



# Two Rivers

## Cooperative

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### MISSION STATEMENT

“Two Rivers Cooperative Is Committed To Building Profitable Business Relationships Based On Integrity And Quality”

Two Rivers Cooperative

Pella, Iowa 50219

July, 2010



## Agronomy

### Update

By

Jay

Van Woerkom

## We Look Forward To Seeing You At The

### LOCAL COUNTY FAIRS

#### Agenda Of Upcoming County Fairs

Jasper

Marion

Mahaska

Iowa State Fair

July 16th To July 22nd

July 16th To July 22nd

July 19th To July 25th

August 12th To August 22nd

I hesitate to state the obvious - ***It's Very Wet*** - and yet I do so to establish the foundation to underscore this next statement: ***We'll Need Everyone's Full Cooperation!***

As everyone knows all too well, the challenges of post-emerge spraying are significant enough trying to get a vast number of acres sprayed in a relatively short window of time.

This holds true regardless of whether you're spraying the acres yourself, we're custom spraying them, or if we're both working on it at.

When we have to contend with accelerated weed growth and development that is being matched by accelerated corn and/or soybean crop growth and development, it shortens our spraying window and magnifies the challenges even more.

That we typically have Mother Nature confounding our spraying plans and schedules with incessant winds that limit the number of hours/days we're able to spray adds that many more challenges to the fire.

Which brings me back to the beginning statement - ***It's Very Wet*** - which makes it absolutely essential that we work extremely close with one another to plan and coordinate all of the logistics of getting this crop sprayed efficiently, effectively and in the most timely manner possible.

The wet spots we have won't disappear any time soon, so we may have to focus on tackling this season's

spraying needs with ***The Bigger Picture*** in mind, since the number of options and alternatives we're able to turn to keep gradually shrinking away with the passage of time.

I can assure you the entire Two Rivers Team will be doing everything in our power to take on the challenges ahead of us, and we can and will be more effective and more efficient in handling the needs of all customers with everyone working together, communicating, planning, scheduling and cooperating each day.

On to other issues. Some calls have come in about yellow corn and/or yellow soybeans, and while the areas of our fields that look lush, green and good are indeed very good, these stressed areas stand out and are therefore having performance issues.

Saturated soils have created shallow root systems in some fields, inhibited root system growth and development in some, and nitrogen reserves are fading fast in a lot of fields as well, since we have to remember some of this year's corn has been in the ground since mid April.

While there may be some fields where we could have an opportunity to get additional units of nitrogen applied as of this writing heading into June's final weekend, it would take pretty much a lot of circumstances all coming together just right in those fields to make it work, and in most situations the proposition would be iffy.

One thing we can be fairly certain

of is that these soggy, high humidity conditions are providing a very favorable environment for molds to develop and prosper in corn and soybeans alike, and that brings me to the subject of fungicide applications.

We've seen some very good responses to applications of fungicides in corn as well as in soybeans the past few years, and as things are today we should be able to expect improved crop performance and yields to be a solid factor supporting fungicide applications this year.

Timing is a key to success, the window will be fairly tight, and the demand for planes and pilots will more than likely be very large, so it's an ***Absolute Must*** to get these applications lined up as soon as possible.

Check the corn hybrids you planted to determine those that are the most responsive to fungicide applications, feel free to talk to your Two Rivers Agronomist if you have any questions or need assistance, and by all means get maps into us and firm up your needs as soon as you possibly can.

Just a quick note about alfalfa stands, which have really taken it on the chin this season from the wet weather. As if soggy conditions and delayed first cuttings weren't enough to deal with, all of the fields I've been in have heavy infestations of potato leaf hopper at work.

**UPDATE**

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## Fuel Facts

By  
Scott  
Bensink



**QUALITY DIESEL:** Keeping pace with the continuous advances in the technology being used in today's farm machinery is a huge responsibility, and no one in the industry takes it more seriously or has committed more resources to it than Cenex.

As a result, no diesel fuel on the market contains a more complete, balanced and comprehensive additive package than the one in **Ruby Fieldmaster Premium Diesel**.

Cenex conducts on-going research on the needs and demands of off-road agricultural equipment and engines to give you a premium diesel fuel that runs more efficiently, protects your engine's precision components better and which therefore assures less downtime for maintenance and repairs.

