

April 2014

# Primeland Perspective

CUSTOMER NEWSLETTER



## Always New Insights. And Now a New Name.

I'm excited to share the news that your producer board has voted to change our name to CHS Primeland, with implementation beginning this spring and finishing Aug. 31, 2014.

We decided to adopt the CHS Primeland name to demonstrate our pride in being a division of CHS, the nation's leading agricultural cooperative. The decision to adopt a new name was carefully considered and involved our management team and producer board members.

Using the CHS Primeland name is also a reminder that we bring a depth of Fortune 100 company with resources, international connections and expanded opportunities to our communities. As our owners, we are 100% focused on your success. When you work with us, you are part of something bigger so you can accomplish more.



*By Ken Blakeman,  
General Manager, CHS Primeland*

You may be wondering if there are any changes in ownership, producer board responsibilities or personnel associated with our name change. The answer is no. We will continue to provide the local expertise, quality products and exceptional service you have come to expect from us.

In the coming months, you will begin to see the new logo, like the one displayed to the right, on assets in our

local communities from rolling stock to building signs. Our new website, [www.chsprimeland.com](http://www.chsprimeland.com), will launch later this spring with a new look.



The CHS brand is recognized across the world for the value it delivers to our members and customers. If you have questions regarding this change, please contact me or our producer board. We look forward to continuing to do business with you in the future.

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# Strengthening Our CHS Connection

By Ken Blakeman, General Manager, CHS Primeland

**The adoption of a new name comes at an exciting time for CHS Primeland and presents tremendous opportunity.**

As an owner of the nation's leading cooperative, you have a stake in the many investments being made on your behalf. Since 2010, CHS Country Operations, the division CHS Primeland is in, has invested more than \$4 billion in expansions and upgrades for greater speed, more storage space, reliable supply and access to global markets. As a whole, CHS is making investments as well.

Investments like increased ownership of our petroleum refinery in McPherson, Kan., that along with our other refinery in Laurel, Mont., combines to produce more than 140,000 barrels per day. Or investments in crop nutrients, where CHS continues to distribute millions of tons of crop nutrients to member cooperatives and agriculture retailers. It's through those distribution channels that CHS supplies more than 20 countries and brings crop nutrients to customers through 105 owned or leased fertilizer terminals.

With grain, those investments mean growing a supply chain that exports more than two billion bushels every year to customers in more than 65 countries. It's through this far-reaching network that we connect U.S. grain to some 20 global grain marketing offices in North America, South America, Europe and Asia.

But investments also mean looking to new business opportunities.

With sunflower demand and production on the upswing, CHS Sunflower formed a new joint venture in Argentina—CHS AGRO—creating new opportunities for owner-grown sunflowers and giving CHS Sunflower a more robust international supply.

Locally, our connection to CHS means access to more capital. We are currently exploring two building projects for our producers in Idaho and Washington. One project involves building a new grain facility for increased storage space; the other is building a mega-fertilizer plant to add value with more crop nutrients. All this while continuing to make upgrades to our current facilities. It is because of this connection that we have the ability to explore projects we otherwise couldn't pursue. It's all in the aim of helping you grow your operation.

Add everything together and our connection ultimately means an opportunity to see cash patronage. In 2014, cooperatives and producers will share an estimated \$433 million returned to the country. Over the past 15 years, CHS has returned more than \$5 billion in cash patronage.

Lastly, a dedication to our communities right here at home is what fuels our connection. Through Harvest for Hunger, we bring together employees, customers and partners to collect food, funds and grain to alleviate hunger in our communities. In 2013, nearly 60 Country Operations locations participated in Harvest for Hunger, raising the equivalent of 3.2 million meals. Of those, 17 contributed more than 1,000 meals per full-time employee.

**“As an owner of the nation's leading cooperative, you have a stake in the many investments being made on your behalf.”**

- Ken Blakeman

Though we can't predict the future in our industry shaped by weather, the global economy and other factors, we can make one promise: We will continue to strive to help you grow your operation and pride in our connection with CHS, the system you own.

## Welcome New Grain Buyer in Moscow



## Helping You Grow

Behind our brand refresh is a new employee promise to you – Helping Our Owners Grow. This promise conveys our unique ability to connect you, our owners and customers, with the right products, services and solutions you need to reach your individual goals for growth and success.

