



100 YEARS – PART II: SERVING THE PRESENT

MANAGER'S MOMENT

By Kent Taylor
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It isn't every year a company celebrates 100 years in business. It's a special occasion, and that's why in each of our four issues of *Trailhead* this year, I'm highlighting how today's Farmers Ranchers Cooperative is a product of its remarkable century-long journey.

For starters, here is another notation from the co-op's original 1917 Articles of Incorporation:

"...The general nature of the business...shall be the buying and selling of grain, seed, hay, livestock and all products of the farm, also merchandise of all kinds..."

Some of the business practices have changed over the years, but in 2017 the cooperative is still serving you, our patrons. While Farmers Ranchers Co-op no longer buys hay or livestock, it is interesting to consider the co-op's current business makeup: agronomy, energy and feed. As agriculture progressed in the 20th century, so did the cooperative

system. The task of running this business today requires more equipment, specialized products and expertise than our forefathers could ever have imagined. Your co-op currently has state-

of-the-art machines and technology, manned by skilled employees. Here are a few examples:

- Your car is aligned with a machine using laser lights.
- A batch of dry fertilizer is mixed in just a few minutes receiving the formula mixture remotely from an iPad®.
- Automation allows feed to be mixed, processed, bagged and then stacked by a robot.
- GPS technology allows our co-op employees to know their location in your fields down to "sub-inch" accuracy.

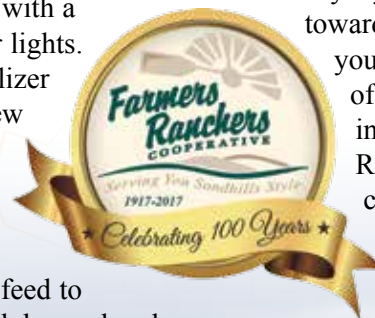
Wow, what a great 100 years it has been for American agriculture and Farmers Ranchers Cooperative! I'm ready for the party! The date to remember is Saturday, July 29, at

the Brown County Fairgrounds. You can find a preliminary list of events on page four of this newsletter. We will be publicizing more details about the special day in mailings, on our website, in the local newspaper and on radio. I hope to see you there.

Check the news inside

Our 100-year anniversary is certainly big news, but it doesn't stop our everyday tasks that contribute toward our community and your success in the business of agriculture. Look inside to see how Farmers Ranchers and our feed customers are making a difference for children in our community whose families struggle to put food on their tables.

Check out our new Appliance Store website as well as our agronomy team that's ramping up for a busy growing season. We may be 100, but it's not slowing us down! ■



MAKING A DIFFERENCE FOR HUNGRY CHILDREN

By Rocky Sheehan, Feed Division Manager, rsheehan@frcoop.com

Feed is a big part of Farmers Ranchers' business. That's why it seems appropriate that your feed division has made a commitment to a program that's helping provide food to hungry children in our area.

A few years ago, I became aware that there are hungry children right in our own backyard. One in five children in the U.S. is food insecure. We live in the bread basket of America and we have kids right here who don't know where their next meal is coming from.

Wanting to help, your feed division joined the Drive to Feed Kids, a program sponsored by Nutra Blend, one of our premix suppliers. Through the program, Farmers Ranchers earns points when purchasing certain products. Those points are redeemed as a donation to our local Backpack Program, which sends nutritious food home with hungry children over the weekends when they don't have access to school lunch programs.

In our first year with Drive to Feed Kids, Farmers Ranchers has been able to contribute \$3,000—in addition to more than 400 meat sticks—to the Ainsworth Community Schools Backpack Program. Roni Daniels, in charge of the Ainsworth program, says Farmers Ranchers' contribution is making a difference. The dollars are currently being used to supplement the Food Bank for the Heartland program, and provide weekly vouchers for fresh meat, milk or eggs to 13 families, serving 29 children.

"The Farmers Ranchers donations have been an amazing addition to the Food Bank," says Roni. "The money allows us to add the fresh protein to the shelf-steady items we had already provided." She explains that the vouchers are redeemed at the two local grocery stores to promote community support and keep all the money in the area to help local families.

Roni adds that the funds from Farmers Ranchers' participation helped the Ainsworth Backpack Program expand from assisting children in K through fifth grade last year to pre-K to seventh grade this school year. "With their continued support, we would like to be able to expand it even further," says Roni. "In the past, we were relying solely on private donations and we were struggling. Now, with help from the Food Bank for the Heartland and Farmers Ranchers Co-op, we can just focus on getting food to the kids who need it and not be worried if we will have enough funding to continue the program."

At Farmers Ranchers, we're proud to be making a difference in our community. ■



Farmers Ranchers' Customer Service Representative Madonna Shafer helps Feed Division Manager Rocky Sheehan work with the Drive to Feed Kids initiative and the local Backpack Program.