Unlike conventional # 2 grade diesel fuel that can literally be "cooked" due to the tremendously high temperatures engines manufactured in the past decade operate at, you can be assured that your engine is being protected by the additive package in Ruby Fieldmaster Premium Diesel.

These include detergents and fuel injection stabilizing additives, lubricity improvers, demulsifiers, fuel storage stabilizers, corrosion inhibitors and a cetane enhancer.

This package delivers higher fuel efficiency, maximum power and performance, extended life for key and expensive engine components such as injectors, injector pumps/filters, and more productive and profitable operation due to decreased downtime, maintenance and repairs.

Plus, using Ruby Fieldmaster Premium Diesel gives you the option to purchase the Cenex warranty program that covers the system and fuel injectors on new or used equipment for 8 year or 8,000 hours.

I again remind you we have a Fall Diesel Contracting opportunity available, and it may be a good idea to start tracking this to layer in your needs.

**LP NOTES:** Once again this year we're seeing and hearing about numerous gimmicks and angles being used in sales pitches for LP, and as in

the past, the price is typically the bait that is being used by these folks to attract your attention.

As I have cautioned customers in the past:

**First**, always keep in mind that if something looks too good to be true, there's usually a catch involved.

One of the favorite "tricks" some suppliers use is a low price for the first fill or special deals to new customers, but typically they will make that up and more very quickly with much higher prices that will follow.

**Second**, be sure you know exactly what is included in the price that's quoted, and perhaps of equal importance, know what is not included.

For example, some suppliers add pumping fees or added delivery costs that aren't spelled out in their initial price quote.

**Third**, if you're signing any kind of commitment, read every word, especially the fine print, and be sure you ask questions to get a full explanation and clarification of any terms you aren't sure about.

**Fourth**, also keep in mind every supplier must thoroughly inspect and test your LP system for safety before filling a tank for the first time, and there are fees for those tests.

In other words, if you subsequently are dissatisfied with a supplier you have switched to and decide to switch back, a new safety and leak test of the LP system must be conducted.

**Fifth**, know the reputation, reliability and dependability of the supplier. If you have a question or a complaint, need emergency service or supply, are you dealing with someone personally and locally, or do you have a voice/number activated message answering system that's out of state to navigate?

Price is always important, but if you need LP in January and you're trying to get through some recorded message system to talk to a real person, or dealing with a receptionist of some corporate giant that doesn't have a clue who you are or where you live, your priorities tend to change.

## Marketing Analysis

By  
Justin  
Huebner



During June we saw a slight shift in the corn and soybean markets that nudged them up from their lows, and one of the main contributing factors in this was the modest improvement in the financial position of Greece, which now appears may not need the full amount of the recent emergency bailout the EU is supplying.

This is just one of the areas where a close watch on currency values should give us a glimpse into where markets may move next.

Another comes from the opposite side of the globe, where China has indicated they intend to allow the value of their currency to increase, which in turn will lower the value of the dollar and thus make our commodities a more attractive choice to the export market.

Remember, a high dollar value discourages corn and soybean sales overseas, lower dollar value encourages more purchases of both, and with our large inventories and a large crop anticipated for fall, inventory disappearance aids prices both near and longer term.

The extremely wet weather we have been experiencing locally is starting to get noticed in some circles, I imagine, and certainly there are areas locally as well as elsewhere in Iowa where damage from heavy rains will cause yields to suffer.

But nationally, the 2010 corn and soybean crops are still enjoying the highest crop ratings they have had since 1999, therefore the overall crop outlook remains huge and that will continue to apply pressure on the mar-

### ANALYSIS

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## Two Rivers LP Team Focus On Customer Safety

*In the weeks ahead your Two Rivers LP Team will be emphasizing safety as it conducts inspections and testing of the LP systems and equipment for our customers.*

*Included in this effort will be a continuing focus on replacing all outdated (15 years old or older) LP system regulators, since the failure of one of these outdated regulators could lead to leaks and tragic consequences.*

*Additionally, we're implementing a new safety program using the latest in testing equipment to inspect underground storage tanks for leaks and corrosion.*

## Hybrid Vigor By Joe Toillion Swine & Beef Specialist



Although all the moisture we've been having has created challenges on the crop production side of your farming operations, the moisture has been great for the pasture and alfalfa acres on the beef production side.

