a pass when it comes to looking into the future. We all understand the challenges of planning. Most of the time, we struggle making sound financial plans for a mere 12 months, let alone a century!

Farmers Ranchers Co-op has experienced five straight years of record growth. During this time, we have

upgraded facilities and assets at an unprecedented pace. Is there some risk to our plans and outlooks? Certainly, but risk has always been a part of the American agricultural experience. Why take these risks? To prepare for the future—for our children and grandchildren. Feeding, clothing and fueling the world is a life well lived, and we want the next generations to have the same opportunities.

Farmers Ranchers Cooperative has changed over the past 100 years. How agriculture will function in 2117 is difficult to foresee, but this I can predict: There will still be farmers and ranchers doing business here and being served by the cooperative system.

Thank you for letting us serve you for these past 100 years. We've been blessed with a great start and look forward to a bright future.



People Focus

FRC Scholarships: Apply at frcoop.com in November.

It's time to contract propane. Go to frcoop.com/propane or call 800-233-6627.

Thanks for Your Generosity

BY ROCKY SHEEHAN, Feed Division Manager, rsheehan@frcoop.com



It's great to see people working together to make a positive difference for children. Recently, Nutra Blend (one of our premix suppliers), the local FFA organization, Farmers Ranchers, and our customers and community banded together to raise a good chunk of cash for our local Backpack Program. Nutra Blend, through its Drive to Feed Kids® campaign, regularly donates dollars to the Ainsworth School's Backpack program based on points earned by purchases of Nutra Blend products. In honor of the cooperative's 100th anniversary, we found one more way to support this worthy cause.

Additional dollars were raised through a raffle leading up to—and including—the cooperative's 100th anniversary celebration on July 29. People throughout the area purchased raffle tickets for some great prizes sponsored by Nutra Blend, including a Traeger wood pellet grill package (grill, a bag of pellets and cookbook worth \$900) and a Yeti cooler worth \$500. The Ainsworth FFA also got involved. Members of the organization were out selling tickets, raising funds to help children and families who run short of food. Winners of the prizes were announced toward the end of the anniversary celebration held at the Brown County Fairgrounds.

We also let the community know about the raffle and our involvement with the Drive to Feed Kids and Backpack program during the Ainsworth Feed Mill's open house June 9. Roni Daniels, in charge of the Ainsworth Backpack program, joined the feed staff to help spread the word about the program and the raffle. Approximately 130 people attended the open house, which also included a ribbon-cutting, tours of the facility and cake. We appreciate everyone who stopped by!



Customer Service Representative Madonna Shafer, Roni Daniels of the Ainsworth Backpack Program and Feed Division Manager Rocky Sheehan are ready to tell the Backpack story to visitors at the feed mill open house.



Some Farmers Ranchers' staff and directors look on while Operations Manager Bill Worden cuts the ribbon to the new addition of the feed mill during the June 9 open house.



Kolton Lurz joined the Mr. Tire team in June.

From Marines to Mr. Tire

A few months ago, when U.S. Marine Kolton Lurz broke his foot while on patrol after two months in Iraq, the rifleman received a medical discharge, ended up in California, and started looking for work. That's when his wife, Kayla, a California native, suggested he try landing a job in his home state of Nebraska. "She loves small towns," explains Kolton. He made a call to Dennis McBride, manager of the Ainsworth Mr. Tire. Kolton had worked for Dennis during his senior year in high school as part of the Career Technical Education (CTE) program. When he hung up, he had a job back in his hometown.

Today Kolton is the backup driver for the co-op's farm tire truck and does tire repair and regular service work.

"Pretty much anything they want me to do in the shop I do," explains Kolton.

Kolton joined the Marines right out of high school. He says the experience has given him skills he can take into the workplace and his life. "I have more of a drive now to prove myself," says Kolton, "and leadership is a huge part of the Marine Corp."

In addition to having a new job and new home, Kolton and Kayla have a new baby boy. It's been a change in their lives, but a good one, he says, admitting that having a child may cut into his hobbies of fishing, hunting and long-range shooting.

In the meantime, he says he likes working at Farmers Ranchers. "I like that we all work together for a common goal to help the farmers and ranchers in the community."

Time to Consider Cover Crops

BY MICAH GRAFF, Sales Agronomist, mgraff@frcoop.com



There's a lot more talk these days about planting cover crops in our area. Crops like rye, turnips and radishes increase the productivity of the soil by improving organic matter and nutrient availability, reducing erosion, providing a good source of forage—and they can be grazed. There are also funding opportunities for cover crops through NRCS.

If you'd like to explore the possibilities of utilizing cover crops on your acres, now is the time. Come on in or give us a call. We have the seed, and we can help you determine the best cover crop plan for your operation.

Answer Plot VIP Tour

We will be hosting the WinField® United Answer Plot® VIP Tour in late August. This invitation event will

bring WinField agronomy specialists to the plot just east of Ainsworth. We'll be discussing the various hybrids on display, as well as management techniques and genetics. We'll have an opportunity to see a variety of crops including soybeans, corn, and forage crops like alfalfa, sorghum and sudangrass. Watch for further details and invitations in the mail.

Scouting your fields

We're moving closer to harvest, but that doesn't mean our scouting days are over. Our agronomy team will be happy to continue to check your crops for insects, disease and nutrient deficiencies, which can show up this time of year. Let us know if we can be your eyes in your fields during this critical growth period. Call us at 402-387-2323.



College Cars and Cookies

BY DENNIS MCBRIDE, Mr. Tire Manager-Ainsworth, dmcbride@frcoop.com



Sending your son or daughter away to college is always trying, but you'll worry less if you've had their vehicle checked out before they hit the road. There is still time to bring their car into Mr. Tire for the basic service work. We'll look over the tires, wheel alignment, and brakes and change the oil if needed.

There's another nice thing about dealing with us. Should your college child's car or tires have problems while they're away from home, you can give us a call, and we can get them in touch with a local Mr. Tire, or another reputable auto service in their area. That assistance can mean a lot to a parent who is hours away. Heck, I even had one mother bring

in a plate of cookies in appreciation for connecting her son with a service station that took good care of him and his car when needed. We were happy to help and, by the way, the cookies were great!

Firestone's rebate helps you and FFA

It's time to start getting your equipment ready for the busy harvest season. That includes checking the wear and tear on your ag tires. Firestone is currently offering a healthy rebate for select ag tires through Oct. 31. You need to purchase two or more tires to be eligible for the rebate. Better yet, for each tire you buy through the rebate, Firestone will donate \$5 to FFA. That's a win-win.