

Communicator

Heritage Cooperative Update

from John Dunbar, General Manager



CHAMPAIGN
Landmark, Inc.

A quarterly publication for the members and friends of Champaign Landmark, Inc. 304 Bloomfield Ave. Urbana, OH 43078 1-937-652-2135 or 1-800-424-2584 www.champaignlandmark.com

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Heritage Cooperative, Inc. will officially start operations on September 1, 2009. As I'm sure you are all aware by now, Heritage Cooperative is the new business created by the consolidation of Champaign Landmark with The Farmers Commission Company from Upper Sandusky, Ohio. Eric Parthemore, President of Farmers Commission, and I have been working with both Boards of Directors as we continue the process of bringing the two cooperatives together.

There are numerous tasks that need accomplished prior to our consolidation and we are working on many of them now. Employee benefits and personnel policies are very similar but there are still differences that need addressed. A group of employees are looking at these now and will be presenting a proposal to us in the coming weeks. The Champaign Landmark fiscal year end will be on February 28, 2009 and soon after our audit is complete we will start the process of moving

data and files to the new computer for Heritage Cooperative. The fiscal year end for Heritage will be August of each year.

We plan to have the Heritage Board of Directors selected prior to July this summer. The new Board will be composed of 14 Directors with seven coming from each cooperative. All nine of the current Champaign Landmark Directors are willing to serve and we will be asking the members to select the seven to go to the new Board.

The main/corporate office will be in an office building (see photo above) near West Mansfield. We held our first joint Boards of Directors meeting there in February. With the flexibility created by current computer software, many of the traditional "main office" functions will be done in four regional offices in Urbana, Mechanicsburg, Kenton and Upper Sandusky. As we have said throughout the process, our branch operations will have little change with the new cooperative because we have very little overlap in our

market areas.

The biggest project now, and the "cornerstone" to combining our businesses, is the construction of the 30,000 ton dry fertilizer warehouse in Kenton, Ohio. This building will be completed in time to receive dry fertilizer that will be used in the fall of 2009.

Thank you for your loyalty to Champaign Landmark and your continued support. Our consolidation to form Heritage Cooperative, Inc. will enable us to continue the success of your cooperative well into the future.

Eric Parthemore and John at the groundbreaking last fall of the new fertilizer building in Kenton.



SAFETY ZONE

from Max Perry, Safety Director/Risk Coordinator

Time Management

You probably know that effective time management will help you get more done each day. It has important health benefits, too. By managing your time more wisely, you can minimize stress and improve your quality of life.

To get started, choose one of these strategies, try it for two to four weeks and see if it helps. If it does, consider adding another one. If not, try a different one.

- **Plan each day.** Planning your day can help you



accomplish more and feel more in control of your life.

Write a to-do

list, putting the most important tasks at the top.

- **Prioritize your tasks.** Prioritizing tasks will ensure that you spend your time and energy on those that are truly important to you.

- **Say no to nonessential tasks.** Consider your goals and schedule before agreeing to take on additional work.

- **Delegate.** Take a look at your to-do list and consider what you can pass on to someone else.

- **Take the time you need to do a quality job.** Doing work right the first time may

take more time upfront, but errors usually result in time spent making corrections, which takes more time overall.

- **Break large, time-consuming tasks into smaller tasks.** Work on them a few minutes at a time until you get them all done.

- **Practice the 10-minute rule.** Work on a dreaded task for 10 minutes each day. Once you get started, you may find you can finish it.

- **Evaluate how you're spending your time.** Look for time that can be used more wisely. You could free up some time to exercise or spend with family or friends.

- **Limit distractions.** Block out time on your calendar for big projects. During that

time, close your door and turn off your phone, pager and e-mail.

- **Get plenty of sleep, have a healthy diet and exercise regularly.** A healthy lifestyle can improve your focus and concentration, which will help improve your efficiency so that you can complete your work in less time.

