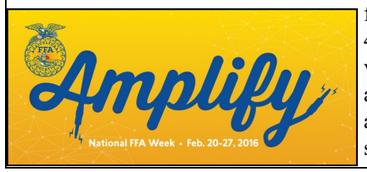
Answers to last month's 'Who Are They?'

L-R: Bill Johns, Ronnie Browning, Fat Browning, Greg Drebes, Paul 'Bozo' Drebenstedt (w/pipe), Joe Morris; young boy on fence at right—John Browning

At Farmers Elevator & Exchange Company, we know that the youth of the communities we serve are the future ag producers, agribusiness men and women, ag lenders, and other people who will help procure food and fiber to feed the world's population. With that said, we certainly encourage all FFA and 4-H members to contact us for recommendations for SAE projects or 4-H projects that involve animal nutrition and/or crop nutrients and other agronomic services.



Look for our booth at the 2016 Lewis-Marion County Cattlemen's Scholarship Banquet on Saturday, February 20 at the American Legion Building in Palmyra, MO. Trade Show begins at 5:00 PM – Dinner at 6:30 PM Call Ken Disselhorst @573-822-3850 for more information.

Get Ready to Rumble

We want to help you plan now for the spring planting season!
Time is money!
Call Farmers Elevator today!

Farmers Elevator & ExchangeCo.
107 So. Chestnut Street
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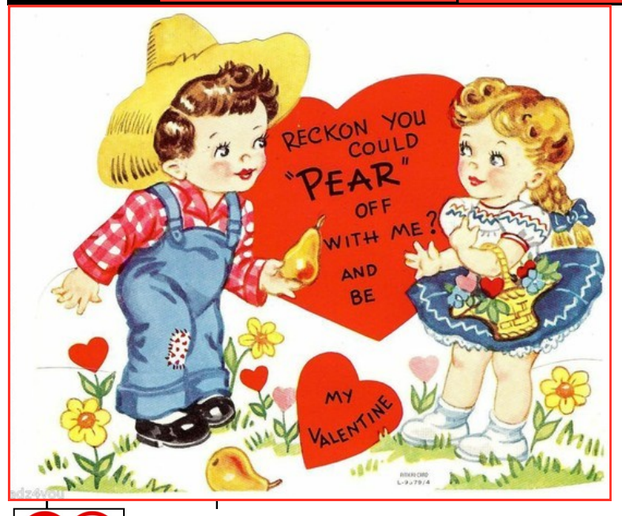

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See us for all your cattle supplement and mineral needs! QLF Liquid Supplement and Ignite 30-17 protein tubs insure good cattle nutrition!

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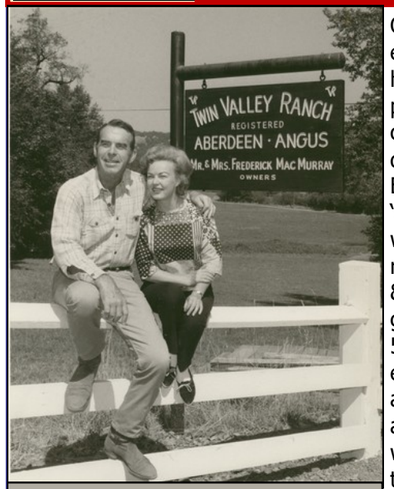
February 2016

Newsletter of the Farmers Elevator & Exchange Company—107 S. Chestnut St., Monroe City, MO



Manager's Corner

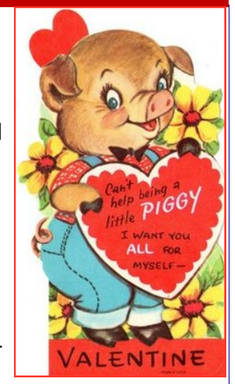
by Marlin McCormick, General Manager

Let's face it, there is just something about Sheriff Andy Griffith, Aunt Bea and Deputy Barney Fife that makes the day end on a high note! And watching the subjects that are discussed on many of those shows helps us realize how agriculture was tied into the living rooms of folks across America some 50+ years ago.

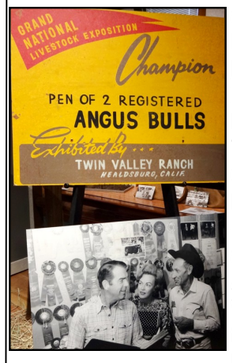
It seems the older I get, the more I learn about what was and hopefully about what is. The setting of those reruns of the Andy Griffith and even an occasional episode of 'I Love Lucy' carry a theme that includes activities in a 'farm town', where produce, meat, milk or eggs were being produced. The jokes were a bit 'corny' (no pun intended), but the farm folks in those programs were always depicted as good-hearted, hard-working, honest, trustworthy, church-going people and everyone considered the farmers their friend and provider of food. Much has happened since those programs were written and first aired, and it seems that U.S. production agriculture has developed some tough issues, some which are opposed by folks in Hollywood. Because people likely do not understand our business, modern-day 'silver screen stars' stack their dollars up on the side that supports those things that make the job of feeding the world's population even more challenging. Commodity groups such as National Corn Growers, United Soybean Board, United Egg Producers, National Pork Producers, National Cattlemen's Beef and others work to educate consumers and demonstrate the value and the sense of why things are done as they are in production today. We are not beating the drum for any one specific group, but we are saying that since shows like Andy Griffith gave way to the reality TV shows of today, we have a tougher battle of helping people understand what it takes to produce food and fiber for the world's population. We all must pull together.