As a result of having so much lush grass readily available, this is shaping up to be one of those years when a creep feeding program just doesn't make much sense.

**After all, why would you ...**

... **Supplement feed** to animals that are belly deep in what they are meant to consume in the first place?

... **Create added expense** when you certainly don't need more costs?

... **Deal with the dilemma** of inconsistent intake of a creep feed?

However, just because supplementing the diet of the calf with a creep feed doesn't make sense this year, that doesn't automatically mean there aren't important nutritional issues you still need to address for these calves.

Calves still need to receive adequate protein to assure their lean growth potential can be met, and so they will continue to gain weight without getting that overly fleshy look.

There are a few effective and economical techniques we suggest to supplement the protein levels of calves on this season's lush pasture grass. These include:

**1. Establish a creeping area** that will keep the cows out.

**2. Putting out lick tanks** containing QLF supplement works super, since not only do calves love it, the low cost is very attractive.

**3. Supply protein tubs**, which also works very well, though the cost is a bit higher than the QLF liquid.

**4. Give them protein blocks**, another solid choice, although in the case this cost is even higher.

There is, as with all things, "**A Method In The Madness**", because we supplement protein in the creeping area that's been established for the calves.

This puts valuable gains on calves at a low cost, and we can continue creep feeding in this manner until late in the summer or early fall if grass stays plen-

tiful or, if we hit a dry spell and grass levels are depleted later on, we can make the switch to the dry complete ration that we'll wean calves on.

This process lets us not only meet the nutritional needs of the calves, but most importantly it does so at a very economical cost.

**The Bottom Line** is that in soggy years like this one, a creep feeding program is not in the best interests of your calves, nor is it in your best interests, and I certainly do not want to recommend or sell you a creep feeding program just for the sake of keeping our delivery trucks busy.

Our responsibility is to properly position products, programs and services that will do the best job for our customers.

The grilling season is here, so remember: **The only thing better than raising great beef is eating great beef!**



## Livestock Production By Nick Steinbach

I have a feeling that as the thermometer shoots higher in the weeks ahead, so too will fly populations, and that means you need to be sure to keep your Altosid fly control minerals in front of cows for consistent and continuous intake.

Ideally, you should have been feeding the loose mineral and/or tubs containing Altosid since early this spring to get a head start on holding fly numbers down right out of the starting gate.

But even if you didn't get fly control started early, **It Is Never Too Late To Start.**

While you may not get the same level of results you could have had with Altosid out there from the beginning, there are still solid benefits for cattle by getting Altosid out there now.

Addressing fly control with Altosid in loose mineral and/or tubs is a very economical way to control horn flies without all the additional time and labor demands you run into using ear tags and back rubs/pours.

Not only is the Altosid strategy easier, very economical and effective, you are also able to supply key

levels of vitamins and trace minerals to your cattle in the process.

Plus, there is significant research that shows the Altosid mineral program also increases the effectiveness of your vaccination program.

We know the fine fly control results you can get by supplying Altosid in your cow minerals, that's why we recommend it.

Our producers who use Altosid minerals know the effective, easy to use fly control they get at an economical cost, and that's why they've made it a top seller.

## ANALYSIS

*Continued From Page 2*

kets as we approach fall.

With lower corn and soybean prices increasingly likely, knowing your breakeven on both crops takes on huge significance, since even though we've seen input costs come down from their previous high points, the importance of covering those lower costs still looms as a top priority.

If a price falls below your breakeven it does not allow you to cover those costs, and selling below your breakeven thus assures a loss on the sale, and hopefully it won't come to that.

You need to know what price covers the costs for your operation, and that means you must establish your costs to know what price the market must hit to make a sale work.

As I have suggested to a number of customers, if you are still unsure if the marketing services we offer are what you're looking for and if the fees that you pay for those services are worth the investment, at least sign up to receive our e-mail commentary so you can evaluate our program.

In closing I encourage interested customers to joins us for the **Summer Marketing Meetings** we'll be holding to provide insights into our markets as we approach another harvest.

