



YOUR COOPERATIVE BRINGS VALUE

Are you sick of the political season yet? We are privileged to live in a great nation with the opportunity to pick our leaders, but seriously! The promises, accusations and “daily spin” can leave a person bewildered. Everyone is making promises, but actually delivering on them is another matter.

At your local cooperative, we are not making political promises, but we do promise to bring value to your farm or ranch. Now, I understand that every business seems to guarantee value. And so it's important to think about what value actually is and whether or not Farmers Ranchers Cooperative can deliver.

Think about it this way. You are the owners of this cooperative, and we exist for the sole reason to help you succeed. Our employees' expertise,

their knowledge of your business and needs, the quality products we provide, and our commitment to your economic success bring you value. Our interest and involvement in the communities we serve bring value. And the fact that you have access to equipment and technology that you could not have on your own brings you value.

Now, unlike the politicians, I will admit we make mistakes. However, our staff works hard to find solutions that fit your individual operations. We all realize that agriculture is entering a period of tough economic conditions. The directors, employees and infrastructure of Farmers Ranchers Co-op are all working to bring answers, and together we will make it through. Having that support and resource brings value.

MANAGER'S MOMENT

By Kent Taylor
President & CEO
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Welcome to new director and staff

I want to welcome one of our new associate members to the board. Keith Cosgrove, profiled on page 4, has been a leader in his business and community for many years. We are fortunate to have him join our group of directors. Welcome, Keith! I also want to welcome new staff, or those taking on new responsibilities. You'll read more about them in this issue.

Value...one customer at a time...one day at a time. For 100 years, Farmers Ranchers Cooperative has been serving you—and bringing you value. ■

HASENOHR'S FRESH PERSPECTIVE

Little did Bryce Hasenohr know that he would one day work in the same industry as his father. For the first 15 years of his career, Bryce directed his energy into retail—working with everything from groceries to batteries. In fact, the kid who grew up in Beatrice, with a father who works for an ag co-op, left the state and moved to Oklahoma.

But sometimes life takes us full circle. In 2011, Bryce and his wife, Erica, an Ainsworth native, were expecting their first child and decided to move back to Nebraska. And a little more than a year ago, Bryce, like his dad, joined an ag cooperative family when he was named Farmers Ranchers Cooperative's administrative programs assistant.

Working under the direction of Administrative Programs Coordinator Matt Sheehan, Bryce wears multiple hats. He's updated the company's safety program and policies, and assists with marketing and information technology. “I like the variety,” says Bryce. “One day I might be focused on marketing or an employee function, and the next day dealing with safety and compliance.”

Matt says Bryce brings organizational skills to the job, and more. “With his retail experience he brings a fresh perspective,” explains Matt. “He also challenges us—that just because we've always done it one way doesn't mean we



Administrative Programs Assistant Bryce Hasenohr brings experience to FRC's safety, marketing and IT departments.

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MEET OUR NEW DRIVERS

Bill See and Adam Quinn are the newest refined fuel drivers for Farmers Ranchers Cooperative. Bill started in September 2015, and brings his experience working on farms and ranches, as well as owning his own over-the-road truck. Adam jumped into a Farmers Ranchers Co-op truck for the first time in March of this year after working in construction and driving for FedEx out of Norfolk.

The fact that both of these men are Ainsworth natives has helped as they maneuver the roads in Sandhills territory, but it isn't a guarantee that they know the location of every customer. "I've been in this area most of my life, but I've been on roads with this job that I never knew existed," says Bill, laughing. "We cover a pretty wide area."

Adam, who obtained his CDL and hazardous materials certification before taking the fuel truck out on his own, says he doubts he's been on half of the roads that service Farmers Ranchers fuel customers—and it will take time before he's totally familiar with where every fuel customer lives, but he's enjoying the challenge. "I like the job," says Adam.

While both men are busy delivering fuel to farms and ranches in the area, they can hopefully find some time



Bill See (right) and Adam Quinn are Farmers Ranchers newest refined fuel drivers out of Ainsworth.

this summer to get a little rest and relaxation. Bill and his wife, Rhonda, enjoy camping, and Bill likes to pick up a fishing pole or gun to hunt when there's time. Adam also likes to fish, but enjoys hitting a golf ball around as well.

Welcome to both Bill and Adam. Glad to have you on our Farmers Ranchers Co-op team! ■

OUR STAFF BRINGS VALUE

By Justin Nelson, Agronomy Division Manager, jnelson@frcoop.com

It would be easy to talk about the value of the products and services your Agronomy Division offers—things like seed genetics, application of fertilizers or the Answer Plot®. All of these bring value to your farming business, but it's the people behind the products, services and equipment that bring the true value.

You can be assured that Farmers Ranchers Co-op has a fully staffed, stable and experienced agronomy team, from our sales agronomists, Mark Ewert and Micah Graff, to our crew of applicators and the critical support team that keeps the equipment running.

Mark, a certified crop advisor, is in his fourth year at Farmers Ranchers Co-op and brings with him years of experience. Micah has that farming background that brings the operation and equipment side together. In addition to our regular applicator staff, we have extra people licensed, prepared and qualified to step into that task when needed, and Kelsey Dailey, our receptionist/secretary, is proficient in taking customer orders, handling the billing and directing traffic when I'm out.

The fact that we have the same faces here this year means we know



Secretary/Receptionist Kelsey Dailey

where your fields are, we're familiar with your operations and we know the equipment—in other words, we have reliable people who will take care of your agronomy needs. That is value. ■

HASENOHR'S FRESH PERSPECTIVE Continued from page 1

can't change if needed. He's always looking to better the company."