- **Take a break when needed.** Too much stress can derail your attempts at getting organized. When you need a break, take one. Take a walk. Do some quick stretches at your workstation. Take a day of vacation to rest and reenergize.



ROOTS & SHOOTS

from Mark Secor
Agronomy Department
Manager

Punxsutawney Phil saw his shadow earlier this month telling us there's six more weeks of winter. Now's the time to get serious about your planting intentions.

Just coming off our third annual Crop Advantage Winter Forum, many of you that I talked with one-on-one still had your normal rotation in place for this year. Then, all of you said "but, if the weather cooperates".

In talking to our managers on the planting intentions, many of them carried your same concerns—that the weather will influence your decisions more this year than in years past as the fertilizer market is still in limbo and the grain market hasn't been very influential as well.

Based on all this, Champaign Landmark has decided to give you options on the fertilizer side with delaying your purchase of products until May 1, 2009. The main reason we are doing this is to allow you added time to pay, but to also let us know of your intentions on what you will need for this planting season. Our greatest concern this spring is "making sure we have the products you want when you need them." Most of our managers are probably tired of me continuing to ask them about their customers' needs. But we have to know as soon as possible so we don't run out and can't find anything available then. We feel shortages this spring will be, as mentioned earlier in the article, based on the weather. The crop produc-



tion area from Iowa to Pennsylvania is behind on fall applications of *all* products. If the weather becomes favorable across this whole area at the same time, our current terminals will run out and the whole system will back up. If this would happen, as it has on certain products in the past few years, we will hold on to products "only for the customers that signed our production contract" and "sell only the cash tons on a first come basis".

Hopefully everyone will get into the fields, everything will go smoothly and we can concentrate our efforts on *maintaining* your fields for optimal production.

Please keep "safety" in mind as we'll all be working long hours. And keep safety in mind also for children as they enjoy their spring and summer outdoor activities.



Inventory Reduction of Discontinued Tires at Urbana Tire Center

() indicates number in stock
Call the Tire Center at Urbana for availability and prices -
800-424-2584 or 652-2135, Ext. 126.

Bridgestone

205-45-16 Potenza (1)

Firestone:

205-75R15 Winterforce (1)
215-60R16 Firehawk GTA (2)
225-70R14 Wilderness HT (1)
225-70R15 Wilderness (1)
235-75-R15 Wrangler (1)
245-75R16 Transforce AT (1)

Goodyear:

225-70R15 Eagle GT II (2)
225-75R15 Integrity (1)
235-70R15 Eagle GT II (1)

Mastercraft:

175-65R14 Sensys 01 (2)
215-60R16 Glacier Grip (2)
215-70R16 Courser HTR (1)
215-75R16 Courser Radial LT (1)
215-85R16 Courser AT (2)
225-70R15 Sensys 01 (1)
235-85R16 Courser Radial LT (2)

Michelin:

205-70R15 X-One (1)
215-70-15 Harmony (1)
235-65R17 Cross Terrain (4)
235-70R16 Cross Terrain (5)
235-75R15 Radial XH 4 (1)

National

225-75R16 XT Commando (2)

Uniroyal:

235-70R15 Laredo AWR (1)

THE FEED BAG

from Derek Fauber
Feed Sales Manager
Sitting in for Eric Johnson

As we enter the 2009 show season let's discuss the "Winning Matrix"...the four part formula for success that is critical to your next animal project. If any one part of the equation falters, the opportunity for performance is diminished to a certain degree.

Part One: Better Breeding

As your selection process begins, remember the end goal. You're feeding an animal that will go through several transitions to meet its **genetic potential**. Your initial **selection** should be based on factors that will ultimately affect this process. **Conformation** and **soundness** should be considered, rather than the "look" on sale day. The animal that is "twelve o'clock" today may not be so in a few months.