It is this philosophy that guides everything we do at CHS Primeland and it starts with our employees. Every day our employees strive to help you, our producers and cooperative owners, grow your business.

How can we help you grow? Share your thoughts with your CHS Primeland representative.

## Giving Back to Your Community in a Big Way



*Each year, CHS Primeland gives back to the communities we serve in a big way. General Manager Ken Blakeman recently received the Friends of Leadership Idaho Agriculture Award for the role our cooperative plays in supporting the growers and communities who make up Idaho's agriculture industry.*

### More ways we give:

- In 2013, the Idaho Chapter of Fundraising Professionals recognized CHS Primeland with the philanthropy award for outstanding large business for raising more than \$37,000 for area food banks through CHS Harvest for Hunger. The 2014 Harvest for Hunger drive took place March 1-20.
- Clearwater Economic Development Association recognized CHS Primeland for donating land for the new fire station in Craigmont.
- CHS Primeland also donated land for the expansion of the Senior Center in Kendrick.

## Employee Innovation Increases Efficiency

*By Jim Miller, South Palouse Area Manager*

**When Moscow's Shop Foreman, Tim Clyde, came to us with an idea that would get CHS Primeland's custom spraying crews into growers' fields earlier, the management team was on board.**

His idea? To fabricate a spray system for the Quadtrac®. We had looked for commercial options, but were unable to find what we were looking for on the market. Tim and his team are talented fabricators, and we knew they could handle this challenge. When you look at the system today and the professional caliber of fabrication, you wouldn't know it was manufactured in-house.

Tim began by looking at spray systems that a few area farmers had developed for tracked vehicles, and then designed one for our Quadtrac. He used a John Deere spray system with a 120-

foot boom.

Having this spray system on a Quadtrac not only allows us to get into wet fields, but it runs better on the terrain found in this region, allowing us to get the job done quicker and more efficiently.

Thanks to our innovative employee team working together to meet our growers' needs, this system is ready to roll onto fields today.



*The sprayer design team includes Tim Clyde, Galen Qualey, Chris Lozar and Wayne Doyle.*



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## Manage Risk With Our Help



*By Russ Braun,  
Grain Division  
Manager*

A solid marketing plan is always a good idea. However, when commodity prices drop, it becomes even more important to develop a disciplined, yet flexible, plan to manage your risk in such a way that your operation remains viable.

To begin, you need to understand exactly what your cost of production is. Once this is clear, then work with a CHS Primeland grain merchandiser to develop a marketing plan utilizing tools that will help us help you take advantage of commodity rallies to bring in profit.

CHS Primeland offers a variety of marketing tools including cash sales, hedge to arrive and our Compass Contracts – Price Builder Bonus and Cash Plus. We’ve seen great success in using both of these contracts.

If you have any questions, or to set up a time to help develop your 2014 marketing plan, contact me in Lewiston at 208-743-8551; Zach Hasenoehrl in the Camas Prairie, 208-983-0210; Derek Schneidmiller in Rockford, 509-291-5511 or Michael Claiborn in Moscow, 208-882-7581.

## Maximize Yields With Key Micronutrients

*By Beau Blachly, Seed and Agronomy Advisor - WinField*

**Maintaining balanced levels of key micronutrients to complement macronutrients is critical to achieving maximum yields.**

Soil and tissue sampling are essential to maintain a healthy balance of micro- and macronutrients. CHS Primeland has adopted the NutriSolutions® tissue sampling process to better serve their growers. It takes the guesswork out of tissue sampling. Instead of taking a sample and then trying to interpret what the different levels mean for the crops in different stages, NutriSolutions is lined out with a colored set of bars ranging from deficient to responsive to adequate, and an X is placed where the sample scores are within these parameters.

In addition, each nutrient level includes an explanation as to what that nutrient does for the plant and how it will impact the plant if levels are deficient or in excess. This information helps you as the grower or your agronomist, determine which of the limiting nutritional values should be addressed and how.

### **Zinc & Boron**

Throughout the CHS Primeland coverage area, a high percentage of samples have shown deficiencies in

both zinc and boron. Zinc is important for leaf, root and vascular growth, while boron is essential for metabolism, flowering and fruiting.

To quickly address these deficiencies, CHS Primeland relies on Max-In® Ultra ZMB. With its patented CornSorb technology, Max-In Ultra ZMB greatly increases the nutrient movement efficiency across the cuticle to internal leaf structures.



*Beau Blachly*