Bryce says he's happy he and Erica, now parents of a four-year-old son and three-year-old daughter, made the decision to return to their roots. The couple made the move

just two weeks after having their first child in Oklahoma.

"We have traditional values and this is the life that we want," says Bryce. They've definitely settled into the Ainsworth community, with Erica managing a clinic and the couple purchasing what had been her grandparents' home. ■

BACK HOME IN VALENTINE

April Wester is in a good place. After living away from her hometown of Valentine for 20 years, this Nebraska ranch girl returned home last August to a new job as manager of the Farmers Ranchers Feed Store in Valentine. She couldn't be happier.

"I've wanted to come back for a long time," says April, who lived most of those 20 years in the Oklahoma Panhandle, working in a hardware store and then becoming manager of a farm-supply store. "I have a lot of family here and it was time for a change for my kids. It was time to come home," she explains.

Not only did the job bring her back to her roots, but April, who grew up on a ranch south of Crookston, Nebraska, is now back in touch with livestock and the people who raise them. The former 4-H member who showed cattle and hogs as a girl says she's enjoying seeing familiar faces.

She's also bringing with her years of experience in managing a retail business, even though she admits selling feed brings a unique set of challenges—including

becoming knowledgeable about the nutrition side of FRC's feed products. "Since taking over the position late summer," she says, "it's been a whirlwind."

Serving customers, though, is a comfortable spot for her, and April says she appreciates the "feel"

of Farmers Ranchers Co-op. "I enjoy retail because I like helping people, and at Farmers Ranchers we take care of all of our customers, whether they have two cows or 2,000," says April. "I may not know the answer all of the time, but I can put them in touch with someone who does."

April's family has acclimated well to their new surroundings. Her husband, Jerry, a plumber and Texas native, likes the people in Valentine, she says, and her two daughters have adjusted well to a change in school and friends—both getting very involved in athletics at the Valentine High School.

If you haven't met April yet, stop in and say hello. If you want to discuss your feed or animal supply needs, give her a call at 402-376-3045. ■



SELLING WHAT HE KNOWS

Luke Hitchcock is Farmers Ranchers newest feed salesman, and he comes to the position with a unique set of credentials. Not only did Luke grow up on a ranch south of Ainsworth, but since coming to the co-op's feed mill in 2013, he's delivered feed, worked in the mixing room, has become proficient in feed regulatory programs, and worked the sales counter when needed, in both Ainsworth and Valentine.

A graduate of the University of Nebraska-Lincoln, Luke got a degree in secondary education, but ended up working for ABC Supply Co., Inc., a national building supply company. He began as a driver, became a warehouse and fleet manager, and transitioned into a window technician. In 2013, he and his wife, Jennifer, decided to move back to Ainsworth where they now live with their two young sons.

"When I was a kid, I'd come to the feed mill with my dad and I'd see people loading bags of feed into the

truck," recalls Luke. "I thought that would be a really cool job." Now he's going to be on the road selling that feed to livestock producers.

He says he believes the value a salesperson brings is customer service and building relationships. "I think most producers look for a salesman who will talk to them about the feed products we have and act as a guide and reference as to what their production needs might be," says Luke. "We're not there to give them all of the answers, but to help them find the answers."

Luke says he's pleased to represent Farmers Ranchers feed. "We drive a long way with our feed products, but we operate locally," says Luke. "We're managed by people from the area, who live in the area. Our board members are all local producers with interests that inform our practice and policies, and we're actually on the front edge of technologies and regulations. It's a good place to be." ■



Luke Hitchcock is Farmers Ranchers' newest feed salesman.

INSIDE

**IT'S ALL ABOUT
VALUE**

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TAKING HIS TURN

When Keith Cosgrove was asked this year to serve as an associate director for Farmers Ranchers Cooperative, his answer was “yes.” After all, says this Rock County farmer and rancher, “You take your turn doing things like this.”

This third generation farmer/rancher grew up helping his dad, Gene, and uncles, and thought he might one day return to the family operation. He ended up, however, getting a degree in computer science with an education emphasis at University of Nebraska-Kearney. “I didn’t know what was going to lie ahead, and thought I could either get a job as a programmer or a teacher.” It ended up, he did neither.

As Keith and his then new wife, Tami, were contemplating an offer for Tami to teach in Creighton, he was approached by the banker in Bassett, his hometown. “He said they’d like to make me into a banker,” recalls Keith. He ended up working at the bank as a vice-president in ag loans for eight years before heading back to the farm in 2001.



The farm is also where he and Tami, who teaches fifth grade at Bassett Grade School, have raised their three children: a son, who’s a senior, and daughters, one a sophomore and another in fifth grade.

It’s also where he’s built a relationship with Farmers Ranchers Co-op. “We’ve always bought fuel and feed from Farmers Ranchers,” says Keith. “I haven’t thought a lot about why we bought from the co-op except that it’s the people serving you. It’s the fuel truck guy

making sure my fuel tanks are full, or the feed guy coming around and providing me with information. There’s real value in that.”

Keith, who serves on the local rural fire board, is president of the Sandhills Ranch Expo and involved in a revolving loan fund that helps his community of Bassett, and now he’s taking his turn on his co-op’s board. “I try to be involved with our community,” says Keith. “And I wouldn’t want it any other way than to be back here.” ■