The first of these meetings will be at **noon on July 27th at the Pella office**, with a second meetings now being planned for August.

**If You Still Have  
Corned Stored On The Farm  
CHECK YOUR BINS  
And Check Them Often  
To Monitor Grain  
Temperature & Moisture  
So You Do Not Have Any  
Shocks Or Surprises Later On**



**As I See It**  
By Tracy Gathman  
General Manager



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Permit No. 2929

I'm pleased to announce **Matt Van Weeldon**, who earlier this year accepted a position with Titan Machinery, has recently accepted an offer to return to Two Rivers Cooperative to assume the responsibilities as our new Agronomy Operations Manager.

Matt's 13 years of previous experience at Two Rivers, most recently as our GPS/Precision Ag Coordinator, have given him an outstanding background and knowledge of the needs of our customers, the characteristics of their farming operations and the needs and expectations which our customers and our company both have for the full spectrum of crop production services we offer.

Matt's specific responsibilities will be focused on coordinating all agronomy department operational services, specifically those involving custom applications of crop nutrients and protection products, plus assisting in inventory procurement /management.

As he returns to Two Rivers and begins handling his duties in the next 30 days, Matt will be working in conjunction with Jay Van Woerkom, who as I discussed in last month's article, has accepted the additional responsibilities as Two Rivers Agronomy & Seed Sales Manager to coordinate the full resources of the agronomy sales force.

The driving forces in the process to expand/upgrade the full range of agronomy services we offer to meet the ever-changing/increasing needs of the customers we serve can be traced directly to the farms and fields of those customers, where change is continuing to occur and where the demand for timely and efficient service continues to increase along with the expectations of our customers.

I hope that all of you will welcome Matt back to Two Rivers and to your farms as you have an opportunity to visit with him in the weeks ahead.

Speaking of the weeks ahead, over the course of the next 30 days the staff of Two Rivers will be focusing on

preparations for this year's strategic planning session, which will be held in early August and which will once again serve as the opportunity for your Board of Directors and the staff to convene to discuss how well we have been meeting the goals and objectives that were set forth at our previous session, and to also look to the future to lay the foundation for the next year.

This is, in basic terms, a look back at where we have been, where we are today and what we have done to get to this point, and of course where your cooperative is going next, how it intends to get there, plus our plans, goals and objectives for the near as well as the longer term, and what must be done to set the wheels in motion to achieve them.

It is, as every Director who has participated in the past will tell you, a very comprehensive and very intensive period for all of us, one that has made it possible to sustain positive growth and performance over the course of the past years during which so many changes, challenges and opportunities have been coming at our customers, their farming operations and our cooperative from all directions.

We begin with the full understanding that whatever this company has achieved in the past and will achieve in the future comes about solely through the continued support and business which you, the members and patrons provide to generate the necessary revenues to grow your cooperative business efficiently and successfully.

It's a sad commentary on our times that there are far too many businesses today that fail to remember they owe their very existence to the people who patronize and do business with them.

They seem to have forgotten it is

people they serve, so they ignore the individuality of their customers, disregard their input, ideas and suggestions, and regard them only as a number.

Two Rivers will not jump on the bandwagon to bigness for the sake of size, but as the Board and staff has at each strategic planning session, we will once again focus on **Service To You, The Customer** as the foundation on which this company was started, on which it has grown and on which it will move forward into the future.

There's an old saying I feel appropriate: "**You Dance With The One That Brung Ya**" and you, our customers have provided the support and business that have brought this company to where we are today, and only you can take us to the goals and objectives we both share for tomorrow.

## UPDATE

*Continued From Page 1*

Don't hesitate to contact your Two Rivers Agronomist if you have any questions or need any assistance with your alfalfa acres, and since a high quality, high yielding second cut looks like it will be even more important, be sure to discuss P & K.

Finally this month I am sure you've noticed the Two Rivers Test Plots are looking very good at this time, and if there is anyone who would like to visit the plots to compare and evaluate them, get in touch with me or any of the agronomists and we can arrange a time for a look-see with you.

And don't forget, we have the major Answer Plot located not all that far away in Grinnell, and if anyone is interested in taking a trip to check it out, let us know and we can try to coordinate a visit to those plots as things ease back some.