

TRAILHEAD

"BRINGING INNOVATION AND SUCCESS TO THE SANDHILLS"

JUNE 2006 • PUBLISHED BY FARMERS RANCHERS COOPERATIVE, AINSWORTH, NEBRASKA 69210



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SCHOLARSHIP WINNERS

It's always a pleasure to see the talent and enthusiasm of our area's young people. It's even more exciting to see youth who are interested in channeling that energy into agriculture. That's why it's a pleasure to announce the recipients of this year's **Farmers Ranchers Cooperative** "The Future of Agriculture" Scholarships.

Three graduating high school seniors from the Sandhills region served by Farmers Ranchers were selected to receive the \$1,000 scholarships. The scholarships are awarded to students enrolling in a two- or four-year post-secondary agriculture-related program.

The recipients, **Tyson Beck** of Bassett, **Stephanie Bryant** of Kilgore, and **Rives White** of Valentine, demonstrated excellent leadership abilities and outstanding academic performance.



Stephanie Bryant



Tyson Beck

Tyson, the son of Tory and Regina Beck, plans to attend National American University in Rapid City to major in Equine Management. This young man has been active in BKR Rodeo Club,

MANAGER'S MOMENT

by Keith Erickson
President & CEO

football, wrestling, and FFA®, where he was chapter president.

Stephanie just graduated from Cody-Kilgore High School. The daughter of Kerry and Tara Bryant, she will attend the University of Nebraska–Lincoln, majoring in Agricultural Journalism. Stephanie has been active in Nebraska Agricultural Youth Institute, student council, band, and FFA, where she served as chapter secretary.

Rives, a Valentine Rural High School graduate, is the son of Howard and Joslyn White. Active in 4-H, National Honor Society, band, choir, and Cornhusker Boys State, Rives also served as FFA



Rives White

chapter vice president. He will attend the University of Nebraska–Lincoln, majoring in Rangeland Ecology and Watershed Management.

Farmers Ranchers congratulates Tyson, Stephanie, and Rives, and we encourage other youth in our trading territory to consider applying for the scholarship next year. As an ag-based

GET READY FOR ULTRA-LOW SULFUR DIESEL

Changes are coming in diesel fuel. Due to Environmental Protection Agency (EPA) regulations, the sulfur content in diesel fuel will be reduced starting this summer. Those reductions will take place in stages to be completed by June 2012.

The first change will show up in highway diesel. Currently, all highway diesel (clear) has 500 parts-per-million (ppm) sulfur. This includes #1, #2, and #2 premium diesel (Roadmaster™) fuels. This summer, refineries are required to reduce the sulfur content in highway diesel from 500 ppm to 15 ppm, primarily due to stricter emissions requirements in new 2007 over-the-road diesel engines.

How does that impact **Farmers Ranchers** customers? Here's a quick rundown:

- **June 1**—All of our highway diesel pumps are labeled “Low Sulfur Highway Diesel Fuel—500 ppm sulfur.” This is the same fuel we've sold for years, but is not recommended for vehicles with new 2007 diesel engines.
- **October 15**—Some retailers will begin offering ultra-low sulfur diesel (ULSD) highway fuel—15 ppm sulfur. ULSD fuel will work in all engines—old and new.
- **Mid-Winter 2006-Early Spring 2007**—We will begin offering ULSD at the pumps as old inventory is used and replaced by new product. We will test fuel at each retail site—Ainsworth, Mullen, and Springview—to determine the sulfur content. When it reaches 15 ppm, we will

re-label pumps so you know it meets the new specifications.

- **Mid-Summer 2007**—changes to off-road (dyed) fuels begin.

You can count on Farmers Ranchers to continue supplying you with quality fuels. If you have any questions, please give **Kent Taylor** or me a call. ■

by Mark Gracey
Fuels Manager



WHAT'S THE BIG DEAL WITH SULFUR?

Sulfur is a lubricating agent in fuel. As sulfur is removed from diesel fuels, it becomes even more important to compensate with an additive. That's why we recommend **Ruby Fieldmaster™**. Field tests demonstrate that by using Ruby Fieldmaster in ag equipment, you'll obtain 4.5% more power than with conventional #2 diesel. With better fuel economy, engine protection, and smoother, quicker starts, Ruby Fieldmaster helps get the job done. Talk to **Farmers Ranchers** about the Ruby Fieldmaster advantage! ■

OUR CIRCLE OF PRIDE

Sometimes you've just got to brag. We're proud of the Ainsworth Ampride team on receiving the coveted **Circle of Pride Award**. Cenex®, a brand of CHS, awards retail sites this honor, recognizing outstanding customer service and cleanliness.

To receive the award, a store must score 98% or higher on an evaluation by an independent, third-party mystery shopper. They assess the customer service, cleanliness, appearance, and required Cenex identification elements offered at each store. Manager **Deb Baxter** says it's fitting to receive the award in the retail store's 10th anniversary year. “What's great about this award is it not only recognizes the store, but the employees and their dedication to serving the customer,” says Deb, who has managed the store since its start. In addition to Deb and assistant manager **Chris Johnson**, the Ainsworth Ampride also has two other full-time employees and three part-time.

Receiving the award doesn't mean the Ainsworth Ampride crew will relax. They're continuing to offer great service, great products, and great food. Why not check the Ampride out for yourself, or stop in and congratulate the team? ■



Assistant manager Chris Johnson (left) and manager Deb Baxter wait on a customer at the award-winning Ainsworth Ampride.

