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INSIDE

Meet Farmers Ranchers New CEO Page 1

The Stories Tires Tell

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



Tire sales follow a seasonal pattern—and one that tells the story of area farmers and ranchers. At Mr. Tire, we've been delivering a steady number of tractor tires this winter and spring—in addition to pivot tires and maintenance. In spite of the unseasonal spring weather, area farmers are evidently confident they'll have corn and beans to irrigate come summer! We've also been selling tires for the four-wheelers and pickup trucks that head out each day to check on momma cows and calves.

When it's time to move those cows and calves, many of our area ranchers will be looking for tires for their livestock trailers. We recommend the Gladiator® brand. We've been selling Gladiator tires for about seven years and they've been a really good tire for us, whether for that livestock trailer, boat trailer or camper.

Speaking of campers, customers will also be looking to take road trips this summer. Bring your car in and let us check your tires—heck, let us check the whole car. At Mr. Tire, we provide old-fashioned service. We'll change the oil, check out all the belts and hoses, examine your tires and vacuum the inside of your vehicle. And remember, most of our tires come with a road hazard warranty built into the price. It's not an add-on. We can also schedule you for a wheel alignment, if necessary.

Best of all, at Mr. Tire we offer more than a sales pitch. We give you honesty, offer the best deal we can on a large inventory of quality tires, provide excellent service and take good care of you. Believe it or not, we might even have a story to tell.



Cenex® Premium Fuels Perform

During spring fieldwork, you simply can't afford downtime from unexpected equipment failure—especially this year. That's why Cenex recently enhanced their premium fuel line with a special additive formulated for the demands of today's modern engines—to help reduce downtime and maintenance. Plus, Cenex Premium Diesel Fuels are proven to deliver more power and up to 5% better fuel economy.

Don't wait for a breakdown to consider the better diesel fuel. Your equipment is worth protecting with the best diesel fuel on the market. To learn more, visit cenex.com/rubyfieldmaster or call Mark Gracy at Ainsworth Mr. Tire at 402-387-2533 or 402-760-0728.



Trailhead

Summer 2018

New Beginnings

BY CINDIE KESLER, President & CEO, ckesler@frcoop.com

New beginnings. That phrase seems very appropriate for Farmers Ranchers Cooperative at this place and time. Not only are we embarking on the cooperative's second century in business—after what I hear was a wonderful centennial celebration in 2017—but we are transitioning into the growing season after a long and cold winter. Spring holds the promise of new beginnings, and with that comes the positive change of new growth. At Farmers Ranchers, it also signifies a change in leadership.

I am excited and pleased to be the new president and CEO of Farmers Ranchers. I come to this position after 10 years serving as the chief financial officer (CFO) of Hi-Line Cooperative, which is based in Elsie, Nebraska, southwest of North Platte. Hi-Line is very similar to Farmers Ranchers in size, number of employees and product offerings. During my tenure there, I had the opportunity to work not only on the accounting side but in a number of other management areas, including professional development of the cooperative's staff and information technology (IT).

I loved the chance to put my degrees in business and IT to work in a cooperative setting. Better yet, I was able to utilize my past experience as CFO for a hospital district in my home state of Texas. In addition, I brought the entrepreneurial spirit that helped my husband Bill and me grow our own sign and marketing business as we pursued our careers. That side business also provided a place where our five children could work and develop their own entrepreneurial skills.

Now I am more than ready to put all of that experience to work at Farmers Ranchers. Everything

about this new beginning excites me—especially leading a company with solid core values. At Farmers Ranchers, it's evident we are family. We care about our employees, our patrons and our community. It has also become evident that Farmers Ranchers is blessed with a great young and progressive board of directors, full of ideas and dreams for your cooperative.

And, although we're just settling in, Bill and I are finding this area to be a hidden gem. Bill, who is retired from his job as an electrician with the Union Pacific Railroad, is an avid photographer who is loving the beauty of the Sandhills. We look forward to warmer temperatures so we can enjoy the many recreational opportunities. Most importantly, we've felt the warmth and hospitality of the people who call this area home. We're glad to call it home, as well.

In these first months, I will be meeting one-on-one with our managerial staff, learning more about each department and what resources they might need to reach new levels of success for your cooperative. I also hope to meet more of you, our patrons, out and about in the community or as you do business with Farmers Ranchers.