One of Fred's Angus bulls

On many winter evenings in our home during supper time (and especially since our cat died which made Evelyn and me true 'empty nesters'), we like to watch reruns of old black & white TV programs from the 50's and 60's. We enjoyed the shows as young people and although we were not allowed to watch TV during supper as kids, we have now kind of 'let our hair down'.



With all that said, I recently watched a movie from the 1940's starring Fred MacMurray. To me, he was a father of 3 boys, with Charlie the housekeeper and Tramp the dog on My Three Sons. After my research I know he was one of us! Fred MacMurray owned and operated Twin Valley Ranch in Healdsburg, California which is located in the Napa Valley, a place filled with wine-producing vineyards, rich farmland and award winning cattle ranches. Agriculture was a way of life in the Valley for many actors and directors such as Raymond Burr, Francis Ford Coppola, Robert Redford and Robin Williams who have called the place home. Fred's ranch was sold to the Gallo wine family in 1996, but he originally purchased the property in 1941 while married to Lillian Lamont. During WW II Fred practiced diversified farming on the ranch and after the war he began raising prize-winning Angus cattle when not busy making movies. After the death of his first wife, he married actress June Haver and the couple spent as much time as possible in Healdsburg with their growing family.



What a great story about this star of the silver screen who not only did and does entertain us and who was also an American agriculture producer!

New Look– Grain scale tickets at our truck scale are now printed by computer and have a new look. Eddie or Jeneane can answer any questions about this. Thank you!

Crop Care
by Brenna Ruth, Agronomy Sales

Howdy friends and neighbors! We have been hearing a lot about new herbicide tolerant traits of seed and the herbicides that align with them. In particular, we keep hearing all the difficulty the crop protection manufacturers are having to try to get these products approved by the EPA and other regulatory agencies. Even if they do get EPA approval, the next hurdle is getting the countries that import our grain (ahem…China) to approve the trait as well. Here is a shortened version of the technical steps involved in bringing a new trait or chemistry onto the market:

1) **Synthesis in a test tube**
2) **Patent review, Chemical research Toxicology screening, Market research**
3) **Secondary screening, Advanced toxicology**
4) **The decision to commercialize**
5) **Field development & product performance, Laboratory & field testing**
6) **Registration package compiled**
7) **Applicant submits data package to EPA (about 150 various tests)**
8) **EPA product manager reviews with their technical support group**

To bring a new crop protection product (ag chemical) onto the market, a number of questions must be answered. In reality, the majority of ideas and products never make it to the marketplace. Crop Protection Product manufacturers must ask; Can it be patented? Will the cost of production be reasonable? Can it be used to control pests in multiple crops? Can it be used in other countries? Will it be safe for crops? Will it be reliable and effective? Will it be competitively priced? Will it be easy to handle? Will it have any significant advantages over competitive products? What will the return be? In today's marketplace, a product must meet a number of requirements to be desirable. New products must have better efficacy than old products, be compatible with current pest management practices, have non-leaching tendencies, be less persistent in the environment, leave less residue in foods, and have lower risk to workers and bystanders. The four main areas ag chemical manufacturers focus on in new products are: **User-friendly, Environmentally sound, Efficacy, Economical**

All of these are requirements must be considered before an herbicide will be brought to the market. And that doesn't include all of the steps taken after an application for registration has been made. Often the EPA will have questions that require more testing, which takes additional time. That is why registration of a pesticide can seem to drag out forever. The average amount of time it takes to get a pesticide labeled is 7-10 years. The current estimate of the cost of getting a new pesticide labeled is $250 million! A Purdue University bulletin states that only 1 in 140,000 chemicals that are tested will ever reach the market as a registered pesticide!

A recent development on this issue of newest herbicide tolerant traits and corresponding herbicides, is that Dow Agro Sciences just received approval for their Enlist Duo herbicide. The holdup for the product now is Chinese approval of the 2,4-D tolerant trait in both corn and soybeans. Having China's approval is crucial due to the fact that the U.S. exports approximately 40% of its soybeans to several countries, including China.