Part Two: Better Management

The saying, "Cleanliness is next to Godliness" certainly should apply to your management style. Knowing where the buckets are at feeding time and that they are clean is a must. Feeding time needs

attention also. Animals are just like you and I. They like **consistent feeding** as much as we do. The same feeding twice or more times a day provides the animal with structure to develop. If the time changes, the animal's overall disposition changes also. Also important is daily care. Animals need some "TLC" to look their best on show day. Whether it be daily washing and rinsing, or exercise, you must provide **daily care**. Exercise almost always affects stamina during market or **showmanship** classes. Factor ahead the length of time a typical class lasts. If you win your class, how long will the division drive last? What about the final drive? Does your animal have the overall

physical condition required?
Part Three: Better Feeding

To feed better, several things must be considered.



How do I reach **optimum growth**? Some of the management factors listed in Part Two will help you to reach your desired growth goals. **Consistent intake** is one of the single biggest factors in project completion. Changes in diet over short periods of time have an adverse effect on daily intake. Know ahead of time how much feed a given animal, at its current stage of life, should eat daily. Again, be consistent, whether it is time of day or feed quality. Routinely judging **body condition** is another useful tool. Does the animal have the desired **bloom** and **finish** to be considered a success? Start measuring this condition prior to project completion—it will pay dividends in the long run.

Part Four: Better Health

Establishing a **health program** for your particular

facility can head off any preventable problems that may arise. This may mean a Bio Security plan, proper use of handling equipment or training on proper injection type and site. Proper use of **vaccinations** are important in the prevention and cure of disease. Never use a drug in a manner that it was not intended for. This is considered *off label use*. Only a veterinarian can prescribe a drug in a manner exceeding the labeled use, known as *extra label use*. Having a vet/client relationship will allow you to place animals in **veterinary care** when necessary. Understanding the situation and relying on the knowledge of the practitioner is priceless. Finally, **proper sanitation** for your project animal insures its well being. Types of sanitation include waste removal, air quality and

clean fresh water. You should provide an animal with a comfortable environment to live in.

There are many other ways to have a successful project. Two of the biggest are "Work Hard, Have Fun!!"



COMMUNITY SUPPORT...PARTNERING WITH LAND O'LAKES FOUNDATION

Champaign Landmark is pleased to announce that the following donations were made in partnership with Land O'Lakes Foundation for 2008.

- **Allen Township Fire Department, Allen Center in Union County**

A cofferdam to use to assist in the extrication of a substance engulfed victim and donations totalling \$2,000.00 to provide education for the firefighters on using the cofferdam.

- **Christiansburg Community Fire Company, Christiansburg in Champaign County**

Funds totalling \$2,000.00 were donated toward the purchase of a 3,000 gallon holding tank to take to the site of fires to hold water that is brought to the site where there is no source of flowing water/no hydrant.

- **4-H Camp Clifton, Yellow Springs**

A donation totalling \$2,000.00 to help build a new swimming pool at

4-H Camp Clifton which serves 4-H members from Champaign, Clark, Greene, Logan, Union, Shelby, Fayette and Madison Counties of Ohio.

- **Catholic Charities of Southwestern Ohio** (formerly Second Harvest Foodbank of Clark, Champaign & Logan Counties)

This is the second consecutive year we have donated to this food bank. This year our total contribution was \$1,162.00 for food items.

- **Mid-Ohio Foodbank, Columbus** (serving numerous central Ohio counties)

This is the second consecutive year we have donated to this food bank. This year our total contribution was \$1,162.00 for food items. We again

requested our donations be sent to food pantries in Union County in Marysville, Richwood and Milford Center; in Madison County in Kileville/Plain City, Newport and London; Derby in Pickaway County and Delaware in Delaware County.

ACROSS THE SCALES

from Ed Nienaber, Grain Department Manager

We start the all important month of February that establishes our Crop Insurance minimums with the grain markets under pressure, which is a little disappointing. The markets are all struggling at this juncture of the year.