These bags of food items include vouchers for milk that are funded through Farmers Ranchers' participation in Nutra Blend's Drive to Feed Kids program.

NEW WEBSITE BRINGS APPLIANCES HOME



By David Dodson, Propane and Appliance Manager, ddodson@frcoop.com

Farmers Ranchers Appliance Store has launched a new website, shopfrcoop.com.

Now you have the convenience of checking out our wide range of appliances—from name brand washers and dryers to refrigerators and freezers—in the comfort of your home.

Better yet, when you purchase from Farmers Ranchers, we have full-time service technicians who will deliver and install your appliance. So, take a moment to see what we offer on shopfrcoop.com—and don't forget to check back from time to time as items change regularly. Then, come in to our store, look at the products up close and talk to us. We think you'll be happy you did.

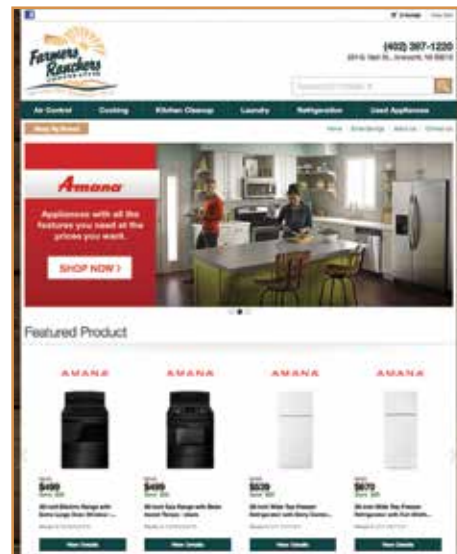
We're your paint center, too!

Itching to get going on that spring paint job? Remember that Farmers Ranchers Appliance Store is the headquarters for the PPG Pittsburgh Paints® brand. We have more than 2,000 colors in The Voice of Color® program. Stop in and check us out.

Time to think propane

Farmers Ranchers' top priority is providing the people in the communities we serve with a safe, clean and efficient home heating source: propane. We also are committed to offering contracting options that help you better manage the costs of keeping your home warm and comfortable throughout the heating season. Summer is when we begin our contract sign-up, and so check out these options to see which contract best meets your needs:

- **Max-Price:** Lock in a cap on the price of propane, but take advantage of lower prices should the market price of propane drop.
- **100% Pre-paid:** Pay up front for your estimated propane needs and lock in at the current market price. It doesn't matter what the propane market does, you're protected!
- **Budget Billing:** Estimate the total gallons you expect to use annually and contract that amount at the market price. Add the sales tax and divide by 11 and you'll pay that amount each month from



Check out name brand appliances available at Farmers Ranchers Appliance Store at the new website: www.shopfrcoop.com.

July through May of the next year. In June, Farmers Ranchers will reconcile your account. With Budget Billing, you know what your monthly bill will be, making it easier to stick to a budget.

To find out more, contact our office at 402-387-1220 or 800-233-6627. ■

MONITOR AND BOOST THAT CROP

Your Farmers Ranchers agronomy team is ready to help you maximize the potential of your efforts this growing season. Once your crop is out of the ground, we have the tools to analyze its nutrient needs and give it the boost required. Anyone of our agronomists can collect tissue samples and have results back in approximately a week. When the analysis is in, and corn is in the V2 to V5 stage, we'll side-dress with the fertilizer mix required.

A new product available this year is AgriSolutions™ Crop Mix 2 LS, a sulfur, boron, copper, manganese and zinc premix fertilizer that we can



add to a post-emergent nitrogen for corn and small grains. Our goal is to find which nutrients are lacking and then get it corrected. For more information on tissue sampling and side-dress options, contact the Agronomy Center at 402-387-2323.

Answer Plot by WinField returns

Farmers Ranchers is pleased to be home again this year to an Answer Plot®. Located on Highway 20 just east of Ainsworth, planning is underway for the program that collects data and serves as an educational and training tool. Watch for more information as the growing season unfolds. ■

INSIDE

CHANGING LIVES ONE MEAL AT A TIME

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THE COUNTDOWN TO 100 CONTINUES!

We're counting the days until Saturday, July 29. That's when the party begins, celebrating 100 years of Farmers Ranchers bringing innovation and success to the Sandhills.

We hope you plan to join us for the day full of activities at the Brown County Fairgrounds in Johnstown. There will be food, bounce houses for the kids, a tractor pull, prizes and much, much more. Former Husker receiver Matt Davison, of the 1997 championship football team, will also be speaking.

Watch for updates on the event at frcoop.com/100years. ■



FOCUS ON EVENTS

Meet our 2017 scholarship winners. Go to frcoop.com/scholarship.