THINK CREEP FEED FOR SUMMER

Farmers Ranchers Co-op offers an excellent creep feeding program from Land O'Lakes called Creep Gest. Creep Gest is a complete program that is not grain-based, but fiber-based energy. Not only does Creep Gest complement the grass your calves are on, but it maximizes the efficient use of pasture forages with less chance of digestive disturbance like acidosis and bloat.

Understanding how the rumen works can help you decide what type of supplement to use on cattle consuming a high-forage diet. Simply put, rumen microbes shift their population to either forage digesters or starch digesters, depending on the diet. When grain supplements are fed to cattle on low-quality forage diets, the rumen population of bacteria and protozoa shift away from full-time forage digestion to digest the starch, causing a negative effect. The Creep Gest feeds work with forages—not against them.

Creep Gest is available in 12%, 14%, and 16% protein. Rumensin®, Bovatec®, or Gainpro® mineral can be added.

FEED FOCUS

by Rocky Sheehan
Feed Marketing Director

Looking at the economics of creep feeding is also important. There is an approximate 33% return on an investment in creep feed. The fact that creep-fed calves take off much better at weaning time is also a huge benefit.

At Farmers Ranchers, we have a worksheet to help determine your individual return on investment. Give us a call at the feed center in Valentine, Ainsworth, or Springview, and **Gene Snyder** or **Terry Foxworthy** can sit down with you to work through the steps.

Of course, we've got much more than feed at Farmers Ranchers. As haying season begins, count on us for your supply of twine. We carry 16000 sisal, plus Clearfield™ and Envirofriendly twine. Speaking of hay, we hope to see you at the Hay Expo in Bassett June 14-15. Farmers Ranchers will be there. ■

MEET TERRY FOXWORTHY

Yes, before you read any further, **Farmers Ranchers** new feed salesperson is related to Jeff Foxworthy, the comedian of “You might be a redneck...” fame. It's a question this Nebraska native gets asked a lot. And, in true family form, **Terry Foxworthy** is a natural when it comes to interjecting funny one-liners.

He's also a natural when it comes to knowing feed and understanding the importance of service to the livestock producer. Terry, who started with the cooperative in May, has chalked up many years in the feed business.

“I've sold a lot of feed,” says Terry, who will be primarily covering Farmers Ranchers territory south of the Niobrara. “In my job, the people I sell to aren't just customers; they become your friends. They trust you to give them service.”

That focus on service is one reason he's now at Farmers



Ranchers. In his former position with another feed company, his sales area ran up against the cooperative's territory. “I knocked heads with these guys for 23 years,” says Terry. “I decided if I couldn't lick 'em, I might as well join 'em.” He was impressed with Farmers Ranchers record of service. “Everybody I talk to says this company has service. That's very important to me.”

The other important things in his life are Mary, a realtor, whom he married in December, his three children, and seven munchkins (Foxworthy language for ‘grandchildren’). And then there's Terry the sportsman. He has a passion for turkey hunting in the spring.

He also enjoys people and is traveling the area to get to know his new customers. He'll be happy to provide you with information, feed, or some good conversation. Just give him a call at 402-760-1093. ■

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community, we believe this is one way we can encourage our youngest and brightest to remain in agriculture and return here to contribute as leaders in the future.

It's also nice to report that your

cooperative is having a good year to date, and we thank you for your continued business. Whether it's awarding scholarships, providing our members with information, or special promotions, there's always a lot going

on at Farmers Ranchers. To stay current with what's happening at your cooperative—or to check markets or weather—log onto our Web site, www.farmersrancherscoop.com. ■

DIRECTOR PROFILE: AARON JACKMAN

FARMING IN HIS BLOOD

Aaron Jackman thought about doing something other than farming for a career. In fact, after graduating in Ag Finance from the University of Nebraska–Kearney, this Johnstown native worked for a crop consulting firm and a competitor of **Farmers Ranchers Co-op**. But the farm kept calling him back.

Seven years ago, this 32-year-old returned to farm with his father, Jimmy. He's never regretted the decision. "It's just in my blood," says Aaron. "This is what I truly enjoy."

Today, the father-son business is 100% crop farming. A former hog and cow/calf business gave way to corn and soybeans. The two own their own land and share machinery—and responsibilities. "We work together to get everything done," explains Aaron.

Getting everything done takes time, but that didn't deter him last October in accepting the associate director position on the Farmers Ranchers board of directors. As an associate, Aaron is a non-voting member, but participates in all of the meetings and discussions.

"I think it's wise to have an associate," insists Aaron. "They can bring a fresh perspective to the board." He also believes more producers should try to serve on the board so they better understand the challenges facing the cooperative today. "It's given me a new appreciation for the cooperative

and the important role it plays in the community," he adds.

For Aaron, that role includes providing employment for many in the communities it serves. He's also happy with the co-op's services and products. The Jackmans purchase all of their fuel and crop inputs from Farmers Ranchers.

When it comes to chemical application, he says the co-op has the Cadillac® system for fertilizer. "It's the nicest setup I've seen," he says. "It's nice to support a local business like that."

It isn't all business for Aaron. Although he admits that he loves to work, he does take time out to spend with his wife, Maureen, a nurse at Brown County Hospital, and their two children: Kyle, 11, and Conner, 4. He's pleased that his sons seem to share his passion for farming. "It's a really proud moment when they take an interest in what I'm doing," remarks Aaron. "The farm is a great place to grow up." ■



It's On the Web!

Head to www.farmersrancherscoop.com to find out more about the great deals at our Circle of Pride-winning Ampride in Ainsworth, including food punch cards, the Dashboard Sub card, and our party solutions like pizzas and cakes. We've also got new menus. ■

Check it out today!



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INSIDE
WE'VE GOT THE CREEP FEED
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