Demand has been an issue for both corn and wheat but bean demand has been solid. What a difference a year makes in these markets. Corn is a dollar plus loser than last February but with a completely different psychology, beans are down almost \$4 and wheat down almost \$5.

Let's start with corn. Basically all of our demand bases are slipping. Feed demand continues to contract with the best example being the bankruptcy of Pilgrims Pride. Cattle numbers are shrinking and hog producers are barely squeaking out a profit, if at all. So we can expect to see the USDA lower the feed demand in the future reports probably by another 100 MB or

more. Turn to the ethanol industry where it seems that every week we hear of another plant either closing or filing for bankruptcy protection. We would anticipate another 100-200 MB drop in this usage category. Then there are the exports—where inspections are down 40% from last year with the USDA only anticipating a 28% decline. We will say that the last 2 weeks have seen good export sales of 40 MB+ but not many traders feel this will become the norm. The problem in the export arena has been two-fold with the general global slow down in demand along with cheap alternatives like feed wheat and barley substituting for corn. All told we feel that the ending stocks on corn will grow to in excess of two billion bushels. What this means is that there will be less tenacity to any battle for acres this spring. We just don't need to increase corn acres with this type of ending stocks. Still



the anticipation of planted acres will develop as we approach March and draw many dilemmas for the producer to wade through.

In soybeans there has been a story that has been largely two-fold with solid Chinese demand and weather issues in primarily Argentina. The Chinese have been very active in our bean market taking about 60% of all of our bean export sales. As opposed to corn, bean export inspections are 12% higher than at this time last year with the USDA projecting a 5% decline for the year. What is helping this along is the Argentinian farmer continuing to hold a large amount of the previous year's production. Argentina has suffered through one of their worst droughts in 50 years. They are now starting to get some rain and that is easing the stress on the crop. Crop development would be comparable to our first week of August here in the U.S. Still the jury is still out on the size of their crop—many acres did not get planted. We

could easily see a 5-10 MMT decline in their crop from the last USDA estimate of 49.5 MMT. We also will not be surprised to see the Brazilian crop be a touch smaller than estimated. This could total a 10-20% drop in the world ending stocks of beans and that becomes significant and has provided good underlying support to the complex. But traders have to weigh out the old crop issues against what is projected to be record bean planting this spring. Some estimates are that the 2009-10 ending stocks could climb in excess of 700 MB, a new record high. This leaves us in a camp of being much more aggressive in selling next year's bean crop on any rallies in the market.

The USDA prospective planting report will be released at the end of March. While the trade is anticipating an increase in soybean planting, the private forecasters will begin to weigh in with their predictions in the coming weeks. The next potential price rally in the markets may be in the hands of the spring planting season.



AT THE PUMP

from Ray Etgen
Energy Manager

Old Man Winter has us firmly in his chilly grasp! The frigid temperatures in January had everyone all bundled up and trying to find a warm place to hide. In the first week of February, we ran about 15% colder than last year at the same time. So, if it seems like you are using more fuel to keep warm this winter, you would



be correct. However based on the 30 year averages, we are very close to living a normal winter (the last several years have been warmer than normal).

As we move closer to spring each and every day, I want to remind you of our **Spring Oil Sale** which begins March 15 and runs through April 30. This is a great opportunity to get

10% off and to stock up on our quality oils and greases for your farm equipment, pickup trucks, grain trucks, cars, and lawnmowers. If you have any questions about oils please call us at 937-652-2135 or 1-800-424-2584 and ask for Kim, extension 151 or Cathie, extension 121. Or visit www.champaignlandmark.com/energy/petroleum/lubricants.

We thank you for your support in 2008 and look forward to serving you in

2009 as we celebrate our 75th Anniversary.



**10% Off On
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Co-op
Lubricants
from Champaign
Landmark, Inc.
Spring Oil Sale Runs
March 15 through
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