My goal in this new role is a simple one: to lead Farmers Ranchers Cooperative to be the best cooperative it can be—for patrons, employees and the community. I'm excited to be part of that new beginning.



Check out frfeed.com for customized feed information.

Starting Pink Eye Research Trial

BY ROCKY SHEEHAN,

Feed Division Manager, rsheehan@frcoop.com



As your cattle head out to grass this summer, there's a good chance you'll be dealing with pink eye problems in your herd. This contagious bacterial infection can play havoc with an animal's

productivity, including growth in calves and conception rates in cows. In an effort to provide our ranch customers with solutions, Farmers Ranchers will be partnering on a research trial with Ralco, a Minnesota-based supplier of livestock nutrition and health products.

While Ralco has seen some benefits in the use of essential oils to treat both pink eye and foot rot, little actual research has been done. Farmers Ranchers and Ralco are developing the protocols for this research trial that will utilize our cattle mineral products with an essential oil additive on groups of cattle in our area. The trials are expected to begin in late May or June. If you are interested in more information, or possibly being a part of the trials, contact me at rsheehan@frcoop.com, or 800-233-6627.

FRC's Alligator Dundee

Feed Operations

Manager Bill Worden came home from a winter trip to Florida with quite a fishing—or should we say alligator—story to tell. He snagged this trophy alligator, all 11'6" and just under 600 pounds of him, from a boat with a fishing pole, hook and 150-pound test line. "You troll around and when you snag into it you just hang on because it drags the boat all over the place." He now has 60 pounds of alligator meat, an alligator head for mounting, a tanned hide and a new nickname—Gator Getter.



Making a Move to Feed

Darlene Miller is the new office manager at the Ainsworth Feed Mill. She may be getting acquainted with some aspects of the department, but she's certainly not new to Farmers Ranchers. In fact, she just moved one-half block north of the co-op's main office where she served as a secretary for more than nine years. Prior to that she took care of the fuel department's invoice tickets from her home.

In her new job, Darlene handles counter sales as well as invoicing, taking orders and making sure day-to-day operations run smoothly. Since she was handling the feed department's invoice tickets while serving in the main office, she says she came to her

new job with some understanding of the feed operations.

Originally from south of Broken Bow, Nebraska, she and her husband, Brad, moved into Cherry County in 1983 and then into Ainsworth 29 years ago. She's been an EMT with the Brown County Ambulance Service for 16 years, currently serving as its vice president. Brad, who works for the City of Ainsworth, has been an EMT with the service for 12 years. The couple has four grown children and six grandchildren.

She says she's enjoying her new role at Farmers Ranchers. "I've got more one-on-one contact with customers here," says Darlene, "and I like that."

Making Up for Lost Time

BY JUSTIN NELSON, Agronomy Division Manager, jnelson@frcoop.com



Playing catch-up is never fun, but this year it's a fact of life when it comes to planting. The late arrival of warmer temps and the lingering snow mean the Farmers Ranchers agronomy team is doing all we can to help customers get seed into the ground and post application accomplished. Fortunately, our equipment is ready and we are fully staffed to handle the challenge, including getting you the seed you need. The key word this year is patience. We will be doing everything as fast as we can, as best as we can to get a good start to the growing season despite the weather delays.

Answer Plot[®] moves to new location

Farmers Ranchers will again host the WinField[®] United Answer Plot this year—just in a new location. It will still be three miles east of Ainsworth, only it will now be on the south side rather than the north side of Highway 20. Through the Answer Plot program nationwide, WinField United produces a huge amount of research data. What's great about having an Answer Plot in our backyard is that this research is local. The goal is to place the right seed and the right hybrid on the right acre. Watch for future Answer Plot events as the season progresses.



Meet Tim Johnson

Tim Johnson is glad to be in Ainsworth. Growing up in Missouri, Tim left for California and spent more than three years doing custom application work on farms north of Bakersfield. When he heard last summer about an opening for an applicator position at Farmers Ranchers, he headed east for an interview—checking out a few other job possibilities along the way. He decided that the Nebraska co-op would be a good fit, and started the job in early October.

He and his wife, Christyna, a California native, are settling into life in Ainsworth. “We’re enjoying it here,” says Tim, who will be running one of the cooperative’s post-dry applicators. While he didn’t have an opportunity to fish or hunt in California, he’s hoping to pick up that hobby soon. Welcome, Tim. We’re glad to have you on the agronomy team!

Answer Plot[®]
By WINFIELD