QuiltXcel®

On another matter, we wanted to take a minute do discuss the importance of applying fungicide to your corn and soybean fields. We have seen how fungicide can pay off in a wet season like we had last year. Disease pressure was heavy, and fungicide performed as it was designed to do and it was able to stop the disease from spreading, and kept new diseases from growing on the plant. In recent reports we heard that we may be facing more drought conditions in summer 2016. That doesn't mean that fungicides won't be effective! During dry conditions, plants that have had an application of fungicide tend to handle the heat and dryness better than those that haven't. Fungicide maintains the health of the plant by allowing passage of water and nutrients to continue in the absence of adequate rainfall. It also assists the plant in regulating the opening and closing of stomata (the pores that release water), which preserves the health of the plant for a longer period of time. The plant will be able to better utilize the moisture and nutrients that are available. We are offering **discounts on fungicide** until the **middle of March**. We urge you to take advantage of this opportunity and $AVE cost on your fungicide today!

On a final topic, we wanted point out the importance of applying layers of residual herbicides in your soybean fields. There are countless messages regarding herbicide-resistant weeds and the need for effective chemical control has never been greater! A good rule of thumb is to think, *"I won't plant my fields until a residual herbicide has been sprayed".* This is not as easy as it sounds, but you will be grateful you did! You will have a much better start to a weed-free season. START CLEAN, STAY CLEAN!

THINGS TO REMEMBER:

- **Fungicide discounts offered through mid-March**
- **Call NOW to make orders and to plan for early spring pasture fertilizer**
- **Call Adam Grove in agronomy operations to make your spring farming plans and review cost analysis**
- **Enjoy any nice**

NK Soybeans

GoldenHarvest Corn

FROM THE FEED BAG
by Eulynn Keller, Asst. Livestock Specialist

It is hard to believe, but it is time to think about mineral booking. My first year at Farmers Elevator flew by! Last year, I remember looking forward to the meeting-- eager to meet many new faces. This year, I am excited to catch up with familiar faces. To help you prepare, cattle consultant, Kent Tjardes, Ph.D., has put together a few steps to consider when developing a solid mineral strategy:

1. Analyze annual cattle mineral needs

Mineral needs throughout the year can be impacted by a variety of factors, including cattle production stage and ration nutrient composition. Start your plan by considering how these factors change in your herd during the year.

Production stages such as gestation, calving, weaning and breeding are especially important. During gestation and calving it's critical to have a good mineral to get cattle through that stress period. Cows that are mineral deficient can create a calf that is deficient at birth, which can result in 'weak calf syndrome,' loss of vigor or scours.

At weaning, calves need an onboard reserve of minerals in their system as stress is often elevated and feed consumption may decrease temporarily. Bulls have special needs during breeding season – zinc, manganese and Vitamin E help to ensure sperm quality and vitality.

Producers should also consider the overall nutrient composition and seasonality of their feedstuffs. For instance, areas with high growth, cool season grasses commonly have a need for higher magnesium in the spring to prevent milk fever or grass tetany.

2. Choose an optimal mineral source

Don't let the mineral label completely drive your decision making. More is not necessarily better, and it's important to identify the source of the mineral, not just the concentration.

Producers should work with a nutrition consultant or Extension personnel to identify the levels of macro and micro nutrients needed in their herd and compare those nutrients to the amounts available in their rations or forage. Mineral product labels will list concentrations of each nutrient, so calculate anticipated intake and choose a mineral that sufficiently supplies lacking nutrients.

Not all sources of minerals are utilized equally. Oxides are virtually unavailable to the animal – forms like chlorides and sulfates are better, and organics or chelates are usually the best. Most oxide formulations are less expensive for manufacturers to include in a product, but they simply aren't going to have the impact.

Finally, consider expected seasonality when choosing a mineral source. During snowy or rainy seasons, water-resistant and weatherized products can provide protection from mineral caking or from wind blowing it away.

Happy Valentine's Day!

3. Make the most of mineral consumption

While planning and choosing a quality mineral source are key, it takes proper management to have an effective mineral program.

First and foremost, producers should be tracking mineral consumption to make sure the cattle are getting the minerals that have been put out. To calculate consumption, producers should follow this simple formula:

(Pounds of mineral distributed ÷ Number of cows) / Number of days mineral was available

Producers can encourage or discourage consumption by placing mineral feeders near or away from water sources, and in areas with ample room for access and rotation.

Cows can't tell if they do or don't need mineral, but they do seek out phosphorus and salt, which can offer management tactics. Salt can be used as a limiting factor, or if the cows are salt deficient, as a driver of intake. Overconsumption of mineral should be regulated. Although it is likely not dangerous, it can be costly.

A well-planned mineral program means considering a variety of factors from cattle needs and nutrients, to mineral sources and management strategies -- that planning can pay off in the long-run.

You might not see changes overnight, but the return on this investment can be long-term. More cows bred back, less calf health challenges and any number of factors could result from a well thought out mineral strategy. Planning a strategy now can pay-off later on.

At Farmers Elevator we offer a variety of both Purina Wind & Rain and ADM AMPT mineral products. Please call or stop by any time, and we will help you find the best fit for you and your cattle!